

Global Plant Based Meat Market - Analysis By Source, By Product, By Region, By Country (2020 Edition): Market Insights, Covid-19 Impact, Competition and Forecast (2020-2025)

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Abstracts

EXECUTIVE SUMMARY

Global Plant Based Meat Market, valued at USD 4291.58 million in the year 2019 is growing on the back of rising number of buyers demanding plant-based meat product either for clinical reasons or for practicing healthy lifestyle. Also, producers making efforts on a continuous basis for manufacturing plant-based meat (alternative source of protein) are the major factors impelling the market growth. Furthermore, rising obesity rates across the globe, coupled with consumer interest in healthier food alternatives, are also expected to drive the demand for meatless proteins during the forecast period of 2020-2025.

During the beginning of the coronavirus pandemic, the meat business was hammered by warnings of meat deficiencies because of temporarily shuttered plants and growing number of sick workers. The market leaders such as Beyond Meat Inc., Impossible Foods Inc., and Tofurky Co. are increasing the level of production amid pandemic and also offering discounts on their plant-based meat products to enhance consumer base, expanding stores, and completing partnership with the stakeholders.

Under the Source Segment, Soy dominates the overall Plant Based Meat market and continuous increasing demand owing to developing consumer consciousness of soy's various medical advantages and rising usage in wafers, snacks, cookies and baked items. Over the forecast period, the Pea Segment is also expected to increase as it is a high-quality and protein-rich option for veggie lovers, vegans, lactose-bigoted buyers,

and people searching for nutrient rich protein substitutes

On the basis of Product Segment, the Burger Patties segment held the largest market share and value during the historical period because of the introduction of numerous veg burger types along with various plant-based ingredients to satisfy the desire and taste of the consumer. Also, the continual research and development by the market leaders and startups for enhancing the designing, garnishing and structure of Plant Based Meats burger patties are attracting large group of flexitarians are expected to propel market demand of Plant Based Meat burger patties.

Among the regions, North America region is the most attractive region for the growth of Plant Based Meat market owing to rise in the veggie lovers and rising trend of vegetarianism among masses. Also, change in lifestyle, rising number of patients suffering from Non communicable Diseases in the US, growing acceptance of plant sourced products due to its advantages associated with health and existence of global leaders in the region are expected to pull the market growth.

SCOPE OF THE REPORT

The report analyses Plant Based Meat Market By Value.

The report analyses Plant Based Meat Market By Source (Soy, Wheat, Peas, Others)

The report assesses the Plant Based Meat Market By Product – (Burgers, Sausages, Nuggets, Others).

The Global Plant Based Meat Market has been analysed By Region (North America, Europe, Asia Pacific) and By Country (US, Canada, UK, France, Italy, Germany, China, India, South Korea, Japan).

The key insights of the report have been presented through the attractiveness of the market has been presented By Source, By Product and By Region. Additionally, the major opportunities, trends, drivers, challenges of the industry has been analysed in the report.

The companies analysed in the report include Impossible Foods, Beyond Meat Inc., The Vegetarian Butcher (Unilever), LightLife (MapleLeaf Foods), Garden

Protein International, Amy's Kitchen, Quorn Foods, Gold & Green Foods Ltd., Tofurky and VBites.

The report presents the analysis of Plant Based Meat market for the historical period of 2015-2019 and the forecast period of 2020-2025.

KEY TARGET AUDIENCE

Plant-based Food and Beverage Companies

Consulting and Advisory Firms

Government and Policy Makers

Investment Banks and Equity Firms

Regulatory Authorities

Contents

1. REPORT SCOPE AND METHODOLOGY

- 1.1 Scope of the Report
- 1.2 Research Methodology
- 1.3 Executive Summary

2. STRATEGIC RECOMMENDATIONS

3. GLOBAL PLANT BASED MEAT MARKET: PRODUCT OUTLOOK

4. GLOBAL PLANT BASED MEAT MARKET: SIZING AND FORECAST

- 4.1 Market Size, By Value, Year 2015-2025

5. GLOBAL PLANT BASED MEAT MARKET SEGMENTATION BY SOURCE

- 5.1 Competitive Scenario of Global Plant Based Meat Market – By Source (2019 & 2025)
- 5.2 Soy – Market Size and Forecast (2020-2025)
- 5.3 Wheat - Market Size and Forecast (2020-2025)
- 5.4 Pea - Market Size and Forecast (2020-2025)
- 5.5 Others - Market Size and Forecast (2020-2025)

