

# Textured Vegetable Protein Market by Source (Soy, Pea and Wheat), Type (Slices, Flakes, Chunks and Granules), Application (Meat alternatives, Cereals & snacks and Other Applications) and Geography (North America, Europe, Asia Pacific and RoW) - Forecast to 2028

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## Abstracts

Textured vegetable protein is the by-product derived from various types of vegetable ingredients processing and using as a substitute for meat owing to its same content of protein to meats. This protein is a defatted form of vegetable proteins which are very simple in their cooking procedure. These proteins are discovered by having a texturized structural integrity enhancing the chewiness and consistence of the food products they are utilized in. As consumers become more health-conscious and environmentally aware, there is a significant shift towards plant-based diets. Textured Vegetable Protein serves as an excellent source of plant-based protein, offering an alternative to animal-derived proteins such as meat and dairy. But somehow, the competition from other plant-based protein players is the factor restricting the textured vegetable protein market growth. The Textured Vegetable Protein Market is projected to grow at the rate of 7.06% CAGR by 2028.

## Textured Vegetable Protein Market by Source

Soy

Pea

Wheat

## Textured Vegetable Protein Market by Type

Slices

Flakes

Chunks

Granules

## Textured Vegetable Protein Market by Application

Meat alternatives

Cereals & snacks

Other applications

## Textured Vegetable Protein Market by Geography

North America

Europe

Asia Pacific

Rest of the World

In the market based on source, the soy segment is having the major share in the textured vegetable protein market. This is because it is a low fat protein vegetable source and it is often taken as substitute for meat owing to the low cost compared to animal based protein. Since, textured soy is taken as perfect substitute for meat it is gaining more demand among vegan consumers thus these features of soy are majorly responsible for increasing demand for soy as an important source for textured vegetable

protein.

In terms of type of the textured vegetable protein, the granules type has more demand in the market. This is because of its broad range of applications, versatility, and easiness. TVP granules are generally used as a ground meat alternative, making them apt for various dishes which need a minced or crumbled texture. The granules segment serves to the demand for plant-based protein in products such as sausages, vegetarian burgers, lasagnas and other processed meat analogs.

As per the application of the textured vegetable protein it is primarily used as the meat alternatives where meat alternatives are having a highest share in the market growth. This is attributed to the increasing awareness among the public about the benefits of protein, increasing rate of vegan population where they prefer only vegetarian food. Additionally, the soy source protein is helpful in chronic diseases and also helps in better body function compared to meat.

As observed in regional market, the North America is having the substantial share in the textured vegetable protein market. Since, the increase in the population of vegans is driving the market growth in the region. In addition, the increasing preference for plant-based food in hospitals since the healthcare facilities are offering vegan meals over the processed meat food is boosting the demand for textured vegetable protein in this region.

Furthermore, the global shift towards plant-based diets and the growing awareness of the environmental impact of meat consumption are driving the global demand for plant-based proteins, including textured vegetable protein. Consumers are seeking healthier and more sustainable alternatives to traditional animal-based proteins, which has led to an increased demand for textured vegetable protein products.

This report offers the various leading profiles of market players such as Archer-Daniels-Midland Company, Cargill Inc., Axiom foods, inc., Mgp ingredients, Foodchem International Corporation, Dacsa group, Shandong yuxin biotechnology co., ltd., Linyi shansong biological products co., ltd, Sotexpro and Puris foods

Hence, owing to the health benefits of the textured vegetable protein and increasing awareness about the plant based protein compared to meat protein is gaining a momentum in the market growth. Besides that, the importance of protein in the daily diet is major aspect to drive the product demand.

This report gives the comprehensive analysis of the market growth factors, hampering factors and also opportunities and challenges in the market.

This report depicts the major regions of the textured vegetable protein market and the major share of the regions.

This report also describes the market competitive outlook in terms of major market player's profiles.

The report also gives the information of market players about their productive strategies, products portfolio and new developments in the products.

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