

Mexico Plant Protein Market - Forecasts from 2020 to 2025

<https://marketpublishers.com/r/M3163492885EEN.html>

Date: April 2020

Pages: 80

Price: US\$ 2,200.00 (Single User License)

ID: M3163492885EEN

Abstracts

Mexico plant protein market was estimated to be worth US\$384.609 million in 2019 and is expected to grow at a robust CAGR during the forecast period. There is increasing concern among the younger population and adult population in order to mitigate the threat of serious diseases such as cardiovascular diseases and obesity associated with the excess consumption of meat, which is the major component in Mexican food. This is causing the preference of people to shift towards healthier alternatives such as plant-based protein products and resulting in a surge in the market growth.

Moreover, the Congress of Mexico City is taking steps in order to reduce the consumption of meat-based protein and meat products and has approved a point of agreement. The purpose of this agreement is to encourage the public organizations in Mexico City, such as the System for the Integra Development of the Family (DIF), the Secretariat of Education, Science, Technology and Innovation (SECITI), to try and think over the implementation of plant-based meals in their kitchens, which are serving the community at least once a week. This is being done in order to tackle problems and health issues such as childhood obesity. According to the data from UNICEF, Mexico holds the top spot in childhood obesity, also according to the estimates provided by OECD, 40% of the Mexican adults will be suffering from obesity in 2030. In conjunction, the health experts have said that a diet, which is rich in the plant proteins and legumes, among other protein sources, the risks that are associated with obesity, cholesterol, hypertension, and Type 2 Diabetes can be controlled and reduced.

Furthermore, the major market players are contributing to the market growth and are increasing their market share by offering enhanced and high-quality plant-based protein products. For example, DuPont (Nutrition and Biosciences), offers products under both pea protein and soy protein variants. Under pea protein, it offers the "TRUPRO 2000"

and “TRUPRO Pea Protein Nuggets”. The former product is easily soluble and is ideal for dry blended beverages with high protein content, it also contains 83% protein and is non-GM. The latter product is offered in three sub-variants, TRUPRO 1614, which contains 55% protein and has an oval shape with a firm texture. TRUPRO 1670, which contains 70% protein has an oval shape with a firm texture and the TRUPRO 1673, which contains 70% protein has a flake-like shape and is able to blend easily in, nut, high grain or seed formulations. The soy protein is available in a variety of products such as PROCON Soy Protein, PROFINE Soy Protein, PROPLUS Vegetable Protein, RESPONSE Soy Protein, and SUPRO MAX Soy Protein among others.

Soy-based Plant protein to hold a significant share

By source, the plant-based protein market has been segmented as pea, rapeseed, soy, hempseed, and others. Soy-based plant protein is expected to hold a significant market share over the forecast period, which is attributable to the fact that the demand and consumption of soy products is increasing in Mexico due to the rise in the number of lactose intolerant and gluten-sensitive population.

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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