6. GLOBAL PLANT BASED MEAT MARKET SEGMENTATION BY PRODUCT

- 6.1 Competitive Scenario of Global Plant Based Meat – By Product (2019 & 2025)
- 6.2 Burgers – Market Size and Forecast (2020-2025)
- 6.3 Sausages – Market Size and Forecast (2020-2025)
- 6.4 Nuggets – Market Size and Forecast (2020-2025)
- 6.5 Others – Market Size and Forecast (2020-2025)

7. GLOBAL PLANT BASED MEAT MARKET: REGIONAL ANALYSIS

- 7.1 Competitive Scenario of Global Plant Based Meat Market: By Region (2019 & 2025)

8. NORTH AMERICA PLANT BASED MEAT MARKET: SEGMENTATION BY SOURCE, BY PRODUCT (2020-2025)

- 8.1 North America Plant Based Meat Market: Size and Forecast (2020-2025)
- 8.2 North America Prominent Companies in Plant Based Meat Market
- 8.3 Market Segmentation By Source (Soy, Wheat, Pea and Others)
- 8.4 Market Segmentation By Product (Burger Patties, Sausages, Nuggets and Others)
- 8.6 North America Plant Based Meat Market: Country Analysis
- 8.7 Market Opportunity Chart of North America Plant Based Meat Market - By Country, By Value (Year-2024)
- 8.8 Competitive Scenario of North America Plant Based Meat Market: By Country (2019 & 2025)
- 8.9 United States Plant Based Meat Market: Size and Forecast (2020-2025)
- 8.10 United States Plant Based Meat Market Segmentation By Source, By Product(2020-2025)
- 8.11 Canada Plant Based Meat Market: Size and Forecast (2020-2025)
- 8.12 Canada Plant Based Meat Market Segmentation By Source, By Product(2020-2025)

9. EUROPE PLANT BASED MEAT MARKET: SEGMENTATION BY SOURCE, BY PRODUCT (2020-2025)

- 9.1 Europe Plant Based Meat Market: Size and Forecast (2020-2025)
- 9.2 Europe Prominent Companies in Plant Based Meat Market
- 9.3 Market Segmentation By Source (Soy, Wheat, Pea and Others)
- 9.4 Market Segmentation By Product (Burger Patties, Sausages, Nuggets and Others)
- 9.5 Europe Plant Based Meat Market: Country Analysis
- 9.6 Market Opportunity Chart of Europe Plant Based Meat Market - By Country, By Value (Year-2024)
- 9.7 Competitive Scenario of Europe Plant Based Meat Market: By Country (2019 & 2025)
- 9.8 United Kingdom Plant Based Meat Market: Size and Forecast (2020-2025)
- 9.9 United Kingdom Plant Based Meat Market Segmentation By Source, By Product(2020-2025)
- 9.10 France Plant Based Meat Market: Size and Forecast (2020-2025)
- 9.11 France Plant Based Meat Market Segmentation By Source, By Product(2020-2025)
- 9.12 Italy Plant Based Meat Market: Size and Forecast (2020-2025)
- 9.13 Italy Plant Based Meat Market Segmentation By Source, By Product(2020-2025)
- 9.14 Germany Plant Based Meat Market: Size and Forecast (2020-2025)
- 9.15 Germany Plant Based Meat Market Segmentation By Source, By

Product(2020-2025)

10. ASIA PACIFIC PLANT BASED MEAT MARKET: SEGMENTATION BY SOURCE, BY PRODUCT (2020-2025)

- 10.1 Asia Pacific Plant Based Meat Market: Size and Forecast (2020-2025)
- 10.2 Asia Pacific Prominent Companies in Plant Based Meat Market
- 10.3 Market Segmentation By Source (Soy, Wheat, Pea and Others)
- 10.4 Market Segmentation By Product (Burger Patties, Sausages, Nuggets and Others)
- 10.5 Asia Pacific Plant Based Meat Market: Country Analysis
- 10.6 Market Opportunity Chart of Asia Pacific Plant Based Meat Market - By Country, By Value (Year-2024)
- 10.7 Competitive Scenario of Asia Pacific Plant Based Meat Market: By Country (2019 & 2025)
- 10.8 China Plant Based Meat Market: Size and Forecast (2020-2025)
- 10.9 China Plant Based Meat Market Segmentation By Source, By Product(2020-2025)
- 10.10 Australia Plant Based Meat Market: Size and Forecast (2020-2025)
- 10.11 Australia Plant Based Meat Market Segmentation By Source, By Product(2020-2025)
- 10.12 India Plant Based Meat Market: Size and Forecast (2020-2025)
- 10.13 India Plant Based Meat Market Segmentation By Source, By Product(2020-2025)
- 10.14 Japan Plant Based Meat Market: Size and Forecast (2020-2025)
- 10.15 Japan Plant Based Meat Market Segmentation By Source, By Product(2020-2025)

