

Global Protein Alternatives Market Size Study & Forecast, by Source, Application, Form, Nature, and Regional Forecasts 2025-2035

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Abstracts

The Global Protein Alternatives Market is valued approximately at USD 15.7 billion in 2024 and is projected to expand at a compound annual growth rate (CAGR) of over 9.90% during the forecast period from 2025 to 2035. Protein alternatives, derived from plant, microbial, and insect sources, are rapidly transforming the future of food innovation. These novel protein solutions are progressively gaining traction as sustainable, efficient, and ethical substitutes for traditional animal-based proteins, particularly in the wake of growing global concerns surrounding food security, environmental sustainability, and health consciousness. As consumers actively pivot towards healthier lifestyles and eco-conscious consumption patterns, the demand for alternative proteins has witnessed an unprecedented surge across diverse end-use industries, including food & beverage, pet food, and animal feed. This demand is further intensified by rising lactose intolerance, veganism, and the growing appeal of flexitarian diets. Consequently, food manufacturers are ramping up R&D investments, leveraging biotechnological advancements to develop high-quality, scalable, and functional protein alternatives that deliver both nutritional value and taste.

The growing acceptance of plant-based nutrition, coupled with increasing awareness about the environmental toll of livestock farming, has catalyzed the adoption of protein alternatives on a global scale. Notably, the microbial and insect protein segments are emerging as promising domains within this market, driven by their superior protein yields, minimal land requirements, and lower carbon footprint. According to data from the Good Food Institute, venture capital investment in alternative protein companies surpassed USD 5 billion in 2021 alone, indicating strong investor confidence in the sector's future trajectory. Meanwhile, the incorporation of protein alternatives in animal and pet feed formulations is helping reshape the feed industry by offering sustainable,

nutrient-rich options. However, despite its promising outlook, the market continues to face growth barriers, including regulatory uncertainties, high production costs, and cultural reluctance in some regions. Nonetheless, ongoing innovation in production processes—such as precision fermentation, cellular agriculture, and advanced extraction techniques—presents a fertile ground for future opportunities.

From a geographical perspective, North America dominated the Protein Alternatives Market in 2024, owing to the region's progressive food innovation ecosystem, strong consumer awareness, and widespread presence of plant-based startups and food-tech companies. Countries like the United States and Canada continue to lead in terms of market share, driven by significant investments in R&D, strategic partnerships, and favorable regulatory frameworks. Europe follows closely, with countries like Germany, the Netherlands, and the UK being hotbeds for sustainable food technology, aided by a supportive policy environment and rising demand for meat alternatives. Meanwhile, the Asia Pacific region is expected to witness the fastest growth throughout the forecast period. This can be attributed to rapidly expanding urban populations, shifting dietary preferences, and government initiatives encouraging sustainable protein production. Emerging economies such as China and India are playing pivotal roles in shaping the region's trajectory, supported by a growing middle class and increasing concerns over food security and environmental impact.

Major market players included in this report are:

BASF SE

DuPont de Nemours, Inc.

Archer Daniels Midland Company

Cargill, Incorporated

Ingredion Incorporated

Kerry Group plc

Roquette Frères

Nestlé S.A.

Tyson Foods, Inc.

Calysta, Inc.

Corbion N.V.

Aspire Food Group

Entomo Farms

Ynsect

Eat Just, Inc.

Global Protein Alternatives Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast period - 2025-2035

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analysts' working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within the countries involved in the study. The report also provides detailed information about crucial aspects, such as driving factors and challenges, which will define the future growth of

the market. Additionally, it incorporates potential opportunities in micro-markets for stakeholders to invest, along with a detailed analysis of the competitive landscape and product offerings of key players. The detailed segments and sub-segments of the market are explained below:

By Source:

Plant Protein

Microbial Protein

Insect Protein

By Application:

Food & Beverages

Animal Feed

Pet Food

By Form:

Dry

Liquid

By Nature:

Organic

Conventional

By Production Process:

Qualitative Insights Only

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

Annualized revenues and regional 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.

