

Japan Plant Protein Market - Forecasts from 2020 to 2025

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Abstracts

Japan plant protein market is projected to attain a market size of US\$388.093 million in 2025. The life expectancy of Japan is the highest in the whole world and stood at 81.25 years for males and 87.32 years for females in the year 2018, according to the statistics provided by the Ministry of Health, Labor and Welfare. This is attributable to the fact that the population is increasingly aware and health-conscious and all the young population and older population consume highly nutritious and protein-rich foods including plant proteins in their daily diet, such as spirulina and seaweed among others and is the reason for the burgeoning demand for plant proteins and a factor driving the market growth.

Furthermore, the usage of proper and efficient techniques is a factor that fuels the growth further and contributes to the increase in the market share held by the market players, which is facilitated by the products being offered by the market players to cater to the consumers. For instance, Cargill Incorporated, one the leading companies involved in the provision of food, agricultural and nutritional solutions globally, offers different products under its plant protein range and offers the products such as “Prolia Soy Flour”, “Prosante Textured Soy Flour”, “PURIS Pea Protein” and “Corn Protein”. The Prolia Soy Flour is a product containing about 50% protein content and it can be used in a variety of applications and can be processed into a variety of soy products including flour, flakes, and grits. The product facilitates the provision of a better crumb texture improves the machinability of dough and increases the stability of the baked products. The PURIS Pea Protein is a product that contains approximately 80% protein content, produced carefully and efficiently using the yellow pea seeds, from the US, and is certified as an organic product by the USDA, contains no GMO, and has a distinctly smooth and creamy flavor profile to suit the consumer apart from being completely vegan, gluten and soy-free. Moreover, it has the ability to be used in a majority of the

applications including bakery items, energy bars, cereals, snacks, meat products and ready to drink beverages. The other two products Corn Protein and Textured Soy Protein are also highly nutritious and have a decent protein content to support the daily-required intake

Increase in the demand for Animal feed

By, application the market has been segmented on the basis of dietary supplements, food and beverages, pharmaceuticals, and animal feed. Animal feed is estimated to hold a noteworthy share in the market, which is attributable to the fact that Japan is one of the countries in the Asia Pacific region with high meat, and seafood consumption. Thus, this is leading to an increase in the adoption of plant proteins as animal feed and feed additives by livestock owners and in aquaculture applications in order to enhance the produce quality, by improving the animal's health.

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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