11. GLOBAL PLANT BASED MEAT MARKET DYNAMICS

- 11.1 Global Plant Based Meat Market Drivers
- 11.2 Global Plant Based Meat Market Restraints
- 11.3 Global Plant Based Meat Market Trends

12. MARKET ATTRACTIVENESS

- 12.1 Market Attractiveness Chart of Global Plant Based Meat Market - By Source (Year 2025)
- 12.2 Market Attractiveness Chart of Global Plant Based Meat Market - By Product (Year 2025)
- 12.3 Market Attractiveness Chart of Global Plant Based Meat Market - By Region, By Value, (Year-2024)

13. COMPETITIVE LANDSCAPE

13.1 Market Share Analysis

14. COMPANY PROFILES (BUSINESS DESCRIPTION, FINANCIAL ANALYSIS, BUSINESS STRATEGY)

- 14.1 Impossible Fds
- 14.2 Beyond Meat Inc.
- 14.3 The Vegetarian Butcher (Unilever)
- 14.4 LightLife (MapleLeaf Foods)
- 14.5 Garden Protein International
- 14.6 Amy's Kitchen
- 14.7 Quorn Foods
- 14.8 Gold&Green Foods Ltd
- 14.9 Tofurky
- 14.10 Vbites

List Of Figures

LIST OF FIGURES

Figure 1: Global Plant Based Meat Market Size, By Value, 2015-2025 (USD Million)

Figure 2: Healthcare Expenditure (Share of GDP), By Selected Country, 2013-2017 (In %)

Figure 3: Obese Population, By Country, 2017 (In Millions)

Figure 4: Global Food Retail Market, By Value 2015-2019 (In USD Billion)

Figure 5: Global Internet Users 2015-2019 (In Billion)

Figure 6: Global Prevalence of Diabetes Type II, 2014-2017 (In Millions)

Figure 7: Countries With Highest Percentage of Vegans, 2019, (In %)

Figure 8: Global Plant Based Meat Market- By Source (2019 & 2025)

Figure 9: Global Plant Based Meat Market- By Soy, By Value (USD Million), 2015-2025

Figure 10: Global Plant Based Meat Market- By Wheat, By Value (USD Million), 2015-2025

Figure 11: Global Plant Based Meat Market- By Peas, By Value (USD Million), 2015-2025

Figure 12: Global Plant Based Meat Market- By Others, By Value (USD Million), 2015-2025

Figure 13: Global Plant Based Meat Market- By Product (2019 & 2025)

Figure 14: Global Plant Based Meat Market- By Burger Patties, By Value (USD Million), 2015-2025

Figure 15: Global Plant Based Meat Market- By Sausages, By Value (USD Million), 2015-2025

Figure 16: Global Plant Based Meat Market- By Nuggets, By Value (USD Million), 2015-2025

Figure 17: Global Plant Based Meat Market- By Others, By Value (USD Million), 2015-2025

Figure 18: Global Plant Based Meat Market- By Region (2019 & 2025)

Figure 19: North America Plant Based Meat Market Size, By Value, 2015-2025 (USD Million)

Figure 20: Internet Penetration in the American Region, 2019

Figure 21: North America GDP per Capita, 2014-2018 (In USD)

Figure 22: North America Gross domestic product 2014-2018 (USD Trillions)

Figure 23: North America Plant Based Meat Market- By Source, By Value (USD Million), 2015-2025

Figure 24: North America Plant Based Meat Market- By Product, By Value (USD Million), 2015-2025

Figure 25: Market Opportunity Chart of North America Plant Based Meat Market - By Country, By Value (Year-2024)

Figure 26: North America Plant Based Meat Market- By Country (2019 & 2025)

Figure 27: United States Plant Based Meat Market Size, By Value, 2015-2025 (USD Million)

Figure 28: US Total Retail & Food Service Sales In USA 2015-2019 (USD Trillions)

Figure 29: US, Online Grocery Sales, 2014-2018, (USD Billion)

Figure 30: United States Prevalence of Diabetes Type II, 2014-2017 (In Millions)

