

Global Plant-based meat Market: Market Segmentation: By Product Type (Plant-based Chicken, Plant-based Beef, Plant-based Fish and Plant-based Bacon); By Application (Patty, Nuggets, Sausages, Crumbles and Others); By Source (Pea, Soy and Wheat); By End Users (Food and Beverage and Household) and Region – Analysis of Market Size, Share & Trends for 2014 – 2019 and Forecasts to 2030

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Abstracts

Product Overview

Plant-based meat products act as substitutes for natural meats made using plant and non-animal products such as extracted plant-protein, whey-protein, coconut oil, potato protein, wheat gluten, tofu, etc. In comparison to meat products they are more sustainable and environmentally friendly, also, resemble meat products in terms of texture, appearance, and taste. Plant-based meat products are usually used in the form of nuggets, burger patty, sausages, or even crumbles, similar in terms of calories to red meat but contain less cholesterol and more fiber. Various types of plant-based meat products include plant-based beef, plant-based fish, plant-based chicken, etc. as a replica of meat.

Market Highlights

Global Plant-based meat market is expected to project a notable CAGR in 2030. Global Plant-based meat market to surpass USD XXXX million by 2030 from USD XXXX million in 2020 at a CAGR of XX% throughout the forecast period, i.e. 2020-30. Global Plant-based meat market is expected to observe growth in the future due to a shift in consumption patterns of the populace which is influenced not only by vegans but

also, flexitarians. Flexitarians are usually referred to as those consumers that consume meat in moderation but their diet majorly comprises of vegetarian food options. Plant-based meat products are in high demand due to rising consumer awareness on health issues as well as animal rights which is a key factor accelerating the growth of the global plant-based meat market.

Recent Highlights in Global Plant-based meat Market

In December 2019, Unilever, global food corporation launched a plant-based food Research Centre in Europe, worth \$94 Million to develop new products including sustainable food packaging and plant-based meat products.

Global Plant-based meat Market: Segments

Plant-based Chicken segment to grow with the highest CAGR during 2020-30

Global Plant-based meat market is segmented by product type into Plant-based Chicken, Plant-based Beef, Plant-based Fish, and Plant-based Bacon. Plant-based chicken segment held the largest market share of XX.X% in the year 2019 and is anticipated to dominate the global market throughout the forecast period. Chicken contains fewer calories in comparison to beef and is preferred over other product types.

Patty segment to grow with the highest CAGR during 2020-30

Global Plant-based meat market is segmented by application into Patty, Nuggets, Sausages, Crumbles, and Others. The Patty services segment held the largest market share of XX.X% in the year 2019 and is expected to maintain this trend throughout the forecast period due to rising consumer demand for burger patties since it contains low gluten content and low-fat content.

Soy segment to grow with the highest CAGR during 2020-30

Global Plant-based meat market is also segmented by source into Pea, Soy, and Wheat. The soy segment held the largest market share of XX.X% in the year 2019 and is anticipated to grow with the highest CAGR throughout the forecast period. Soy contains a similar texture, contains low saturated fats, and an excellent source of proteins. Pea is also rich in protein and can be substituted to make a chicken patty.

Household segment to grow with the highest CAGR during 2020-30

Global Plant-based meat market is also segmented by end-users into Food and Beverage and Household. The household segment held the largest market share of XX.X% in the year 2019 and is anticipated to grow with the highest CAGR throughout the forecast period. Plant-based meat being healthier in comparison to red meat is

incorporated by households in their diets. The food and beverage industry is also adding plant-based meat alternatives to their menu with the increasing numbers of food outlets and restaurants that are focused on providing healthy food options to the consumers.

Market Dynamics

Drivers

Health Benefits

Plant-based meat is healthier as it minimizes the risks of high blood cholesterol, cardiovascular diseases, increases protein consumption and kidney function, and maintains calories that have higher chances to incur with the consumption of red meat. Thus, eliminating the risks of diabetes, obesity, etc. Plant-based meat products prevent bacterial infection borne from sea-food consumption, also, health risks associated with the consumption of red meat.

