

Poland Plant Protein Market - Forecasts from 2020 to 2025

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Abstracts

Poland plant protein market was valued at US\$85.138 million in 2019 and poised to grow at a healthy pace during the forecast period. Poland is witnessing a growing adherence to vegan eating habits as well as the inclination of sourcing their protein from plant-based sources as part of healthy nutrition. This is too is poised to drive the growth of the Polish plant protein market during the forecast period. Further, increasing demand for organic plant-based cosmetic products whose composition is inclusive of but not limited to, ingredients derived from a variety of plant protein. Despite being predominantly a meat and dairy consuming country, current polish consumers have shifted towards plant-based protein laden food and beverage products. Further being rich in phytonutrients and antioxidants, plant proteins that are basically derived from legumes, grains, beans, soy, and hemp have emerged as the viable alternative to the traditional protein which is expected to boost the market of plant-based protein.

Further growing rate of urbanization has led to a plethora of life style sickness that are influencing the consumers young and elderly to decide otherwise and opt for food that have plant protein. Fortification of functional food and beverages will be another reason for the growth of the Polish rice protein market. Today's Polish consumers are keener on sourcing their source of protein from the traditional ones like beef, pork and so on. Additionally, due to the advent of diseases spread from livestock trade, plant-based protein will be increasing preferred and thus drive the growth of plant-based protein market of Poland.

Plant proteins are extensively used in personal care products like cosmetics as well as in pharmaceuticals. Health drinks and fitness supplements, bakery and confectionery products, as well as functional beverages, are a few of the notable application that finds it application in. Moreover, this source of protein is increasingly being preferred by

individuals who are allergic to dairy products as well as those who are increasingly transitioning to a vegan-based eating habit. Moreover, the increasing section of environmentally conscious individuals who are driven by the need to contribute to the propagation of food security and work towards animal welfare is also one of the prime patrons of plant-based protein thus fueling the plant protein market growth in Poland. To this extend it may be noted that in March 2020, a Polish retailer ?abka introduced a range of meat-free hot dogs in its ?abka Caf? zones across all outlets. The sausages in the hot dogs comprise pea protein, potato protein, spices, and rapeseed oil. The sauces are free of ingredients sourced from animals and include sun mustard, Heinz mild ketchup, Heinz BBQ mustard, and Sriracha pepper. The product is free of monosodium glutamate, phosphates, and preservatives, the retailer added.

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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