

Meat Substitute Market By Category (Frozen, Refrigerated, Shelf Stable), By Product Type (Tofu-based, Tempeh-based, TVP-based, Seitan-based, Quorn-based, Others), By Source (Soy-based, Wheat-based, Mycoprotein, Pea-based, Others): Global Opportunity Analysis and Industry Forecast, 2024-2035

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Abstracts

The global meat substitute market was valued at \$6.6 billion in 2023, and is projected to reach \$18.0 billion by 2035, growing at a CAGR of 8.9% from 2024 to 2035. Meat substitutes are less likely to be contaminated or cause food poisoning as compared to meat products. Livestock production is often seen as a complicated industry that involves managing animal waste and the slaughtering process. Additionally, the risk of food contamination is high throughout the supply chain, particularly when dealing with expensive refrigeration and unreliable power supplies. The market for meat substitutes is growing rapidly due to the changing preferences of consumers who are looking for healthier and more sustainable food options. This trend is being driven by rise in awareness of environmental issues and concerns about the ethical treatment of animals. Leading players in the industry are responding to these demands by expanding their product lines and innovating to offer a wide range of plant-based alternatives to traditional meat products. The market is also seeing significant investments in R&D to improve the taste, texture, and nutritional value of meat substitutes, which is attracting a broader consumer base. One of the primary drivers for the growth of the meat substitute market is rise in adoption of vegetarian, vegan, and flexitarian diets globally. As more consumers prioritize health and environmental sustainability, they are actively seeking plant-based alternatives to meat. This has led to expansion of the market, with meat substitutes becoming

more mainstream and accessible across various retail channels. However, the industry is facing several challenges, including the difficulty of accurately replicating the taste and texture of meat. Despite advancements in food technology, achieving the same sensory experience as real meat remains a significant hurdle for manufacturers. Also, competition from traditional meat products and other protein sources presents a challenge to the widespread adoption of meat substitutes. Nevertheless, the meat substitute market presents numerous business opportunities for companies willing to innovate and adapt to changing consumer preferences. Strategies such as collaborating with fast-food chains to offer plant-based menu options, expanding into emerging markets with growing vegetarian populations, and investing in novel ingredients and processing techniques can drive the growth of the industry. The meat substitute market is poised for continued expansion as consumers increasingly seek healthier, more sustainable, and ethically produced food options. While challenges such as taste replication and competition persist, the industry's potential for growth and innovation remains substantial, offering ample opportunities for companies to capitalize on the growing demand for plant-based meat alternatives. The meat substitute industry is segmented on the basis of product type, source, category, and region. By product type, it is classified into tofu-based, tempeh-based, TVP-based, seitan-based, Quorn-based, and others. By source, it is divided into soy-based, wheat-based, mycoprotein, pea-based, and others. By category, it is categorized into frozen, refrigerated, and shelf stable. By region, it is studied across North America, Europe, Asia-Pacific, Latin America, and Middle East and Africa. Major players such as Amy's Kitchen, BeyondMeat, Cauldron Foods, and Garden of Eatin' International, Inc. have adopted product approval, partnership, agreement, and acquisition as key developmental strategies to improve the product portfolio of the meat substitute market.

Key Benefits For Stakeholders

This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the meat substitute market analysis from 2023 to 2035 to identify the prevailing meat substitute market opportunities.

The market research is offered along with information related to key drivers, restraints, and opportunities.

Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business

decisions and strengthen their supplier-buyer network.

In-depth analysis of the meat substitute market segmentation assists
t%li% determine the prevailing market opportunities.

Major countries in each region are mapped according t%li% their
revenue contribution t%li% the global market.

Market player positioning facilitates benchmarking and provides a clear
understanding of the present position of the market players.

The report includes the analysis of the regional as well as global meat substitute
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Product Life Cycle

Average Selling Price Analysis / Price Point Analysis

Brands Share Analysis

Expanded list for Company Profiles

Key player details (including location, contact details, supplier/vendor network
etc. in excel format)

Key Market Segments

By Category

Refrigerated

Shelf Stable

Frozen

By Product Type

Tofu-based

Tempeh-based

TVP-based

Seitan-based

Quorn-based

Others

By Source

Soy-based

Wheat-based

Mycoprotein

Pea-based

Others

By Region

North America

U.S.

Canada

Mexico

Europe

Germany

France

Italy

Spain

UK

Netherlands

Rest of Europe

Asia-Pacific

China

India

Japan

Australia

South Korea

Asean

Rest of Asia-Pacific

Latin America

Brazil

Argentina

Rest of Latin America

Middle East and Africa

UAE

South Africa

Rest Of MEA

Key Market Players

AMY'S KITCHEN, INC.

