

# Indonesia Plant Protein Market - Forecasts from 2020 to 2025

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## Abstracts

The Indonesian plant protein market is anticipated to attain a market value of US\$93.142 million in 2025. Indonesia is a country with a very rich food culture that incorporates plants, meat and other food ingredients in their daily diet to maintain the required intake of proteins, essential vitamins, and minerals. In addition, Tempeh and Tofu, which are derived from soybeans and rich in soy protein, are two such ingredients and foodstuffs that are widely consumed in daily diet apart from mung beans and are traditional to the Indonesian food culture. Consequently, the health benefits associated with consumption of Tempeh and Tofu are pushing the demand for plant proteins further and playing a vital role in driving the Indonesian plant protein market growth.

Furthermore, the market players are increasingly participating and involved in the market through top-quality and enhanced product offerings in order to cater to the rising demand among the consumers effectively and to contribute to the growth of the market over the forecast period. For instance, Herbalife International of America, Inc., one of the leading companies dealing in the provision of nutritional products globally offers a range of plant protein options under its product portfolio. For example, they offer a product called the "Formula 1 Nutritional Shake Mix". This product is formulated using a premium quality soy protein isolate, strictly adhering to the nutritional requirements, which consists of all the necessary vitamins and minerals necessary to replenish the bodily functions, along with a cocktail of herbs and antioxidants and dietary fiber. In addition, it contains fats and calories in a controlled amount. One serving of this nutritional shake mix in any beverage and can be consumed once or twice in a day to keep the body fit. It is available in different flavors such as French Vanilla, Dutch Chocolate, Mango, Orange Cream, and Strawberry. It sells another product under the name "Activate Fibre". This product is an advanced product that is essential for amounting to good health, boosting immunity and providing all the necessary vitamin

and mineral requirements. It is developed using natural and especially derived pea protein fibers and soy protein fibers for plant sources. In order to increase the fiber intake in the body and keep it balanced.

Food and Beverage shows immense growth opportunities over the forecast period.

By application, the market has been segmented on the basis of dietary supplements, food and beverages, pharmaceuticals, and animal feed. The Food and Beverage industry is projected to hold a notable market share over the forecast period and beyond, owing to the fact that proteinated foods such as tofu and tempeh, derived from soy protein, are increasingly popular and widely used in the food and beverage industry. In addition, market players are involved in providing consumers with a wide variety of plant protein product choices to appeal to the tastes of children, adults, and the geriatric population alike.

## 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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