

# Asia Pacific Alternative Protein Market Size study, by Product (Plant Protein, Microbe-based Protein, Insect Protein), by Application (Food & Beverages, Infant Formulations, Clinical Nutrition, Animal Feed, Others) and Country Forecasts 2022-2032

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## Abstracts

Asia Pacific Alternative Protein Market is valued at approximately USD 3.06 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 10.48% over the forecast period 2024-2032. Alternative proteins encompass protein sources that diverge from conventional animal agriculture. These include plant-based options like cereals, rice, oats, legumes, roots, and wheat, along with insect proteins such as coleoptera, lepidoptera, hymenoptera, orthoptera, hemiptera, diptera, among others, or microbial proteins derived from bacteria, algae, fungi, or yeast. The surge in popularity of alternative proteins corresponds with a growing awareness of the environmental repercussions linked to traditional animal farming. Animal agriculture is a significant contributor to greenhouse gas emissions, deforestation, and water pollution. Alternative proteins emerge as a sustainable remedy to alleviate these adverse impacts. The escalating preference for plant-derived alternatives in the food and beverage sector underscores a shift towards plant-centric diets. This trend is bolstered by innovative products that are broadening the market's horizons. Changing consumer inclinations, including health consciousness, environmental awareness, concern for animal welfare, and a penchant for sustainable food options, are propelling the adoption of plant-based and alternative protein sources. Consequently, there has been a notable uptick in the demand for alternative protein products. The emerging health and wellness trends are positively influencing the Asia Pacific Alternative Protein Market during the forecast period 2024-2032.

The Asia Pacific region has the world's largest and growing population, which puts a

strain on traditional protein sources and prompts a demand for alternative scalable solutions. Some Asian governments, recognizing the potential of alternative proteins, are offering incentives, and investing in research & development to propel the industry development. Along with this, the increasing focus on sustainability and ethical consumption among consumers is fueling the need for alternative protein sources. For instance, rising demand for plant-based meat substitutes such as Omnipork in the region, witnessing a shift in consumer preferences towards sustainable and ethically produced food choices. Moreover, the growing consumer preferences towards alternative proteins, as well as the growing popularity of plant-based proteins due to taste and texture enhancements are creating various growth prospects for the Asia Pacific Alternative Protein Market. However, high cost of alternative proteins and the prevalence of allergies linked to various alternatives like plant-based and insect-based proteins are anticipated to impede market expansion from 2022 to 2032.

The key Countries considered for the Asia Pacific Alternative Protein Market study includes China, India, Japan, South Korea, Australia and Rest of Asia Pacific. In 2023, China was the largest regional market. The country's large population and swift urban growth have spurred a heightened need for protein, presenting a considerable market potential for alternative protein offerings. According to the World Bank, in 2022, there were around 1.41 billion people were recorded in China, which is an increase from 1.39 billion people in 2016. Consequently, Chinese enterprises such as Whole Perfect Food are venturing into plant-based meat products to meet this escalating demand. The market in India, on the other hand, is expected to develop at the fastest rate over the forecast period.

Major market player included in this report are:

Angel Yeast Co., Ltd

String Bios Pvt Ltd

GoodLifeNutrition

Company 4

Company 5

Company 6

Company 7

Company 8

Company 9

Company 10

The detailed segments and sub-segment of the market are explained below:

**By Product**

Plant Protein

Microbe-based Protein

Insect Protein

**By Application**

Food &amp; Beverages

Infant Formulations

Clinical Nutrition

Animal Feed

Others

**By Region:**

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

**Key Takeaways:**

Market Estimates &amp; Forecast for 10 years from 2022 to 2032.

Annualized revenues and country level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market

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