Archer Daniels Midland Company

Beyond Meat, Inc.

CAULDRON FOODS

GARDEN PROTEIN INTERNATIONAL, INC.

Kellogg Company

MEATLESS B.V.

MGP Ingredients, Inc.

SONIC BIOCHEM EXTRACTIONS LTD.

IMPOSSIBLE FOODS INC.

Contents

CHAPTER 1: INTRODUCTION

- 1.1. Report description
- 1.2. Key market segments
- 1.3. Key benefits to the stakeholders
- 1.4. Research methodology
 - 1.4.1. Primary research
 - 1.4.2. Secondary research
 - 1.4.3. Analyst tools and models

CHAPTER 2: EXECUTIVE SUMMARY

- 2.1. CXO perspective

CHAPTER 3: MARKET OVERVIEW

- 3.1. Market definition and scope
- 3.2. Key findings
 - 3.2.1. Top impacting factors
 - 3.2.2. Top investment pockets
- 3.3. Porter's five forces analysis
- 3.4. Market dynamics
 - 3.4.1. Drivers
 - 3.4.2. Restraints
 - 3.4.3. Opportunities
- 3.5. Value Chain Analysis

CHAPTER 4: MEAT SUBSTITUTE MARKET, BY CATEGORY

- 4.1. Overview
 - 4.1.1. Market size and forecast
- 4.2. Frozen
 - 4.2.1. Key market trends, growth factors and opportunities
 - 4.2.2. Market size and forecast, by region
 - 4.2.3. Market share analysis by country
- 4.3. Refrigerated
 - 4.3.1. Key market trends, growth factors and opportunities

- 4.3.2. Market size and forecast, by region
- 4.3.3. Market share analysis by country
- 4.4. Shelf Stable
 - 4.4.1. Key market trends, growth factors and opportunities
 - 4.4.2. Market size and forecast, by region
 - 4.4.3. Market share analysis by country

CHAPTER 5: MEAT SUBSTITUTE MARKET, BY PRODUCT TYPE

- 5.1. Overview
 - 5.1.1. Market size and forecast
- 5.2. Tofu-based
 - 5.2.1. Key market trends, growth factors and opportunities
 - 5.2.2. Market size and forecast, by region
 - 5.2.3. Market share analysis by country
- 5.3. Tempeh-based
 - 5.3.1. Key market trends, growth factors and opportunities
 - 5.3.2. Market size and forecast, by region
 - 5.3.3. Market share analysis by country
- 5.4. TVP-based
 - 5.4.1. Key market trends, growth factors and opportunities
 - 5.4.2. Market size and forecast, by region
 - 5.4.3. Market share analysis by country
- 5.5. Seitan-based
 - 5.5.1. Key market trends, growth factors and opportunities
 - 5.5.2. Market size and forecast, by region
 - 5.5.3. Market share analysis by country
- 5.6. Quorn-based
 - 5.6.1. Key market trends, growth factors and opportunities
 - 5.6.2. Market size and forecast, by region
 - 5.6.3. Market share analysis by country
- 5.7. Others
 - 5.7.1. Key market trends, growth factors and opportunities
 - 5.7.2. Market size and forecast, by region
 - 5.7.3. Market share analysis by country

CHAPTER 6: MEAT SUBSTITUTE MARKET, BY SOURCE

- 6.1. Overview

- 6.1.1. Market size and forecast
- 6.2. Soy-based
 - 6.2.1. Key market trends, growth factors and opportunities
 - 6.2.2. Market size and forecast, by region
 - 6.2.3. Market share analysis by country
- 6.3. Wheat-based
 - 6.3.1. Key market trends, growth factors and opportunities
 - 6.3.2. Market size and forecast, by region
 - 6.3.3. Market share analysis by country
- 6.4. Mycoprotein
 - 6.4.1. Key market trends, growth factors and opportunities
 - 6.4.2. Market size and forecast, by region
 - 6.4.3. Market share analysis by country
- 6.5. Pea-based
 - 6.5.1. Key market trends, growth factors and opportunities
 - 6.5.2. Market size and forecast, by region
 - 6.5.3. Market share analysis by country
- 6.6. Others
 - 6.6.1. Key market trends, growth factors and opportunities
 - 6.6.2. Market size and forecast, by region
 - 6.6.3. Market share analysis by country

