

# **Alternative Protein Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034**

<https://marketpublishers.com/r/AC7EBDEFE25FEN.html>

Date: March 2025

Pages: 220

Price: US\$ 4,850.00 (Single User License)

ID: AC7EBDEFE25FEN

## **Abstracts**

The Global Alternative Protein Market generated USD 90.5 billion in 2024 and is projected to grow at a CAGR of 9.8% between 2025 and 2034. This remarkable growth is fueled by an increasing consumer preference for healthier, protein-rich foods as individuals seek sustainable and nutritious alternatives. As awareness around environmental sustainability, animal welfare, and personal health gains momentum, consumers are gravitating toward plant-based, insect-based, and cultured cell proteins. These alternatives offer eco-friendly solutions that align with evolving consumer values. In addition, national policies supporting healthier and more sustainable food systems are further propelling this shift toward alternative proteins, creating a favorable environment for market expansion.

Major food industry players are investing heavily in research and development to introduce innovative protein products catering to diverse dietary preferences and lifestyle choices. Growing collaborations between food tech companies and established food brands are driving the commercialization of alternative proteins, making them more accessible and appealing to a broader consumer base. Additionally, ongoing advancements in food processing technologies are improving the taste, texture, and nutritional profile of alternative protein products, encouraging higher adoption rates. Plant-based proteins dominated the market in 2024, holding a 73.3% share due to their wide availability, established supply chains, and rising demand among vegan and flexitarian consumers. As more people embrace plant-based eating habits, manufacturers are responding by introducing a diverse range of innovative vegan protein products to meet this growing demand. While plant-based proteins continue to lead the segment, other sources, including insect-based, microbial-based, and cultured cell proteins, are steadily gaining momentum. These alternative protein categories remain smaller but are gradually capturing market share as technological

advancements improve their production processes and reduce costs. The food and beverage segment contributed 94.6% of the market share in 2024, making it the largest application segment within the alternative protein industry. As consumers increasingly seek ethical and sustainable food sources, manufacturers are expanding their portfolios to include various alternative protein products. These proteins are being integrated into a wide range of offerings, including meat substitutes, dairy-free beverages, and plant-based snacks. Additionally, they are being tailored to meet the nutritional needs of specialty diets, such as sports nutrition, medical foods, and products for individuals with dietary restrictions. The growing emphasis on sustainability and ethical sourcing has led to increased adoption of alternative proteins across multiple consumer segments, creating new opportunities for product diversification. The U.S. alternative protein market generated USD 12 billion in 2024, driven by government initiatives, technological innovations, and a robust food industry. As more consumers in the U.S. embrace health-conscious and environmentally sustainable diets, the demand for alternative protein products continues to grow. Social media, targeted advertising, and heightened awareness around plant-based nutrition are influencing consumer purchasing decisions and helping alternative proteins gain traction in the retail and food service sectors. The increasing popularity of plant-based and cultured protein options is encouraging retailers to expand their offerings, ensuring that consumers have easy access to a variety of sustainable protein choices. As a result, alternative proteins are becoming a staple in American households, contributing to the rapid growth of the U.S. market.

## Contents

### CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Market scope & definition
- 1.2 Base estimates & calculations
- 1.3 Forecast calculation
- 1.4 Data sources
  - 1.4.1 Primary
  - 1.4.2 Secondary
    - 1.4.2.1 Paid sources
    - 1.4.2.2 Public sources
- 1.5 Primary research and validation
  - 1.5.1 Primary sources
  - 1.5.2 Data mining sources

### CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry synopsis, 2021-2034

### CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
  - 3.1.1 Factor affecting the value chain
  - 3.1.2 Profit margin analysis
  - 3.1.3 Disruptions
  - 3.1.4 Future outlook
  - 3.1.5 Manufacturers
  - 3.1.6 Distributors
- 3.2 Supplier landscape
- 3.3 Profit margin analysis
- 3.4 Key news & initiatives
- 3.5 Regulatory landscape
- 3.6 Impact forces
  - 3.6.1 Growth drivers
    - 3.6.1.1 Protein rich diets for poultry are highly digestible and devoid of containing less anti-nutritional factors (ANFS)
    - 3.6.1.2 Rising beef exports from the region will foster industry growth
    - 3.6.1.3 Growing industrial livestock production will drive animal feed protein demand

