

Kenya Plant Protein Market - Forecasts from 2020 to 2025

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Abstracts

Kenya plant protein market is estimated to grow at a CAGR of 10.20% between 2019 and 2025. There is a growing sense of realization among the Kenyan population that the world is stressed by the exponential growth of population when it comes to food and beverage consumption especially with regards to proteins that are derived from meat, poultry, fish, and dairy, despite the fact that it also known that these sources have proved to be an optimal source of development. According to FAO, global meat production is projected to be increased by 16% from 2015 to 2025. Additionally, Kenya being a transition economy is also seeing a great demand in livestock-based food that is predicted to further exacerbate the already prolonged environmental degradation. If problems like climate change, biodiversity loss, water stress, land degradation, and water pollution are added to the mix, it will not be an encouraging aspect for the economy. Nevertheless, with the increasing awareness today's consumers of Kenya are increasingly inclined to adopt plant based dietary patterns and there also exists a growing number of vegan consumers which will indirectly fuel the Kenyan plant-based protein ingredient market growth.

Further, the other factor that is that whether its vegan, flexitarian or just adventurous eaters, today's Kenyan consumers are looking for more protein from a variety of sources. Additionally, the increasing purchasing power is also leading to a demand for a variety of texture and taste. Moreover, a growing sense of health consciousness that is also driving the need for plant-based protein ingredients of Kenya. The reason is that consumers are increasingly becoming aware of the association of increased chronic diseases and mortality with animal protein consumption and the consumption of higher protein lowers the risk significantly. The other factors that are poised to fuel the growth of plant-based protein market are the less time to embrace the traditional method of cookery the urban consumers especially have felt the need for supplementing their diet

with functional beverages that are marketed as a meal replacement for being fortified with a variety of plant-based protein ingredients. Nevertheless, there are certain restraining factors to the market due to the slow adoption rate and the still a larger market share of protein derived from animals. Further vegetarianism nictitates the inclusion of a wide variety of substitutes of nutrient-dense animal products, which is difficult to accommodate due to the dearth of a variety of products that include plant-based proteins. However, this creates an opportunity for the same market for future expansion.

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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