CHAPTER 7: MEAT SUBSTITUTE MARKET, BY REGION

- 7.1. Overview
 - 7.1.1. Market size and forecast By Region
- 7.2. North America
 - 7.2.1. Key market trends, growth factors and opportunities
 - 7.2.2. Market size and forecast, by Category
 - 7.2.3. Market size and forecast, by Product Type
 - 7.2.4. Market size and forecast, by Source
 - 7.2.5. Market size and forecast, by country
 - 7.2.5.1. U.S.
 - 7.2.5.1.1. Market size and forecast, by Category
 - 7.2.5.1.2. Market size and forecast, by Product Type
 - 7.2.5.1.3. Market size and forecast, by Source
 - 7.2.5.2. Canada
 - 7.2.5.2.1. Market size and forecast, by Category
 - 7.2.5.2.2. Market size and forecast, by Product Type

7.2.5.2.3. Market size and forecast, by Source

7.2.5.3. Mexico

7.2.5.3.1. Market size and forecast, by Category

7.2.5.3.2. Market size and forecast, by Product Type

7.2.5.3.3. Market size and forecast, by Source

7.3. Europe

7.3.1. Key market trends, growth factors and opportunities

7.3.2. Market size and forecast, by Category

7.3.3. Market size and forecast, by Product Type

7.3.4. Market size and forecast, by Source

7.3.5. Market size and forecast, by country

7.3.5.1. Germany

7.3.5.1.1. Market size and forecast, by Category

7.3.5.1.2. Market size and forecast, by Product Type

7.3.5.1.3. Market size and forecast, by Source

7.3.5.2. France

7.3.5.2.1. Market size and forecast, by Category

7.3.5.2.2. Market size and forecast, by Product Type

7.3.5.2.3. Market size and forecast, by Source

7.3.5.3. Italy

7.3.5.3.1. Market size and forecast, by Category

7.3.5.3.2. Market size and forecast, by Product Type

7.3.5.3.3. Market size and forecast, by Source

7.3.5.4. Spain

7.3.5.4.1. Market size and forecast, by Category

7.3.5.4.2. Market size and forecast, by Product Type

7.3.5.4.3. Market size and forecast, by Source

7.3.5.5. UK

7.3.5.5.1. Market size and forecast, by Category

7.3.5.5.2. Market size and forecast, by Product Type

7.3.5.5.3. Market size and forecast, by Source

7.3.5.6. Netherlands

7.3.5.6.1. Market size and forecast, by Category

7.3.5.6.2. Market size and forecast, by Product Type

7.3.5.6.3. Market size and forecast, by Source

7.3.5.7. Rest of Europe

7.3.5.7.1. Market size and forecast, by Category

7.3.5.7.2. Market size and forecast, by Product Type

7.3.5.7.3. Market size and forecast, by Source

7.4. Asia-Pacific

7.4.1. Key market trends, growth factors and opportunities

7.4.2. Market size and forecast, by Category

7.4.3. Market size and forecast, by Product Type

7.4.4. Market size and forecast, by Source

7.4.5. Market size and forecast, by country

7.4.5.1. China

7.4.5.1.1. Market size and forecast, by Category

7.4.5.1.2. Market size and forecast, by Product Type

7.4.5.1.3. Market size and forecast, by Source

7.4.5.2. India

7.4.5.2.1. Market size and forecast, by Category

7.4.5.2.2. Market size and forecast, by Product Type

7.4.5.2.3. Market size and forecast, by Source

7.4.5.3. Japan

7.4.5.3.1. Market size and forecast, by Category

7.4.5.3.2. Market size and forecast, by Product Type

7.4.5.3.3. Market size and forecast, by Source

7.4.5.4. Australia

7.4.5.4.1. Market size and forecast, by Category

7.4.5.4.2. Market size and forecast, by Product Type

7.4.5.4.3. Market size and forecast, by Source

7.4.5.5. South Korea

7.4.5.5.1. Market size and forecast, by Category

7.4.5.5.2. Market size and forecast, by Product Type

7.4.5.5.3. Market size and forecast, by Source

7.4.5.6. ASEAN

7.4.5.6.1. Market size and forecast, by Category

7.4.5.6.2. Market size and forecast, by Product Type

7.4.5.6.3. Market size and forecast, by Source

7.4.5.7. Rest of Asia-Pacific

7.4.5.7.1. Market size and forecast, by Category

7.4.5.7.2. Market size and forecast, by Product Type

7.4.5.7.3. Market size and forecast, by Source

7.5. Latin America

7.5.1. Key market trends, growth factors and opportunities

7.5.2. Market size and forecast, by Category

7.5.3. Market size and forecast, by Product Type

7.5.4. Market size and forecast, by Source

7.5.5. Market size and forecast, by country

7.5.5.1. Brazil

