

Meat Substitutes Market by Source (Soy Protein, Wheat Protein, Pea Protein, and Other Sources), Product (Tofu, Tempeh, Seitan, Quorn, and Other Products), Type (Textured, Concentrates, and Isolates), Form, Category, and Region - Global Forecast to 2027

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Abstracts

According to MarketsandMarkets, the meat substitutes market is estimated to be valued at USD 1.9 billion in 2021 and is projected to reach USD 4.0 billion by 2027, recording a CAGR of 13.5%, in terms of value. The market is primarily driven by factors such as increasing health-consciousness among consumers and rise in consumption of plant-based foods. North America region accounted for the market share in the meat substitutes market owing to the rising investments and consumers demand for vegan products in the region. However, one of the restraining factors in the growth of meat substitutes market is the high production cost of meat substitute products.

“By product, the tempeh segment is projected to account for the second-largest market share in the market during the forecast period.”

Based on product, the tempeh segment is projected to account for the second-largest market share in the market during the forecast period. Tempeh is an excellent substitute for ground beef. There are numerous health benefits offered by tempeh. For example, it helps in increasing the antibodies and decreasing the sugar levels, which reduces the risk of diabetes. It also helps in lowering cholesterol levels, which helps in reducing the risk of heart diseases.

“By source, the soy segment is estimated to account for the largest share.”

The soy segment of the meat substitutes is dominating the market. Soy protein has been one of the most preferred ingredients for imparting the meat texture in the final product. Soy is majorly used as a textured protein in the market, rather than being used as an isolate or concentrate. Also, it is the cheapest plant-based source available in the global market.

“The Asia Pacific region is projected to grow at the highest CAGR during the forecast period”

Asia Pacific region is projected to be the fastest-growing market for the period considered for this study. The key factors driving growth in the Asia Pacific region include health benefits, animal welfare, environment safety, cost affordability, and the growing variety of plant-based meat products. The awareness through global animal welfare organizations, such as People for the Ethical Treatment for Animals (PETA), has led to people considering a meat-free diet.

The meat substitutes market is segmented region-wise, with a detailed analysis of each region. These regions include North America, Europe, Asia Pacific, South America, and RoW (Middle East and Africa).

Break-up of Primaries

By Company Type: Tier 1 – 30%, Tier 2 – 25% and Tier 3 – 45%

By Designation: Manager- 25%, CXOs– 30%, and Executives – 45%

By Region: Asia Pacific – 40%, Europe - 32%, North America- 18%, and RoW- 10%

Leading players profiled in this report include the following:

DuPont (US)

ADM (US)

Kerry Group (Ireland)

Ingredion Incorporated (US)

Roquette Frères (France)

PURIS (US)

Cargill (US)

Axiom Foods (US)

Sonic Biochem Ltd (India)

Crespel & Deiters (Germany)

Wilmar International Limited (Singapore)

Sotexpro S.A (France)

The Nisshin OilliO Group, Ltd (Japan)

A&B Ingredients (Canada)

Batory Foods (US)

All Organic Treasures GMBH (Germany)

The Green Labs LLC (US)

Shandong Jianyuan Group (China)

ET Chem (China)

Beneo (Germany)

Research Coverage

This report segments the meat substitutes market on the basis of product, source, type, form, category, and region. In terms of insights, this research report focuses on various

Meat Substitutes Market by Source (Soy Protein, Wheat Protein, Pea Protein, and Other Sources), Product (Tofu,...

levels of analyses—competitive landscape, pricing insights, end-use analysis, and company profiles—which together comprise and discuss the basic views on the emerging & high-growth segments of the meat substitutes market, high-growth regions, countries, industry trends, drivers, restraints, opportunities, and challenges.

Reasons to buy this report

To get a comprehensive overview of the meat substitutes market

To gain wide-ranging information about the top players in this industry, their product portfolio details, and the key strategies adopted by them

To gain insights about the major countries/regions, in which the meat substitutes market is flourishing

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About

Tofu, tempeh, TVP, and seitan are major types of meat substitutes which are majorly available in the market. TVP dominated the market with a share of about XX% in 2013 with \$XX million. Quorn, traditionally a European product, was recently launched in South Africa and Asia-Pacific countries such as Australia and New Zealand. Tofu, a conventional Chinese food, is finding its popularity in North America. Soy, a major source for meat substitutes accounting for XX % of the source segment, has huge nutrition value due to high protein content and high demand across the globe. The soy segment is growing at a rate of XX% and it is projected to reach \$XX million by 2019.

The driving factor for meat substitutes is the growth of the vegetarian population and also the young people who are shifting their interest from non-vegetarian foods towards vegetarian foods and need some alternatives which resemble the taste of the former. Rise in consumption of convenience food and increasing health concern for animals drive the meat substitutes market. Rise in the manufacturing cost of meat substitutes may dampen the demand of the product.

The development in the industry provides a big opportunity for companies to develop new products which are a better replacement for meat and are as nutritious. Prominent market players profiled in the report include MorningStar Farms (U.S.), Garden Protein International Inc. (U.S.), and Quorn Foods (U.K.). The key players constitute about XX% of the market share in the global meat substitutes market.

By type, textured vegetable protein (TVP) dominates the meat substitutes market and is estimated to generate \$XX million in 2014 and is projected to reach \$XX million by 2019. Following TVP, tofu-based meat substitute products are the second-largest market and are estimated to generate \$XX million in 2014 and are projected to reach \$XX million by 2019.

Seitan is estimated to generate \$XX million in 2014 and is projected to reach \$XX million by 2019. Other soy-based products are projected to reach \$XX million by 2019. Tofu, tempeh, and Quorn are estimated to reach \$XX million, \$XX million, and \$XX million, respectively, in 2014.

The meat substitutes market has been segmented into four regions, namely, North America, Europe, Asia-Pacific, and ROW. Europe dominated the meat substitutes market in the year 2013, whereas the Asia-Pacific region is projected to be the fastest

growing market by the year 2019.

With respect to the source, the meat substitutes market has been classified into soy proteins, wheat proteins, mycoproteins, and others that include milk- and rice-based meat substitutes among other types. The soy protein-based meat substitutes have been categorized by types into tofu, tempeh, and TVP, while the wheat gluten protein type is categorized into the flavored gluten kind, that is, seitan, and the mycoprotein-based substitute is further categorized into the 'Quorn' brand.

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