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Mycoprotein Meat Substitutes Market Forecasts to 2032 – Global Analysis By Product Type (Product Type, Mycoprotein Fillets & Cutlets, Mycoprotein Burgers, Mycoprotein Sausages, Mycoprotein Strips & Dices and Other Product Types), Type, Business Model, Technology, Distribution Channel, End User and By Geography

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Abstracts

According to Stratistics MRC, the Global Mycoprotein Meat Substitutes Market is accounted for $1.78 billion in 2025 and is expected to reach $3.84 billion by 2032 growing at a CAGR of 11.6% during the forecast period. Mycoprotein meat substitutes are high-protein, meat-free alternatives derived from fermented fungi, typically Fusarium venenatum. Produced through controlled fermentation, mycoprotein offers a fibrous texture and umami flavor that mimics conventional meat. These substitutes are rich in essential amino acids, low in saturated fat, and often fortified with nutrients. Commonly used in burgers, nuggets, and mince-style products, they support sustainable food production by requiring fewer resources than livestock. Mycoprotein-based options cater to vegetarian, vegan, and health-conscious consumers seeking protein-rich alternatives.

Market Dynamics:

Driver:

Rising concerns over red meat consumption and its link to chronic diseases

Mycoprotein-based substitutes offer a compelling alternative, being rich in protein yet low in saturated fat and cholesterol. This transition is further supported by

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environmental concerns, as mycoprotein production has a significantly lower carbon footprint compared to livestock farming. The market is also benefiting from endorsements by health organizations and nutritionists advocating for sustainable protein sources. As a result, demand for fungi-derived meat alternatives is gaining traction across both retail and foodservice channels.

Restraint:

Taste and texture limitations

Consumers often cite inconsistencies in mouthfeel, flavor depth, and cooking behavior as barriers to adoption. These limitations are particularly pronounced in cultures with strong culinary traditions centered around meat. Moreover, the fermentation process used to produce mycoprotein can impart earthy or unfamiliar notes that may deter first-time buyers. While R&D efforts are underway to improve palatability, overcoming these sensory hurdles is critical for broader market acceptance and repeat purchases.

Opportunity:

Partnerships between biotech firms and food manufacturers

Strategic collaborations between biotechnology startups and established food companies are unlocking new possibilities in product development and scalability. These partnerships enable the integration of precision fermentation, strain optimization, and flavor engineering into mainstream food production. Joint ventures are also facilitating access to advanced infrastructure, regulatory expertise, and global distribution networks. As consumer demand for clean-labels and functional foods co-branded launches and ingredient licensing models are emerging as viable growth strategies.

Threat:

Dependence on specific fungi strains and fermentation infrastructure

The mycoprotein industry relies heavily on proprietary fungal strains and controlled fermentation environments, making it vulnerable to supply chain disruptions and scalability constraints. Any contamination, equipment failure, or strain instability can halt production and impact product consistency. Additionally, the capital-intensive nature of fermentation facilities poses entry barriers for new players and limits geographic

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expansion. Intellectual property disputes over strain ownership and fermentation protocols may further complicate commercialization.

Covid-19 Impact:

The COVID-19 pandemic had a dual impact on the mycoprotein meat substitutes market. On one hand, supply chain interruptions and labor shortages temporarily slowed production and distribution. On the other, heightened consumer interest in immunity-boosting and sustainable foods led to increased trial and adoption of alternative proteins. The shift toward home cooking and e-commerce channels created new opportunities for frozen and ready-to-eat mycoprotein products. Moreover, the pandemic accelerated investment in food tech and fermentation startups, reinforcing the sector's resilience and long-term growth potential.

The mycoprotein mince/grounds segment is expected to be the largest during the forecast period

The mycoprotein mince/grounds segment is expected to account for the largest market share during the forecast period due to its versatility and compatibility with global cuisines. These products are increasingly used in burgers, tacos, pasta sauces, and stir-fries, offering a familiar format for meat replacement. Their ability to absorb flavors and mimic the texture of minced meat makes them appealing to flexitarians and vegetarians alike. Manufacturers are also innovating with seasoning blends and cooking formats to enhance consumer experience.