7.5.5.1.1. Market size and forecast, by Category

7.5.5.1.2. Market size and forecast, by Product Type

7.5.5.1.3. Market size and forecast, by Source

7.5.5.2. Argentina

7.5.5.2.1. Market size and forecast, by Category

7.5.5.2.2. Market size and forecast, by Product Type

7.5.5.2.3. Market size and forecast, by Source

7.5.5.3. Rest of Latin America

7.5.5.3.1. Market size and forecast, by Category

7.5.5.3.2. Market size and forecast, by Product Type

7.5.5.3.3. Market size and forecast, by Source

7.6. Middle East and Africa

7.6.1. Key market trends, growth factors and opportunities

7.6.2. Market size and forecast, by Category

7.6.3. Market size and forecast, by Product Type

7.6.4. Market size and forecast, by Source

7.6.5. Market size and forecast, by country

7.6.5.1. UAE

7.6.5.1.1. Market size and forecast, by Category

7.6.5.1.2. Market size and forecast, by Product Type

7.6.5.1.3. Market size and forecast, by Source

7.6.5.2. South Africa

7.6.5.2.1. Market size and forecast, by Category

7.6.5.2.2. Market size and forecast, by Product Type

7.6.5.2.3. Market size and forecast, by Source

7.6.5.3. Rest Of MEA

7.6.5.3.1. Market size and forecast, by Category

7.6.5.3.2. Market size and forecast, by Product Type

7.6.5.3.3. Market size and forecast, by Source

CHAPTER 8: COMPETITIVE LANDSCAPE

8.1. Introduction

8.2. Top winning strategies

8.3. Product mapping of top 10 player

8.4. Competitive dashboard

8.5. Competitive heatmap

8.6. Top player positioning, 2023

CHAPTER 9: COMPANY PROFILES

9.1. AMY'S KITCHEN, INC.

- 9.1.1. Company overview
- 9.1.2. Key executives
- 9.1.3. Company snapshot
- 9.1.4. Operating business segments
- 9.1.5. Product portfolio
- 9.1.6. Business performance
- 9.1.7. Key strategic moves and developments

9.2. Archer Daniels Midland Company

- 9.2.1. Company overview
- 9.2.2. Key executives
- 9.2.3. Company snapshot
- 9.2.4. Operating business segments
- 9.2.5. Product portfolio
- 9.2.6. Business performance
- 9.2.7. Key strategic moves and developments

9.3. Beyond Meat, Inc.

- 9.3.1. Company overview
- 9.3.2. Key executives
- 9.3.3. Company snapshot
- 9.3.4. Operating business segments
- 9.3.5. Product portfolio
- 9.3.6. Business performance
- 9.3.7. Key strategic moves and developments

9.4. CAULDRON FOODS

- 9.4.1. Company overview
- 9.4.2. Key executives
- 9.4.3. Company snapshot
- 9.4.4. Operating business segments
- 9.4.5. Product portfolio
- 9.4.6. Business performance
- 9.4.7. Key strategic moves and developments

9.5. GARDEN PROTEIN INTERNATIONAL, INC.

- 9.5.1. Company overview
- 9.5.2. Key executives

- 9.5.3. Company snapshot
- 9.5.4. Operating business segments
- 9.5.5. Product portfolio
- 9.5.6. Business performance
- 9.5.7. Key strategic moves and developments
- 9.6. Kellogg Company
 - 9.6.1. Company overview
 - 9.6.2. Key executives
 - 9.6.3. Company snapshot
 - 9.6.4. Operating business segments
 - 9.6.5. Product portfolio
 - 9.6.6. Business performance
 - 9.6.7. Key strategic moves and developments
- 9.7. MEATLESS B.V.
 - 9.7.1. Company overview
 - 9.7.2. Key executives
 - 9.7.3. Company snapshot
 - 9.7.4. Operating business segments
 - 9.7.5. Product portfolio
 - 9.7.6. Business performance
 - 9.7.7. Key strategic moves and developments
- 9.8. MGP Ingredients, Inc.
 - 9.8.1. Company overview
 - 9.8.2. Key executives
 - 9.8.3. Company snapshot
 - 9.8.4. Operating business segments
 - 9.8.5. Product portfolio
 - 9.8.6. Business performance
 - 9.8.7. Key strategic moves and developments
- 9.9. SONIC BIOCHEM EXTRACTIONS LTD.
 - 9.9.1. Company overview
 - 9.9.2. Key executives
 - 9.9.3. Company snapshot
 - 9.9.4. Operating business segments
 - 9.9.5. Product portfolio
 - 9.9.6. Business performance
 - 9.9.7. Key strategic moves and developments
- 9.10. IMPOSSIBLE FOODS INC.
 - 9.10.1. Company overview

- 9.10.2. Key executives
- 9.10.3. Company snapshot
- 9.10.4. Operating business segments
- 9.10.5. Product portfolio
- 9.10.6. Business performance
- 9.10.7. Key strategic moves and developments'

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