

Nigeria Plant Protein Market - Forecasts from 2020 to 2025

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Abstracts

Nigeria plant protein market is projected to witness a robust growth during the forecast period. As per the National Library of Medicine (NLM), approximately 65 percent of the human population has a reduced ability to digest lactose after infancy. Lactose intolerance is also very common in people of West African decent among others. This is one of the aspects that is poised to drive the Nigerian plant protein market growth. It is because the more the health-conscious consumers turn away from traditional milk the more is the requirement for plant-based beverages to fortify the products with essential micronutrients like proteins. To this the need for plant-based protein ingredients creates an opportunity for the same catapulting the plant-based micronutrient in Nigeria to a new zenith. Also, Nigeria is transitioning to a more capable economy that is giving the Nigerian consumers a wide array of options that creates an opportune moment for plant alternatives companies to make certain strategic decisions in the market. There is also ongoing research to harness the protein rich cassava leave which the country is abundant in.

Other than the aspect of lactose intolerance, the rationale for the changing dietary patterns in today's world is the perception of millennials about food consumption. The resultant effort is to reduce pharmaceutical intervention and adhere to consumption that caters to the functional benefits and resonates with the ethical values which they are increasingly associating themselves with. Further, the increasing availability of convenience snacking, consumption of sugary beverages and ordering take away have led to health concerns and led to a rise in non-communicable health problems. To address these concerns, the consumers of today's generation in Nigeria are switching to a vegan lifestyle that caters to both their nutritional and taste requirement. Further, the culture of physical fitness is also making consumers of Nigeria increasingly adopt a lifestyle that is giving rise to the growth of sport nutrition sector. Further, with companies

like Nigeria's first vegan food company Veggie Factory that has become trend setter of sorts among a niche vegan crowd is expected to fuel the plant-based protein markets during the forecast period. Therefore, the aforesaid factors paving the way for an increasing adoption of plant-based nutrients by the secondary market of plant-based food and beverage. Nevertheless, the establishment of supermarkets everywhere and the rise in disposable income has led to an increase in meat consumption, and along with low awareness are a few restraining factors that is expected deter the growth of the plant based protein market in Nigeria during the forecast period.

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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