Contents

CHAPTER 1. GLOBAL PROTEIN ALTERNATIVES MARKET REPORT SCOPE & METHODOLOGY

- 1.1. Research Objective
- 1.2. Research Methodology
 - 1.2.1. Forecast Model
 - 1.2.2. Desk Research
 - 1.2.3. Top Down and Bottom-Up Approach
- 1.3. Research Attributes
- 1.4. Scope of the Study
 - 1.4.1. Market Definition
 - 1.4.2. Market Segmentation
- 1.5. Research Assumption
 - 1.5.1. Inclusion & Exclusion
 - 1.5.2. Limitations
 - 1.5.3. Years Considered for the Study

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. CEO/CXO Standpoint
- 2.2. Strategic Insights
- 2.3. ESG Analysis
- 2.4. Key Findings

CHAPTER 3. GLOBAL PROTEIN ALTERNATIVES MARKET FORCES ANALYSIS (2024–2035)

- 3.1. Market Forces Shaping The Global Protein Alternatives Market
- 3.2. Drivers
 - 3.2.1. Rising demand for sustainable and ethical food solutions
 - 3.2.2. Growing prevalence of lactose intolerance and veganism
 - 3.2.3. Biotechnological advancements enabling scalable production
- 3.3. Restraints
 - 3.3.1. High production and processing costs
 - 3.3.2. Regulatory hurdles and consumer skepticism in emerging markets
- 3.4. Opportunities
 - 3.4.1. Increasing government support and food security initiatives

3.4.2. Emerging markets with expanding middle-class and changing diets

CHAPTER 4. GLOBAL PROTEIN ALTERNATIVES INDUSTRY ANALYSIS

- 4.1. Porter's 5 Forces Model
 - 4.1.1. Bargaining Power of Buyer
 - 4.1.2. Bargaining Power of Supplier
 - 4.1.3. Threat of New Entrants
 - 4.1.4. Threat of Substitutes
 - 4.1.5. Competitive Rivalry
- 4.2. Porter's 5 Force Forecast Model (2024–2035)
- 4.3. PESTEL Analysis
 - 4.3.1. Political
 - 4.3.2. Economical
 - 4.3.3. Social
 - 4.3.4. Technological
 - 4.3.5. Environmental
 - 4.3.6. Legal
- 4.4. Top Investment Opportunities
- 4.5. Top Winning Strategies (2025)
- 4.6. Market Share Analysis (2024–2025)
- 4.7. Global Pricing Analysis And Trends 2025
- 4.8. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL PROTEIN ALTERNATIVES MARKET SIZE & FORECASTS BY SOURCE 2025–2035

- 5.1. Market Overview
- 5.2. Global Protein Alternatives Market Performance - Potential Analysis (2025)
- 5.3. Plant Protein
 - 5.3.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035
 - 5.3.2. Market Size Analysis, by Region, 2025–2035
- 5.4. Microbial Protein
 - 5.4.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035
 - 5.4.2. Market Size Analysis, by Region, 2025–2035
- 5.5. Insect Protein
 - 5.5.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035
 - 5.5.2. Market Size Analysis, by Region, 2025–2035

CHAPTER 6. GLOBAL PROTEIN ALTERNATIVES MARKET SIZE & FORECASTS BY APPLICATION 2025–2035

- 6.1. Market Overview
- 6.2. Global Protein Alternatives Market Performance - Potential Analysis (2025)
- 6.3. Food & Beverages
 - 6.3.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035
 - 6.3.2. Market Size Analysis, by Region, 2025–2035
- 6.4. Animal Feed
 - 6.4.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035
 - 6.4.2. Market Size Analysis, by Region, 2025–2035
- 6.5. Pet Food
 - 6.5.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035
 - 6.5.2. Market Size Analysis, by Region, 2025–2035

