

Italy Plant Protein Market - Forecasts from 2020 to 2025

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Abstracts

Italy plant protein market is projected to grow at a CAGR of 8.58% between 2019 and 2025. The main reason for such a surge in this market is the target group of purchasers that have increasingly shifted their preferences from traditional sources of protein like the ones that are derived from animals and dairy products. The new kind of dietary pattern that has been increasingly monikered as flexitarians along with the long established yet still increasing number of vegans are also another driving factor towards the plant-based protein market. This preference is making the producers of the plant-based end products like plant-based milks and burgers to fortify and supplement, respectively as well as increase the functionality of their products with plant-based proteins as their key ingredients. To this instance there have been certain key developments in the market. In February, 2020, Brenntag Food & Nutrition by expanding its operations in Padua, Italy by establishing a state-of-the-art site. This brand-new location has workplaces integrated that caters to the application, creation, development, production and distribution of food ingredients and solutions that is made available with an efficient logistics system. This expansion is said to boost the company's distribution of complex functional fibers and plant-based proteins.

Health reasons such as lactose intolerance and the proclivity to maintain healthy life style has led to a surge in functional beverages consumption which is fueling the growth of the plant-based protein market in Italy. Also, the shifting trends of the global health regimes has led to a revolution of sorts that is steering the health-conscious individuals due to their awareness of sustaining better health through dietary supplements that are boosting the plants protein market through sports nutrition consumption. Thus, with right balance of nine essential amino acids, soy protein is one of the key contenders in the plant-based protein market, because soy protein is considered as compete protein. Further exemplified by the approvals from FDA plant proteins like the aforementioned

as well pea proteins are gaining traction and driving the plant-based protein market.

High variations in climate and weather conditions have led to significant shift in the agricultural capabilities of the recent times. This is in part due to increasing GHG emissions resulting from animal husbandry that has increased in epic proportion to feed the millions of populations. Thus, the resultant awareness is also driving the demand for plant-based protein market in Italy as they increasingly find their applications in food and beverage applications among other. Further, the rise of convenience snacking has also led to the inclusion of plant proteins in protein bars and other such edibles. The rise of convenience snacking has led to the supplementing of one's diet with highly processed food that has eventually led to rise in non-communicable diseases in affluent nations. the improper balance of protein, fat, and carbohydrate have been increasingly linked with the development of chronic and systemin ailments. Easy access to food from supermarkets has distorted the very idea of what farm to fork once meant. Thus, consumers are becoming increasingly aware of the impacts and are increasingly adding plant-based protein to their daily diet.

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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