

Vietnam Plant Protein Market - Forecasts from 2020 to 2025

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Abstracts

Vietnam plant protein market expected to grow at a CAGR of 11.85% till 2025. Rice dominates the food culture of Vietnam, as rice is an essential component and food item in the daily diet of Vietnamese individuals making it widely consumed throughout the country. Pho, one of the main and most famous dishes from Vietnam is also made using rice. However, there are some risks involved with the excess consumption of rice such as leading to the risk of developing cancer, heart disease and type 2 diabetes, due to the presence of arsenic in the crop. Thus, this is causing some of the individuals in the population are starting to consume less and looking for alternatives to rice such as rice protein. Therefore, this is resulting in an increased demand among the health-conscious population to consume protein sourced from natural and plant source, which are gaining popularity quickly and acting as a driving factor for the market growth over the forecast period.

Moreover, as the food culture of Vietnam promotes food that contains no gluten, and the food culture can also cater to the vegan and vegetarian individuals, many individuals find it easier to shift their consumption to protein powders such as isolated and concentrates to mix with food and beverages. This is to make food and beverage healthier and nutritious in order to provide the body with the required intake of protein.

However, as a majority of the individuals in the population are still inclined towards consuming pork and pork dishes, the impact the plant proteins have not had much of an impact on the Vietnamese consumption patterns and traditional Vietnamese cuisine and is acting as a limiting factor on the growth of the plant protein market growth.

Increasing requirement of animal feed and food and beverage to increase its share

By application the market has been segmented on the basis of dietary supplements, food and beverages, pharmaceuticals, and animal feed. Animal Feed is estimated to hold a significant share in the market, which is attributable to the fact that, Vietnam is among the largest pork consuming countries in the world, and is positioned at Rank 2 in APAC. In addition, it is ranked as the 6th largest producer of pork, with exports lying at a low figure of only 1%. Thus, this is increasing the demand for good and premium quality animal feed, which is due to the presence of plant proteins in it to provide the swine with a healthy diet to boost the produce quality and cater to the heavy demand. In addition, the food and beverage segment is expected to increase its share over the forecast period owing to the increasing interest being shown by the market players and food chains to inculcate vegan menus, and plant-based proteins such as mung protein, soy protein and rice protein in their menus, to appeal to the growing vegan population.

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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