CHAPTER 7. GLOBAL PROTEIN ALTERNATIVES MARKET SIZE & FORECASTS BY FORM 2025–2035

- 7.1. Dry
 - 7.1.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035
 - 7.1.2. Market Size Analysis, by Region, 2025–2035
- 7.2. Liquid
 - 7.2.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035
 - 7.2.2. Market Size Analysis, by Region, 2025–2035

CHAPTER 8. GLOBAL PROTEIN ALTERNATIVES MARKET SIZE & FORECASTS BY NATURE 2025–2035

- 8.1. Organic
 - 8.1.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035
 - 8.1.2. Market Size Analysis, by Region, 2025–2035
- 8.2. Conventional
 - 8.2.1. Top Countries Breakdown Estimates & Forecasts, 2024–2035
 - 8.2.2. Market Size Analysis, by Region, 2025–2035

CHAPTER 9. GLOBAL PROTEIN ALTERNATIVES MARKET SIZE & FORECASTS BY PRODUCTION PROCESS 2025–2035

- 9.1. Qualitative Insights Only

CHAPTER 10. GLOBAL PROTEIN ALTERNATIVES MARKET SIZE & FORECASTS BY REGION 2025–2035

- 10.1. Global Market Snapshot
- 10.2. Top Leading & Emerging Countries
- 10.3. North America Protein Alternatives Market
 - 10.3.1. U.S.
 - 10.3.1.1. By Source, Application, Form, Nature
 - 10.3.2. Canada
 - 10.3.2.1. By Source, Application, Form, Nature
- 10.4. Europe Protein Alternatives Market
 - 10.4.1. UK
 - 10.4.1.1. By Source, Application, Form, Nature
 - 10.4.2. Germany
 - 10.4.2.1. By Source, Application, Form, Nature
 - 10.4.3. France
 - 10.4.3.1. By Source, Application, Form, Nature
 - 10.4.4. Spain
 - 10.4.4.1. By Source, Application, Form, Nature
 - 10.4.5. Italy
 - 10.4.5.1. By Source, Application, Form, Nature
 - 10.4.6. Rest of Europe
 - 10.4.6.1. By Source, Application, Form, Nature
- 10.5. Asia Pacific Protein Alternatives Market
 - 10.5.1. China
 - 10.5.1.1. By Source, Application, Form, Nature
 - 10.5.2. India
 - 10.5.2.1. By Source, Application, Form, Nature
 - 10.5.3. Japan
 - 10.5.3.1. By Source, Application, Form, Nature
 - 10.5.4. Australia
 - 10.5.4.1. By Source, Application, Form, Nature
 - 10.5.5. South Korea
 - 10.5.5.1. By Source, Application, Form, Nature
 - 10.5.6. Rest of APAC
 - 10.5.6.1. By Source, Application, Form, Nature
- 10.6. Latin America Protein Alternatives Market
 - 10.6.1. Brazil

- 10.6.1.1. By Source, Application, Form, Nature
- 10.6.2. Mexico
 - 10.6.2.1. By Source, Application, Form, Nature
- 10.7. Middle East and Africa Protein Alternatives Market
 - 10.7.1. UAE
 - 10.7.1.1. By Source, Application, Form, Nature
 - 10.7.2. Saudi Arabia
 - 10.7.2.1. By Source, Application, Form, Nature
 - 10.7.3. South Africa
 - 10.7.3.1. By Source, Application, Form, Nature
 - 10.7.4. Rest of Middle East & Africa
 - 10.7.4.1. By Source, Application, Form, Nature

CHAPTER 11. COMPETITIVE INTELLIGENCE

- 11.1. Top Market Strategies
- 11.2. BASF SE
 - Company Overview
 - Key Executives
 - Company Snapshot
 - Financial Performance (Subject to Data Availability)
 - Product/Services Port
 - Recent Development
 - Market Strategies
 - SWOT Analysis
- 11.3. Archer Daniels Midland Company
- 11.4. Nestl? S.A.
- 11.5. Tyson Foods, Inc.
- 11.6. DuPont de Nemours, Inc.
- 11.7. Cargill, Incorporated
- 11.8. Roquette Fr?res
- 11.9. Kerry Group plc
- 11.10. Calysta, Inc.
- 11.11. Corbion N.V.
- 11.12. Aspire Food Group
- 11.13. Entomo Farms
- 11.14. Ynsect
- 11.15. Eat Just, Inc.