Figure 31: Medical and Healthcare Research & Development Spending, 2013-2016 (In USD Million)

Figure 32: United States Plant-Based Meat Product Type, 2019 (In %)

Figure 33: United States Plant Based Meat Market- By Source, By Value (USD Million), 2015-2025

Figure 34: United States Plant Based Meat Market-, By Product (USD Million), 2015-2025

Figure 35: Canada Plant Based Meat Market Size, By Value, 2015-2025 (USD Million)

Figure 36: Canada, Expenditure on Health as a share of GDP, 2012-2017 (in %)

Figure 37: Canada, Per Capita Healthcare Expenditure, 2012-2017 (USD)

Figure 38: Canada, Population ages 65 and above, 2012-2017 (% of total)

Figure 39: Canada Plant Based Meat Market- By Source, By Value (USD Million), 2015-2025

Figure 40: Canada Plant Based Meat Market- By Product, By Value (USD Million), 2015-2025

Figure 41: Europe Plant Based Meat Market Size, By Value, 2015-2025 (USD Million)

Figure 42: Prevalence of Diabetes (Age 18+), 2017 & 2045E (In Million)

Figure 43: Diabetes Prevalence (% of population ages 20 to 79), By Select Country, 2017

Figure 44: Europe Population ages 65 years and above (% of total population), 2015-2019

Figure 45: Europe Cancer Statistics, 2018

Figure 46: Europe Per Capita Health Expenditure, By Select Country, 2017 (USD)

Figure 47: Europe Plant Based Meat Market- By Source, By Value (USD Million), 2015-2025

Figure 48: Europe Plant Based Meat Market- By Product, By Value (USD Million), 2015-2025

Figure 49: Market Opportunity Chart of Plant Based Meat Market - By Country, By Value (Year-2024)

Figure 50: Europe Plant Based Meat Market- By Country (2019 & 2025)

Figure 51: United Kingdom Plant Based Meat Market Size, By Value, 2015-2025 (USD

Million)

Figure 52: U.K, Health Expenditure, (% of GDP), 2013-2017 (USD)

Figure 53: U.K, Population Ages 65 and Above (% of total), 2012-2017

Figure 54: U.K, Spending on Healthcare, 2015 & 2040, (USD Per Person)

Figure 55: United Kingdom Plant Based Meat Market- By Source, By Value (USD Million), 2015-2025

Figure 56: United Kingdom Plant Based Meat Market- By Product, By Value (USD Million), 2015-2025

Figure 57: France Plant Based Meat Market Size, By Value, 2015-2025 (USD Million)

Figure 58: France, Health Expenditure, (% of GDP), 2012-2015 (USD)

Figure 59: France, Population Ages 65 and Above (% of total), 2012-2017

Figure 60: France GDP Current USD,2014-2018 (In USD Trillion)

Figure 61: France Plant Based Meat Market- By Source, By Value (USD Million), 2015-2025

Figure 62: France Plant Based Meat Market- By Product, By Value (USD Million), 2015-2025

Figure 63: Italy Plant Based Meat Market Size, By Value, 2015-2025 (USD Million)

Figure 64: Italy, GDP Growth Rate (Annual %), 2015-2019

Figure 65: Italy, Current Health Expenditure (% of GDP), 2015-2019

Figure 66: Italy Plant Based Meat Market- By Source, By Value (USD Million), 2015-2025

Figure 67: Italy Plant Based Meat Market- By Product, By Value (USD Million), 2015-2025

Figure 68: Germany Plant Based Meat Market Size, By Value, 2015-2025 (USD Million)

Figure 69: Germany, Spending on Healthcare, 2015 & 2040E, (USD Per Person)

Figure 70: Germany Prevalence of Inflammatory Bowel Disease, 2014-2017 (In Thousands)

Figure 71: Germany Prevalence of Diabetes Type II, 2014-2017 (In Millions)

Figure 72: Germany Plant Based Meat Market- By Source, By Value (USD Million), 2015-2025

Figure 73: Germany Plant Based Meat Market- By Product, By Value (USD Million), 2015-2025

Figure 74: Asia Pacific Plant Based Meat Market Size, By Value, 2015-2025 (USD Million)

Figure 75: Population ages 65 and above, Asia Pacific Region, By Select Countries, 2019 (% of total)

Figure 76: Diabetes Prevalence (% of population ages 20 to 79), By Selected Country, 2017

Figure 77: Obesity Rate, By Selected Country, 2017 (In Percentage)

