

# Turkey Plant Protein Market - Forecasts from 2020 to 2025

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## Abstracts

Turkey plant protein market is estimated to grow to a market size of US\$56.124 million in 2025, being propelled by the growing preference for plant-based dietary patterns and shift away from the traditional source of protein like meat and dairy. Moreover, the growing consensus among today's generation is the sustainable consumption and the policymakers are also increasingly eager towards creating an environment that will facilitate the ultimate achiever of a circular economy. The plant-based ingredients are one such component of this process that is being rapidly gaining credence among both manufactures of various end products that range across sports nutrition, clinical nutrition, infant nutrition, bakery, fortified food & beverages, functional food & beverages as well as consumers. Throughout the world it is consumers' awareness about various ramifications of irresponsible consumption is being manifested by their steady adoption of plant-based alternatives and Turkey too is no exception.

From the perspective of food and beverage there has been a growing sense of interest wherein consumers are keen to acquaint themselves with the various plant-based meat that is coming up around the world and is poised to make a strong foothold in the Turkish market. This will invariably lead to the demand for plant-based protein ingredients which are being heavily researched, invested on for entry into a plausible market like that of Turkey and its subsequent expansion. This gradual shift in inclination towards consumption patterns is poised to boost the plant-based protein market of turkey. Further, when it comes to products that are to be consumed internally apart from the myriad of food and beverage products, a subsection of the same that is functional beverages are rapidly taking the frontline is poised to take on the legacy beverages because of their health benefits and the plant-based ingredients, that are inclusive of but not limited to the proteins that are derived from the plants. This aforesaid factor is expected further to boost the Turkish plant-protein market.

The other factor which is of paramount importance is projected to influence the consumption trends thus invariably leading to the plant-based market growth in turkey is the rise in disposable income. Therefore, these consumers are now willing to venture out of their comfort zone and experiment with new products like personal care products that have plant-based protein as their key ingredients. Nevertheless, considering that these consumers are health-conscious, the lack of protein, that otherwise would have been derived from these traditional ingredients are being increasingly supplemented with plant-based protein.

## 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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