List Of Tables

LIST OF TABLES

Table 1. Global Protein Alternatives Market, Report Scope

Table 2. Global Protein Alternatives Market Estimates & Forecasts By Region
2024–2035

Table 3. Global Protein Alternatives Market Estimates & Forecasts By Source
2024–2035

Table 4. Global Protein Alternatives Market Estimates & Forecasts By Application
2024–2035

Table 5. Global Protein Alternatives Market Estimates & Forecasts By Form 2024–2035

Table 6. Global Protein Alternatives Market Estimates & Forecasts By Nature
2024–2035

Table 7. U.S. Protein Alternatives Market Estimates & Forecasts, 2024–2035

Table 8. Canada Protein Alternatives Market Estimates & Forecasts, 2024–2035

Table 9. UK Protein Alternatives Market Estimates & Forecasts, 2024–2035

Table 10. Germany Protein Alternatives Market Estimates & Forecasts, 2024–2035

Table 11. France Protein Alternatives Market Estimates & Forecasts, 2024–2035

Table 12. Spain Protein Alternatives Market Estimates & Forecasts, 2024–2035

Table 13. Italy Protein Alternatives Market Estimates & Forecasts, 2024–2035

Table 14. China Protein Alternatives Market Estimates & Forecasts, 2024–2035

Table 15. India Protein Alternatives Market Estimates & Forecasts, 2024–2035

Table 16. Japan Protein Alternatives Market Estimates & Forecasts, 2024–2035

Table 17. Australia Protein Alternatives Market Estimates & Forecasts, 2024–2035

Table 18. South Korea Protein Alternatives Market Estimates & Forecasts, 2024–2035

Table 19. Brazil Protein Alternatives Market Estimates & Forecasts, 2024–2035

Table 20. Mexico Protein Alternatives Market Estimates & Forecasts, 2024–2035

Table 21. UAE Protein Alternatives Market Estimates & Forecasts, 2024–2035

Table 22. Saudi Arabia Protein Alternatives Market Estimates & Forecasts, 2024–2035

Table 23. South Africa Protein Alternatives Market Estimates & Forecasts, 2024–2035

List Of Figures

LIST OF FIGURES

- Figure 1. Global Protein Alternatives Market, Research Methodology
- Figure 2. Global Protein Alternatives Market, Market Estimation Techniques
- Figure 3. Global Protein Alternatives Market Size Estimation Methods
- Figure 4. Global Protein Alternatives Market, Key Trends 2025
- Figure 5. Global Protein Alternatives Market, Growth Prospects 2024–2035
- Figure 6. Global Protein Alternatives Market, Porter’s Five Forces Analysis
- Figure 7. Global Protein Alternatives Market, PESTEL Analysis
- Figure 8. Global Protein Alternatives Market, Value Chain Analysis
- Figure 9. Protein Alternatives Market by Source, 2025 & 2035
- Figure 10. Protein Alternatives Market by Application, 2025 & 2035
- Figure 11. Protein Alternatives Market by Form, 2025 & 2035
- Figure 12. Protein Alternatives Market by Nature, 2025 & 2035
- Figure 13. North America Protein Alternatives Market, 2025 & 2035
- Figure 14. Europe Protein Alternatives Market, 2025 & 2035
- Figure 15. Asia Pacific Protein Alternatives Market, 2025 & 2035
- Figure 16. Latin America Protein Alternatives Market, 2025 & 2035
- Figure 17. Middle East & Africa Protein Alternatives Market, 2025 & 2035
- Figure 18. Global Protein Alternatives Market, Company Market Share Analysis (2025)

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