Ecologically Sustainable

Plant-based meat is ecologically sustainable and growing consumer awareness regarding environmental issues such as acid rain, land and water degradation, deforestation, coral reef determination related to the killing of animals. Rising awareness on animal rights has led to a shift in demand from non-vegetarian to vegetarian diet encouraging consumers to adopt plant-based meat products.

Restraints

Lack of several nutrients

Plant-based meat lacks vitamin B12 and does not incorporate complete elements to fulfill the protein requirements of the body. Over-processing of plant-based material is a key factor restraining the growth of the global plant-based meat market.

Impact of Covid-19 on Plant-Based Meat Market

Spread of coronavirus has led to a rise in food safety concerns and consumers have majorly inclined towards purchasing food products with high nutritional content. Plant-based meat is anticipated to observe a rise in demand owing to the concurrent fear of rising animal-borne diseases like COVID-19, natural products, and health concerns. Plant-based meat is the most preferred alternative over red meat by consumers since plant-based meat is healthier and most probably tastes the same. Disruptions in supply chains and panic buying or storage have been witnessed during this pandemic which may lead to a deficient supply of plant-based meat market. Moreover, a growing fear of the spread of infections has also led to a shutdown of many food outlets which are also a medium of supply of plant-based meat in the form of burger patties, sausages, etc.

depending on the supply of plant-based meat.

Global Plant-based meat Market: Regions

Global Plant-based meat market is segmented based on regional analysis into five major regions. These include North America, Latin America, Europe, APAC, and MENA.

Global Plant-based meat market in North America held the largest market share of XX.X% in the year 2019 and has been the largest contributor to a plant-based meat market. North America is experiencing an adverse COVID situation which may witness a shift in demand from non-vegetarian food products to plant-based meat products. Europe is anticipated to observe a rise in demand for plant-based meat products due to the rising vegan population.

Global PLANT-BASED MEAT market is further segmented by region into:

North America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – United States and Canada

Latin America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – Mexico, Argentina, Brazil, and Rest of Latin America

Europe Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – United Kingdom, France, Germany, Italy, Spain, Belgium, Hungary, Luxembourg, Netherlands, Poland, NORDIC, Russia, Turkey, and Rest of Europe

APAC Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – India, China, South Korea, Japan, Malaysia, Indonesia, New Zealand, Australia, and Rest of APAC

MENA Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – North Africa, Israel, GCC, South Africa, and Rest of MENA

Global PLANT-BASED MEAT Market: Key Players

Beyond Meat

Company Overview

Business Strategy

Key Product Offerings

Financial Performance

Key Performance Indicators

Risk Analysis

Recent Development

Regional Presence

SWOT Analysis

Impossible Foods Inc.

Garden of Eatin' (Conagra Brands)

Morningstar Farms (Kellogg Na Co.)

Amy's Kitchen Inc.

Maple Leaf Foods

Unilever

Boca Foods Company (Kraft Foods Inc.)

Quorn Foods

Other Prominent Players

Global Plant-based meat market report also contains analysis on:

Plant-based meat Market Segments:

By Product Type

Plant-based Chicken

Plant-based Beef

Plant-based Fish

Plant-based Bacon

By Application

Patty

Nuggets

Sausages

Crumbles

Others (Meatballs, Strips, etc.)