Figure 78: Asia Pacific Plant Based Meat Market- By Source, By Value (USD Million), 2015-2025

Figure 79: Asia Pacific Plant Based Meat Market- By Product, By Value (USD Million), 2015-2025

Figure 80: Market Opportunity Chart of Asia Pacific Psoriasis Market - By Country, By Value (Year-2025)

Figure 81: APAC Plant Based Meat Market Share- By Country: (2019 & 2025))

Figure 82: China Plant Based Meat Market Size, By Value, 2015-2025 (USD Million)

Figure 83: China Gross domestic product, 2014-2018 (USD Trillions)

Figure 84: China population, 2014-2018 (In Billions)

Figure 85: China Per capita expenditure on Food Products, 2014-2018 (In USD)

Figure 86: China Urban Population, 2014-2018 (% of total)

Figure 87: China Per capita expenditure on Food Products, 2014-2018 (In USD)

Figure 88: China Plant Based Meat Market- By Source, By Value (USD Million), 2015-2025

Figure 89: China Plant Based Meat Market- By Product, By Value (USD Million), 2015-2025

Figure 90: Australia Plant Based Meat Market Size, By Value, 2015-2025 (USD Million)

Figure 91: Australia, GDP Growth Rate (Annual %), 2015-2019

Figure 92: Australia, Current Health Expenditure (% of GDP), 2015-2019

Figure 93: Australia Plant Based Meat Market- By Source, By Value (USD Million), 2015-2025

Figure 94: Australia Plant Based Meat Market- By Product, By Value (USD Million), 2015-2025

Figure 95: India Plant Based Meat Market Size, By Value, 2015-2025 (USD Million)

Figure 96: India, GDP Growth Rate (Annual %), 2015-2019

Figure 97: India, Current Health Expenditure (% of GDP), 2015-2019

Figure 98: India Prevalence of Diabetes Type II, 2014-2017 (In Millions)

Figure 99: India Plant Based Meat Market- By Source, By Value (USD Million), 2015-2025

Figure 100: India Plant Based Meat Market- By Product, By Value (USD Million), 2015-2025

Figure 101: Japan Plant Based Meat Market Size, By Value, 2015-2025 (USD Million)

Figure 102: Japan Gross Domestic Product, 2014-2018 2014-2019 (USD Trillion)

Figure 103: Japan Per capita expenditure on Food Products, 2015-2019 (In USD)

Figure 104: Japan Population, 2014–2018, (In Million)

Figure 105: Japan Urban population, 2014-2018 (In Million)

Figure 106: Japan Plant Based Meat Market- By Source, By Value (USD Million), 2015-2025

Figure 107: Japan Plant Based Meat Market- By Product, By Value (USD Million), 2015-2025

Figure 108: Market Attractiveness Chart of Global Plant Based Meat Market - By Source (Year-2025)

Figure 109: Market Attractiveness Chart of Global Plant Based Meat Market - By Product (Year-2025)

Figure 110: Market Attractiveness Chart of Global Plant Based Meat Market - By Region, By Value, (Year-2024)

Figure 111: Market Share of global leaders in Plant Based Meat, By Company (%) (2019)

Figure 112: North America, Share of Leading Plant-Based Meat Companies 2019 (In%)

Figure 113: Western Europe Market Share of Leading Company, 2019 (In %)

Figure 114: China Market Share of Leading Plant-Based Beverage Company, 2019 (In %)

Figure 115: United States' Market Share of Leading Company, 2019 (In %)

Figure 116: Beyond Meat Inc., Net Sales, 2016-2019 (USD Millions)

Figure 117: Beyond Meat Inc., Revenue, By Business Segment, 2019 (in %)

Figure 118: Beyond Meat Inc., Net Profit, 2016- 2019(USD Million)

Figure 119: Beyond Meat Inc., Revenue, By Region, 2019 (in %)

Figure 120: MapleLeaf, Revenue, 2015-2019 (USD Millions)

Figure 121: MapleLeaf Foods, Revenue By Business Segment, 2019 (in %)

Figure 122: MapleLeaf, Net income, 2015- 2019(USD Million)

Figure 123: MapleLeaf Foods, Revenue By Geography, 2019 (in %)

List Of Tables

LIST OF TABLES

Table A: Prominent Plant Based Meat companies operated in North America Market

Table B: Prominent Plant Based Meat companies operating in Europe Market

Table C: Prominent Plant Based Meat companies operated in Asia Pacific Market

Table D: The Companies Leading China's Plant-Based Meat Movement

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