

The United Kingdom Plant Protein Market - Forecasts from 2020 to 2025

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Abstracts

The UK plant protein market is projected to attain a total market value of US\$929.523 million in 2025. Due to the growing shift from animal-based diet British consumers are increasingly looking out for sources of protein that are derived from plant thus fueling the UK plant protein market growth. Moreover, there's a growing prevalence of allergies that stems from the consumption of dairy products which also happens to be a rich source of proteins among others. This makes the plant-based protein a healthy alternative and most consumer-friendly source of protein for those who wish to seek inclusion of a good proportion of protein in their diet. It is also becoming the most sought-after source for protein for an increasing number of consumers who have embraced the vegan lifestyle. In view of the above, the plant protein market in the UK is expected to witness exponential growth during the forecast period. Moreover, the rapid pace of urbanization in the country leaves little or no room for a holistic nutritional composition. Thus, looking beyond the health halo that the FMCG segment is increasingly being associated with are increasingly venturing into plant-based protein alternatives for the growing consumer base.

The food and beverage in the UK as a response to the aforementioned factors is continuously expanding with the aid of an increasing number of investments. Wetherspoon's has become the latest high-profile food business to serve the vegan Beyond Burger, which will be sold in all 874 pubs across the UK and Ireland. The pub chain said the plant-based burgers, made by Californian company Beyond Meat, will replace its current vegan burger option produced by the UK-based Meatless Farm, which it began selling in October last year. To this end, the latest high-profile food business Wetherspoon's will serve vegan Beyond Burger in all 874 pubs across the UK and Ireland. The decision was taken due to the fact that Beyond Meat patties are free of GMOs, soy, and gluten. The plant-based meat gets its red meaty hue from beetroot,

protein derived from peas and the fat texture from oil and potatoes. Further in March 2020, it was reported that Research at Teesside University in the UK, is helping meat substitutes producer, Quorn Foods, to drive the sustainability and quality of its protein. A Knowledge Transfer Partnership (KTP) with Quorn is the main component of collaboration to test different methods of making mycoprotein, which is the key ingredient in all Quorn products. This collaboration also aims at a more sustainable production methodology and enhancements in product quality.

This new interest is poised to propel the market in the UK to new heights during the forecast period that is evident from investments that are turning a company into plant-based protein companies. To this end, with \$200 million in funding, LiveKindly Co. an erstwhile digital media company that used report key development and trends in the plant-based food market aims at becoming the largest player in this space. Its main target is the plant-based chicken where it has observed that there is a gap in the current scenario. On a different note, the UK Meatless Farm Co. secured a distribution deal with grocery chain Whole Foods Markets, in 2019 for the distribution of two of its vegan products namely Meat Free Mince which is essentially a ground beef alternative and Meat-Free Burgers that are based on pea and soy proteins among others. Additionally, UK based Vive Natural Protein Snack Bars are made that are available in 3 flavors namely Hazelnut, Peanut Butter and salted caramel and are made out of nuts, dates, organic cacao sourced from the Peruvian Amazon and fortified with plant-based protein.

Thus, the aforesaid strategic decisions and growing trend of consuming plant-based everything and integrating protein in the diet that sourced from plants are pushing various players into this plant-based protein space. This is also poised to take the plant-based protein market in the UK to new into new heights. Further, recognizing the dearth of time there is a growing number of players who are offering meal substitutes through the means of functional beverages which too will lead to a surge in the demand of the UK 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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