- 3.6.1.4 Rising demand for healthy products with high protein content
- 3.6.1.5 Government initiatives to boost algae products production, supporting the algae-based protein market growth
- 3.6.1.6 Rising adoption of edible insects in food application to support the insect-based protein market growth
- 3.6.1.7 Increasing awareness towards vegan diet
- 3.6.2 Industry pitfalls & challenges
  - 3.6.2.1 Edible insects have a lack of regulatory clarity in the food industry applications restricting the insect-based protein growth
  - 3.6.2.2 Allergies associated with different alternative proteins such as plant-based and insect-based
  - 3.6.2.3 Stringent feed regulatory compliances
- 3.7 Growth potential analysis
- 3.8 Porter's analysis
- 3.9 PESTEL analysis

## **CHAPTER 4 COMPETITIVE LANDSCAPE, 2024**

- 4.1 Introduction
- 4.2 Company market share analysis
- 4.3 Competitive positioning matrix
- 4.4 Strategic outlook matrix

## **CHAPTER 5 MARKET ESTIMATES AND FORECAST, BY SOURCE, 2021–2034 (USD BILLION) (KILO TONS)**

- 5.1 Key trends
- 5.2 Plant-based
  - 5.2.1 Soy protein isolates
  - 5.2.2 Soy protein concentrates
  - 5.2.3 Fermented soy protein
  - 5.2.4 Duckweed protein
  - 5.2.5 Others
- 5.3 Insect-based
- 5.4 Microbial-based
  - 5.4.1 Bacteria
  - 5.4.2 Yeast
  - 5.4.3 Algae
  - 5.4.4 Fungi

5.4.5 Others

5.5 Others

## **CHAPTER 6 MARKET ESTIMATES AND FORECAST, BY APPLICATION, 2021–2034 (USD BILLION) (KILO TONS)**

6.1 Key trends

6.2 Food & beverage

6.2.1 Meat analogs

6.2.2 Bakery

6.2.3 Dairy alternatives

6.2.4 Cereals & snacks

6.2.5 Beverages

6.2.6 Others

6.3 Animal feed

6.3.1 Poultry

6.3.1.1 Broiler

6.3.1.2 Layer

6.3.1.3 Turkey

6.3.2 Swine

6.3.2.1 Starter

6.3.2.2 Grower

6.3.2.3 Sow

6.3.3 Cattle

6.3.3.1 Dairy

6.3.3.2 Calf

6.3.4 Aquaculture

6.3.4.1 Salmon

6.3.4.2 Trout

6.3.4.3 Shrimps

6.3.4.4 Carp

6.3.5 Pet food

6.3.6 Equine

6.3.7 Others

## **CHAPTER 7 MARKET ESTIMATES AND FORECAST, BY REGION, 2021–2034 (USD BILLION) (KILO TONS)**

7.1 Key trends

## 7.2 North America

### 7.2.1 U.S.

### 7.2.2 Canada

## 7.3 Europe

### 7.3.1 Germany

### 7.3.2 UK

### 7.3.3 France

### 7.3.4 Spain

### 7.3.5 Italy

### 7.3.6 Netherlands

## 7.4 Asia Pacific

### 7.4.1 China

### 7.4.2 India

### 7.4.3 Japan

### 7.4.4 Australia

### 7.4.5 South Korea

## 7.5 Latin America

### 7.5.1 Brazil

### 7.5.2 Mexico

### 7.5.3 Argentina

## 7.6 Middle East and Africa

### 7.6.1 Saudi Arabia

### 7.6.2 South Africa

### 7.6.3 UAE

## **CHAPTER 8 COMPANY PROFILES**

### 8.1 AB Mauri

### 8.2 AMCO Proteins

### 8.3 Angel Yeast

### 8.4 Archer Daniel Midland Company

### 8.5 Axiom Foods

### 8.6 Calysta Inc.

### 8.7 Cargill Incorporation

### 8.8 Darling Ingredients

### 8.9 Hamlet Protein

### 8.10 Ingredion

### 8.11 Innovafeed

### 8.12 Lallemand Inc

8.13 Royal DSM NV

8.14 Ynsect

## I would like to order

Product name: Alternative Protein Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

Product link: <https://marketpublishers.com/r/AC7EBDEFE25FEN.html>

Price: US\$ 4,850.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/AC7EBDEFE25FEN.html>