

Alternative Proteins Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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Abstracts

Global Alternative Protein Market for food application was valued at USD 90.9 billion in 2024 and is estimated to grow at a CAGR of 17.1% to reach USD 439.4 billion by 2034, driven by the awareness of environmental sustainability. As consumers opt for an eco-friendly lifestyle, they are seeking protein sources with a lower ecological footprint. Additionally, concerns over health and diet are prompting a shift towards plant-based and lab-grown proteins, which are perceived as healthier and less likely to cause chronic diseases. According to a survey conducted by the International Food Information Council in 2023, over half (57%) of Americans have tried alternative proteins, with plant-based ground beef being the most common at 31%, followed by beef alternatives at 23%, plant-based sausage at 22%, and plant-based chicken alternatives at 22%. Further, technological advancements in food production are making alternative proteins more accessible and cost-effective, accelerating market expansion. The alternative protein market is classified based on source, application, and region. The insect-based segment will record a significant growth rate over the study period, driven by its efficiency in resource utilization. Insects require significantly less land, water, and feed than traditional livestock, making them a highly sustainable protein source. Additionally, insects have a high feed conversion rate and can be cultivated quickly, which aligns with the growing need for scalable and resilient food systems. As sustainability concerns mount and consumers seek innovative protein sources, insect-based options are gaining traction due to their potential to address global food security challenges while minimizing environmental impact. The animal feed application segment will clutch a noticeable alternative protein market share by 2032, owing to the adoption of sustainable protein sources within the livestock industry. As the demand for livestock products increases, farmers are exploring alternative proteins that can supplement traditional feed. This shift is motivated by the desire to enhance feed

efficiency and reduce the environmental footprint associated with conventional feed ingredients. By integrating alternative proteins into animal feed, producers can improve overall resource utilization and address the challenges of feed scarcity. Europe alternative protein market will demonstrate a strong growth trend through 2032, driven by robust consumer demand for sustainable and ethical food choices. The increasing awareness of the environmental impact of traditional protein sources has led European consumers to seek more eco-friendly alternatives. Additionally, stringent regulations and government incentives promoting sustainability in food production are fueling market growth. The rise in health-conscious eating and innovations in food technology further bolster the appeal of alternative proteins, creating lucrative opportunities for the industry players across the region.

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