By Source

Pea

Soy

Wheat

By End Users

Food and Beverages Industry

Household

Plant-based meat Market Dynamics

Plant-based meat Market Size

Supply & Demand

Current Trends/Issues/Challenges

Competition & Companies Involved in the Market

Value Chain of the Market

Market Drivers and Restraints

Contents

1. EXECUTIVE SUMMARY

2. GLOBAL BLOCKCHAIN MARKET

- 2.1. Product Overview
- 2.2. Market Definition
- 2.3. Segmentation
- 2.4. Assumptions and Acronyms

3. RESEARCH METHODOLOGY

- 3.1. Research Objectives
- 3.2. Primary Research
- 3.3. Secondary Research
- 3.4. Forecast Model
- 3.5. Market Size Estimation

4. AVERAGE PRICING ANALYSIS

5. MACRO-ECONOMIC INDICATORS

6. MARKET DYNAMICS

- 6.1. Growth Drivers
- 6.2. Restraints
- 6.3. Opportunity
- 6.4. Trends

7. CORRELATION & REGRESSION ANALYSIS

- 7.1. Correlation Matrix
- 7.2. Regression Matrix

8. RECENT DEVELOPMENT, POLICIES & REGULATORY LANDSCAPE

9. RISK ANALYSIS

9.1. Demand Risk Analysis

9.2. Supply Risk Analysis

10. GLOBAL BLOCKCHAIN MARKET ANALYSIS

10.1. Porters Five Forces

10.1.1. Threat of New Entrants

10.1.2. Bargaining Power of Suppliers

10.1.3. Threat of Substitutes

10.1.4. Rivalry

10.2. PEST Analysis

10.2.1. Political

10.2.2. Economic

10.2.3. Social

10.2.4. Technological

11. GLOBAL BLOCKCHAIN MARKET

11.1. Market Size & forecast, 2019A-2030F

11.1.1. By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F

11.1.2. By Volume (Million Units) 2019-2030F; Y-o-Y Growth (%) 2020-2030F

12. GLOBAL BLOCKCHAIN MARKET: MARKET SEGMENTATION

12.1. By Regions

12.1.1. North America:(U.S. and Canada) By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F

12.1.2. Latin America: (Brazil, Mexico, Argentina, Rest of Latin America) By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F

12.1.3. Europe: (Germany, UK, France, Italy, Spain, BENELUX, NORDIC, Hungary, Poland, Turkey, Russia, Rest of Europe) By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F

12.1.4. Asia-Pacific: (China, India, Japan, South Korea, Indonesia, Malaysia, Australia, New Zealand, Rest of Asia Pacific) By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F

12.1.5. Middle East and Africa: (Israel, GCC, North Africa, South Africa, Rest of Middle East and Africa) By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F

12.2. By Type: Market Share (2020-2030F)

- 12.2.1. Public, By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F
- 12.2.2. Private, By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F
- 12.2.3. Hybrid, By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F
- 12.3. By End Users: Market Share (2020-2030F)
 - 12.3.1. Financial Services, By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F
 - 12.3.2. Government, By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F
 - 12.3.3. Healthcare, By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F
 - 12.3.4. Retail, By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F
 - 12.3.5. Others, By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F
- 12.4. By Organization Size: Market Share (2020-2030F)
 - 12.4.1. Small & Medium Enterprise, By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F
 - 12.4.2. Large Enterprise, By Value (USD Million) 2019-2030F; Y-o-Y Growth (%) 2020-2030F

13. COMPANY PROFILE

14. IBM CORPORATION

- 14.1. Company Overview
- 14.2. Company Total Revenue (Financials)
- 14.3. Market Potential
- 14.4. Global Presence
- 14.5. Key Performance Indicators
- 14.6. SWOT Analysis
- 14.7. Product Launch

15. MICROSOFT CORPORATION

16. INTEL

17. ORACLE CORPORATION

18. APPLIED BLOCKCHAIN

19. BIG CHAIN DB

20. DIGITAL ASSET HOLDINGS

21. SAP (GERMANY)

22. THE LINUX FOUNDATION, CHAIN INC.

23. OTHER PROMINENT PLAYERS

Consultant Recommendation

**The above-given segmentations and companies could be subjected to further modification based on in-depth feasibility studies conducted for the final deliverable.

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