

Germany Plant Protein Market - Forecasts from 2020 to 2025

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Abstracts

Germany plant protein market is projected to grow at a CAGR of 5.95% during the forecast period. Plant protein has emerged as an excellent source of protein during the past few decades and is being increasingly integrated into the diet of the global population. Health drinks and fitness supplements, bakery and confectionery products, as well as functional beverages, are a few of the notable application that finds it application in. Plant proteins are also extensively used in personal care products like cosmetics as well as in pharmaceuticals. Moreover, this source of protein is increasingly being preferred by individuals who are allergic to dairy products as well as those who are increasingly transitioning to a vegan-based eating habit. Furthermore, the increasing section of environmentally conscious individuals who are driven by the need to contribute to the propagation of food security and work towards animal welfare is also one of the prime patrons of plant-based protein thus fueling the plant protein market growth in Germany.

Being an environmentally friendly alternative to proteins that are obtained from animal sources consequently reducing Green House Gas emissions, plant proteins have emerged as an extremely popular source of protein that is increasingly being marked by a shift from the traditional sources of protein. Thus, various players in the food and beverage segment are marketing their products and simultaneously endeavoring to resonate with the ethos of the current value-driven consumers who are increasingly taking up the market share and creating more opportunities for both legacy companies and startups to venture in the plant-based protein space. Further due to a myriad of sources from which plant protein can be derived is further allowing more space for players to make investments in the plethora of applications that plant-based proteins could be utilized.

One factor that is at the forefront of driving the German plant protein market growth is the surge in vegan consumption patterns that has increasingly become a new trend. Presently the population who do not eat or use animal products and are also known by the moniker vegan has emerged as a significant section of consumers in Germany. The number of individuals who identify themselves as completely vegetarians have significantly increased from a mere 700,000 individuals from 2014 to about 8 million individuals in 2019. Moreover, the percentage of vegans within the aforementioned section is a mere 1 percent that translates roughly to 814,000 individuals as reported by a study conducted by the Federal Ministry of Food and Agriculture. Moreover, among the German population, 35% of the population considers the availability of vegetarian or vegan products as “very important” on the other hand 63% of German consumers are making an effort to reduce their meat consumption. The aforementioned inclinations and intent are poised to facilitate an effective transformation of the country into the most vegetarian nation of the world. Moreover, the increasing concern of animal welfare, health and wellbeing as well as the environment is being adopted as a lifestyle choice but not as a sort of dietary restriction. (Source: Germany is Leading a Vegalution - Vegan Revolution – in Europe by United States Department of Agriculture Foreign Agricultural Service). German discount supermarket chains are increasingly stocking their shelves with their vegetarian product portfolio that has the vegan label and includes products like apple juice, nuts, wines, and baking chocolate.

Certain key strategic moves by certain major players are as follows:

In April 2019, the US fast-food chain marketed its Big Vegan TS burger.

In September 2019, Lidl under its newly launched brand “Next Level Meat”, reportedly expanded its meat alternatives whereby the food retailer would be permanently adding Next Level Mince to its vegan range. Moreover, it added to microwavable convenience burgers as promotional items. The plant-based mince and convenience burger are based on pea protein, wheat protein, and soy protein. Both the products closely resemble look, texture and taste of meat.

Based in Grimmen, Germany, Prolupin is a plant-based protein company that in March 2020 underwent funding round for further growth to expand internationally and increase its plant-based offering within B2C and B2B. The round was initiated by existing investors Munich Venture Partners and eCapital Entrepreneurial Partners. From the time it had launched its Made with LUVE brand in 2015. The brand established itself as a name to be reckoned with as far as non-dairy yogurts, kinds of milk, ice cream and cream cheese are concerned, in the German-speaking retail market.

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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