

# Colombia Plant Protein Market - Forecasts from 2020 to 2025

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## Abstracts

Colombia plant protein market is projected to grow at a rapid pace during the forecast period. The rise in the disposable income among the middle-income and lower-income population is increasing their propensity to spend on better and advanced protein products, which are plant-based, rather than being sourced from animals in order to incorporate more naturally derived proteins in their diet to maintain a healthy lifestyle. Therefore, the demand for plant-based protein is increasing and is acting as a driving factor for the market growth over the forecast period.

In addition, the rising trend of veganism throughout the world is encouraging more people to change their food preferences, leading to a surge in the demand of plant-based proteins, and augmenting the market growth further over the forecast period.

Moreover, the farmers are taking measures in order to ensure and facilitate the provision of top quality plants with high protein content to feed their cattle as a part of the environmentally friendly project. This is being done in order to increase the forestry areas and ensure that the cattle are able to produce more milk. This new plant protein diet will minimize the levels of gas the cattle produces, which is rich in methane and contributes to climate change.

Furthermore, product offerings are one of the initiatives that are being taken by the market players, so that they are able to maximize their profits, gain a competitive edge over their rivals, and fulfill the ever-rising demand of enhanced plant protein products and provide a boost to the market growth. For instance, Amway, one of the leading companies dealing with the provision of nutrition and wellness, among other solutions globally, offer their plant protein products. Amway's product under the NUTRILITE range is called the "NUTRILITE Proteina Vegetal", which is a protein powder that is

composed of 100 vegetable protein and sourced from 100% pure vegetable extracts. It is a specially designed protein powder that is enriched with an exclusive blend of soy protein, pea protein, and wheat protein, with a very high nutritional value and nutritional content. Consuming every 10g serving of this protein is able to facilitate the provision of 8g grams of pure protein.

### Dietary Supplements to hold a significant share

By application the market has been segmented on the basis of dietary supplements, food and beverages, pharmaceuticals, and animal feed. Dietary supplements are projected to hold a notable share in the market owing to the fact that the trend of leading a healthy lifestyle in causing the millennial population and the younger population to attend gyms and consume dietary supplements such as protein concentrates and isolates to support their daily calories and protein intake required to build the muscles. In addition, animal feed is estimated to increase its share over the forecast period on account of the increasing concerns of livestock owners to provide the cattle with a well-balanced diet rich in naturally derived proteins.

### Segmentation

#### By Source

Pea

Rapeseed

Soy

Hempseed

Others

#### By Form

Protein Concentrates

Protein Isolates

Protein Hydrolysate

### By Application

Dietary Supplement

Food and Beverages

Pharmaceuticals

Animal Feed

### By Distribution Channel

Online

Offline

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