

France Plant Protein Market - Forecasts from 2020 to 2025

<https://marketpublishers.com/r/F7FB96A19950EN.html>

Date: April 2020

Pages: 87

Price: US\$ 2,200.00 (Single User License)

ID: F7FB96A19950EN

Abstracts

France plant protein market was estimated at US\$262.280 million in 2019 and is projected to grow at a steady rate during the forecast period. Being a vegetarian protein, plant protein is one of the prominent sources of protein that is increasingly finding its application in a variety of fields. One of the prime drivers of this market is the increasing adoption of a vegan lifestyle and vegetarian dietary patterns. Moreover, the health-conscious individuals of today's world ensure to spend a good amount of time in fitness centers. Thus, arises the requirement of including dietary supplements as part of their dietary regimes which makes use of a substantial amount of plant protein. Another factor is the increasing tendency of consumers to be allergic to gluten. Due to allergic reaction, the sub segment of food and beverage especially bakery and confectionary uses it as an ingredient in a plethora of products that are produced every day.

The demand for plant-based protein is poised to expand in the immediate and distant future. Thus, facilitating ample opportunities for players in the plant-based protein market, to innovate and add new products to their portfolio. PlantFusion™ Complete Protein Ready-to-Drink is a North American product that sources its yellow peas, which is an important ingredient of the product from Northern hills of France. The significance of dairy alternatives and plant-based meat alternatives is also increasingly becoming one of the most celebrated medium of consuming plant protein in current times. With the objective to expand the capabilities of pea protein capacity, France based Roquette Frères acquired Texpall's extrusion unit in the Netherlands, in October 2018. Again, the same organisation solidified its partnership with Beyond Meat a company that provides meat substitute. Pea protein is one of the main ingredients of Beyond Burger a flagship product of Beyond Meat. This reinforcement of partnership will help to solidify its plant protein supply chain as the global demand for its range of vegan products

The rationale behind the vegan food consumption primarily lies in the health consciousness due to the adverse effects of industrialization of meat production that has witnessed an increased use of chemicals. This is despite the fact that France as a country is renowned for having cheese as a part of its daily diet along with the consumption of meat, which have been prevalent since the dawn of cultural renaissance. This has resulted in the relatively slow adoption of vegan food. Nevertheless, the increasing consciousness of environmental impacts stemming from animal husbandry that includes eutrophication, solid acidification and greenhouse gas (GHG) emission, among others has led to a growing consensus among the French consumers to sources their proteins from vegetables rather than meat. Recognizing this realization of consumers, in January 2020, French agricultural cooperative Limagrain of more than 1,500 farmers in central France and majority shareholder of seed maker Vilmorin announced that it was launching a new legumes business with the intention to deliver plant-based food products from the next year. This move will aid the company to solidify its standing in the upward trend of eating less meat in France. The cooperative also stated that it could partner with start-ups or mid-range actors in the sector, providing even more opportunities for other players to bring about more products. It plans to start its operation along these lines with a wide range of plants including peas, beans and chickpeas.

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

Contents

1. INTRODUCTION

- 1.1. Market Definition
- 1.2. Market Segmentation

2. RESEARCH METHODOLOGY

- 2.1. Research Data
- 2.2. Assumptions

3. EXECUTIVE SUMMARY

- 3.1. Research Highlights

4. MARKET DYNAMICS

- 4.1. Market Drivers
- 4.2. Market Restraints
- 4.3. Porters Five Forces Analysis
 - 4.3.1. Bargaining Power of Suppliers
 - 4.3.2. Bargaining Power of Buyers
 - 4.3.3. The threat of New Entrants
 - 4.3.4. Threat of Substitutes
 - 4.3.5. Competitive Rivalry in the Industry
- 4.4. Industry Value Chain Analysis

5. FRANCE PLANT PROTEIN MARKET ANALYSIS, BY SOURCE

- 5.1. Introduction
- 5.2. Pea
- 5.3. Rapeseed
- 5.4. Soy
- 5.5. Hempseed
- 5.6. Others

6. FRANCE PLANT PROTEIN MARKET ANALYSIS, BY FORM

- 6.1. Introduction
- 6.2. Protein Concentrates
- 6.3. Protein Isolates
- 6.4. Protein Hydrolysate

7. FRANCE PLANT PROTEIN MARKET ANALYSIS, BY APPLICATION

- 7.1. Introduction
- 7.2. Dietary Supplement
- 7.3. Food and Beverages
- 7.4. Pharmaceuticals
- 7.5. Animal Feed

8. FRANCE PLANT PROTEIN MARKET BY DISTRIBUTION CHANNEL

- 8.1. Introduction
- 8.2. Online
- 8.3. Offline

9. COMPETITIVE ENVIRONMENT AND ANALYSIS

- 9.1. Major Players and Strategy Analysis
- 9.2. Emerging Players and Market Lucrativeness
- 9.3. Mergers, Acquisitions, Agreements, and Collaborations
- 9.4. Vendor Competitiveness Matrix

10. COMPANY PROFILES

- 10.1. Axiom Foods, Inc.
- 10.2. Limagrain
- 10.3. Cosucra Groupe Warcoing S.A.
- 10.4. Farbest Brands
- 10.5. Ingredion Inc.
- 10.6. Kerry Inc.
- 10.7. Prinova Group LLC

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