

Egypt Plant Protein Market - Forecasts from 2020 to 2025

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Abstracts

Egypt plant protein market is projected to grow at a CAGR of 11.12% during the forecast period. Egypt has undergone many changes in the recent years and their consumption patterns are the ones that have brought about a considerable revolution in unprecedented ways that has resulted in gradual upshot in plant-based products which are inclusive of but limited to dietary supplements, food, and beverages, pharmaceuticals as well as animal feed. Moreover, the rising awareness of exigencies that have arisen due to anthropogenic activities is also steering the consumption pattern towards a plant-based one. Furthermore, increasing inclination towards uninterrupted upkeep of health is further fueling the growth of valued added convenience food that could be carried on the go, simultaneously provide the required nourishment that otherwise is not possible to acquire through traditional meals, due to the rapid urbanization and fast pace life that individuals have acclimatized to. They are complete meal replacement beverages that are wooing customers of all ages due to its sheer association with convenience. Thus, the nutritional aspect of such products is achieved by adding ingredients that are derived from a plant which are plant proteins that have led to the plant protein market of Egypt poised to rapidly grow during the forecast period.

Despite still quite attached to certain traditional ways the other factor that is poised to fuel the growth of the plant-based protein market of Egypt is the growing population of millennials and Generation Z. The noteworthy aspect of this cluster of consumers is that in comparison to their older counterparts quite a health-conscious. Further, they are known to prioritize their values which they stand by which are far more important than going for quick fixes of both hunger and thirst. Their values also permeate the areas such as climate change and greenhouse gas emissions, soil acidification and eutrophication, i.e. environmental ramifications resulted from dairy products that are significantly higher

than that of plant milk production as well as animal husbandry. Moreover, their health consciousness also takes into account the variety of chemicals that go into the meat products that used to be consumed and the same applying to dairy. Thus, the need for increased functionality of the beverages and the nourishment quotient of the various other plant-based food is fueling the need for plant-based proteins thereby resulting in a surge in the plant-based protein market surge. Nevertheless, there restrains like the animal-based protein are still preferred by the majority of the population.

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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