

South Africa Plant Protein Market - Forecasts from 2020 to 2025

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Abstracts

South Africa plant protein was estimated to be valued at US\$67.472 million in 2019 and anticipated to show good growth opportunities during the forecast period. Primarily an emerging economy, South Africa is experiencing an excitement in various segments and the plant-based protein market is no exception. Thus, the disruption of existing players and the growth of new product segment is poised to take place at a much faster pace outranking all the traditional preferences of protein sources. With technological breakthrough, rapid increase in demand and increasing recognition from the government the market for plant-based protein of South Africa is poised to grow unhindered during the forecast period. With an expanding number of value driven individuals that is now forming the larger share of the consumer base of South African plant protein market is bound for an upward trajectory during the forecast period. To this extent it may be noted that Infinite Foods based out of South Africa has embarked on the mission to raise awareness of the environmental impact of animal-based protein, decrease South Africa's dependence on it, and create consumer solutions that replace animal protein with plant protein. The aforementioned vision of the organization will be achieved by leading the activities of distribution, licensing, and manufacturing of best-in-class plant-based protein products in Sub-Saharan Africa. Their posed to achieve the aforesaid mission by being an enabler for other plant-based food products and later establishing a manufacturing capacity of plant-based food with Africa-grown input crop. This will further expand the South Africa plant-based protein ingredient, market.

The other factor that is expected to propel the market for plant-based protein ingredient market of South Africa is the rising availability of disposable income among and rapid pace of urbanization. Thus, as consumers in South Africa realize that their health and its balance upkeep is of paramount importance, they have shifted their focus away from traditional means of consuming protein that is through dairy and various animal products

and are adopting plant-based food products. These products are inclusive of but not limited to like various functional beverages that are fortified with plant-based protein as well as food stuff whose originally inferior protein content is augmented with various plant based protein that are inclusive of but not limited to proteins derived from peas, soy, wheat, rapeseed, hempseed, among others. Further, aspiration to dine out more is another aspect that will indirectly be responsible for boosting the growth of South Africa Plant protein market.

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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