The B2B ingredient suppliers segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the B2B ingredient suppliers segment is predicted to witness the highest growth rate driven by rising demand from food manufacturers seeking sustainable protein inputs. Mycoprotein is being incorporated into hybrid meat products, snacks, and fortified meals, expanding its application beyond traditional meat analogs. Ingredient suppliers are investing in scalable fermentation platforms and offering customizable formats such as powders, flakes, and concentrates. This segment benefits from long-term supply contracts, co-development agreements, and regulatory support for novel food ingredients.

Region with largest share:

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During the forecast period, the Asia Pacific region is expected to hold the largest market share fueled by rapid urbanization, growing middle-class health awareness, and government support for sustainable food systems. Countries like China, Japan, and South Korea are witnessing a surge in plant-based product launches and retail shelf space. Local startups and multinational brands are expanding operations in the region, leveraging traditional fermentation expertise and consumer openness to fungi-based foods.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR driven by strong consumer interest in clean-label, high-protein alternatives and a robust ecosystem of food tech innovation. The region hosts several leading mycoprotein startups and fermentation infrastructure providers. Retailers are expanding plant-based offerings, while foodservice chains are piloting mycoprotein-based menu items. Regulatory clarity around novel foods and increasing investment in sustainable agriculture further support market expansion.

Key players in the market

Some of the key players in Mycoprotein Meat Substitutes Market include Quorn Foods, Enough, MycoTechnology Inc., The Better Meat Co., Nature’s Fynd, Prime Roots, Meati Foods, Atlast Food Co., MyForest Foods, Tyson Foods, Nestl?, Beyond Meat, Kellogg’s, Greenleaf Foods, Marlow Foods Ltd., Next Gen Foods, Perfect Day, ADM, Unilever, and ProVeg International.

Key Developments:

In October 2025, Quorn launched its biggest frozen meat-free campaign in four years, featuring puppet mascots and multi-channel outreach. The campaign spans TV, social media, podcasts, and in-store activations across 1,500 UK supermarkets.

In September 2025, Enough Is Enough issued a press statement urging Congress to address child safety issues in Meta’s VR platforms. The organization cited whistleblower testimony and called for regulatory action.

In June 2025, Prime Roots launched the first plant-based whole-cut deli meats that mimic traditional charcuterie. Products include Koji-based turkey, ham, and salami with clean labels. The launch follows 7 years of R&D and targets retail and foodservice.

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Product Types Covered:

- Mycoprotein Mince/Grounds
- Mycoprotein Fillets & Cutlets
- Mycoprotein Burgers
- Mycoprotein Sausages
- Mycoprotein Strips & Dices
- Other Product Types

Types Covered:

- Frozen
- Refrigerated
- Shelf-Stable

Business Models Covered:

- B2C Branded Products
- B2B Ingredient Suppliers

Technologies Covered:

- Biomass Fermentation Mycoprotein
- Mycelium-Based Whole-Cut

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Distribution Channels Covered:

- Supermarkets & Hypermarkets
- Convenience Stores
- Specialty Food Stores
- Quick Service Restaurants (QSRs)
- Full-Service Restaurants
- Institutional
- Other Distribution Channels

End Users Covered:

- Human Consumption
- Animal Feed
- Protein Supplements
- Other End Users

Regions Covered:

- North America
  - US
  - Canada
  - Mexico
- Europe

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- Germany
- UK
- Italy
- France
- Spain
- Rest of Europe

Asia Pacific

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- China
- India
- Australia
- New Zealand
- South Korea
- Rest of Asia Pacific

South America

- Argentina
- Brazil
- Chile
- Rest of South America

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Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:
- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as

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per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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