

# **Synthetic Food Market Forecasts to 2030 – Global Analysis By Product Type (Synthetic Dairy, Synthetic Meat, Flavoring Agents, Proteins and Amino Acids, Synthetic Sweeteners, Food Colorants, Enzymes, and Other Product Types), Source, Distribution Channel, Application, End User and By Geography**

<https://marketpublishers.com/r/SDB4A6338ADEEN.html>

Date: March 2025

Pages: 150

Price: US\$ 4,150.00 (Single User License)

ID: SDB4A6338ADEEN

## **Abstracts**

According to Statistics MRC, the Global Synthetic Food Market is accounted for \$19.00 billion in 2024 and is expected to reach \$31.88 billion by 2030 growing at a CAGR of 9.0% during the forecast period. Food items that are produced artificially, frequently with the use of biotechnology, to replicate the flavour, consistency, and nutritional content of conventional foods are commonly referred to as synthetic foods. This includes foods made by fermentation or cellular agriculture, lab-grown meats, and plant-based substitutes. The goal of synthetic food is to address concerns about food security and animal welfare while lowering the environmental effect of traditional farming by offering ethical, resource-efficient, and sustainable substitutes for conventional food.

According to the Good Food Institute, plant-based food retail sales in the U.S. have increased by 1% to reach USD 8.1 billion in 2023.

Market Dynamics:

Driver:

Rising demand for sustainable food

Growing environmental consciousness and the demand for environmentally friendly

Food production practices are the main drivers of the growing demand for sustainable food. Customers are becoming increasingly aware of the environmental impact of the foods they choose. A sustainable alternative to conventional meat production is provided by synthetic foods, such as lab-grown meat and plant-based substitutes. These substitutes generate fewer greenhouse gases and use fewer resources, including land and water. Government programs and laws that encourage environmentally friendly behavior also contribute to the trend toward sustainable food procurement.

Restraint:

#### Competition with traditional foods

Traditional foods have established consumer trust, cultural value, and taste preferences, which make them fierce competitors in the synthetic food business. It is challenging for synthetic substitutes to become widely accepted as traditional foods are seen as healthier and more natural. Many consumers remain skeptical about the safety and nutritional benefits of synthetic foods, associating them with artificial additives. Synthetic foods can also be more expensive to produce, which makes them less accessible than conventional options. Further impeding the synthetic food market's capacity to compete with the established presence of conventional foods are regulatory obstacles and restricted supply.

Opportunity:

#### Increased demand for protein

Synthetic foods, such as lab-grown meat and plant-based protein alternatives, offer a promising solution to meet this demand. These alternatives provide a sustainable and scalable source of protein without the environmental impact of traditional meat production. Additionally, synthetic foods can be engineered to have enhanced nutritional profiles, catering to health-conscious consumers. The growing trend of fitness and health awareness further supports the demand for protein-rich synthetic foods. This presents a significant opportunity for the synthetic food market to expand.

Threat:

#### Lack of infrastructure

The lack of infrastructure necessary for large-scale production and distribution presents serious hurdles for the synthetic food sector. Establishing facilities for lab-grown meat and other artificial food items necessitates a large equipment and technological investment. Gaining the trust of customers also depends on upholding strict safety and quality control requirements. Entering the market for synthetic meals is made more difficult by the lack of established supply chains and distribution networks. Moreover, regulatory hurdles and the need for approval from food safety authorities can delay the commercialization process.

### Covid-19 Impact

The Covid-19 pandemic has accelerated the adoption of synthetic foods as consumers seek safer and more sustainable food options. The disruption of traditional meat supply chains and concerns about zoonotic diseases have highlighted the need for alternative protein sources. The pandemic has also increased consumer awareness of the environmental impact of food production, driving demand for sustainable alternatives. However, the economic downturn has affected investment in synthetic food startups, posing a challenge to their growth.

The synthetic meat segment is expected to be the largest during the forecast period

The synthetic meat segment is expected to account for the largest market share during the forecast period, due to its potential to address environmental and ethical concerns associated with traditional meat production. Lab-grown meat offers a sustainable alternative that requires fewer resources and produces lower greenhouse gas emissions. Additionally, synthetic meat can be produced with enhanced nutritional profiles, catering to health-conscious consumers.

The beverages segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the beverages segment is predicted to witness the highest growth rate, due to the increasing demand for innovative and functional beverages. Synthetic ingredients, such as lab-grown coffee and tea, offer sustainable alternatives to traditional beverage production. Additionally, the growing trend of health and wellness is driving demand for beverages with enhanced nutritional benefits. Furthermore, the rise of ready-to-drink functional beverages is boosting the demand for synthetic ingredients.

Region with largest share:

During the forecast period, Asia Pacific region is expected to hold the largest market share, due to growing population and increasing disposable incomes. The region's large consumer base is driving demand for sustainable and protein-rich food alternatives. Additionally, government initiatives and investments in sustainable food production are supporting the growth of the synthetic food market in Asia Pacific. Moreover, the rising awareness of environmental issues and health benefits associated with synthetic foods is driving consumer adoption.

#### Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to the strong presence of synthetic food start-ups and research institutions. Increasing consumer awareness of environmental and health issues is boosting demand for synthetic food alternatives. Government support and favourable regulatory frameworks are also contributing to the market growth in North America. The rising trend of plant-based diets and alternative protein sources is further supporting the growth of the synthetic food market.

#### Key players in the market

Some of the key players profiled in the Synthetic Food Market include Beyond Meat, Aleph Farms, DSM, Tyson Foods, Mosa Meat, Memphis Meats, Future Meat Technologies, Impossible Foods, Perfect Day, New Culture, Remilk, Formo, Wildtype, Eat Just, SuperMeat, Finless Foods, Wild Earth, Geltor, Shiok Meats, and CellulaREvolution.

#### Key Developments:

In Feb 2019, Chr. Hansen developed a novel sweet potato variety specifically designed for its usage as a food coloring agent. The product was the outcome of the Danish company's ten-year breeding program. The Hansen sweet potato was used as the basis for Chr. Hansen's FruitMax range of vivid red solutions. These solutions have been utilized in confectionery, water ice, bakery items, bakery decorations, fruit preparation, and fermented milk product.

#### Product Types Covered:

Synthetic Dairy

Synthetic Meat

Flavoring Agents

Proteins and Amino Acids

Synthetic Sweeteners

Food Colorants

Enzymes

Other Product Types

Sources Covered:

Animal-Based

Plant-Based

Distribution Channels Covered:

Online Retail

Specialty Stores

Supermarkets/Hypermarkets

Convenience Stores

Applications Covered:

Beverages

Bakery and Confectionery

Dairy and Frozen Products

Animal and Pet Food

Savoury and Snacks

Other Applications

End Users Covered:

Health-Conscious Consumers

Vegetarians/Vegans

Children and Adolescents

Adults and Elderly

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

#### Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

#### South America

Argentina

Brazil

Chile

Rest of South America

#### 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 2022, 2023, 2024, 2026, and 2030
- 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 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

## Contents

### **1 EXECUTIVE SUMMARY**

### **2 PREFACE**

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
  - 2.4.1 Data Mining
  - 2.4.2 Data Analysis
  - 2.4.3 Data Validation
  - 2.4.4 Research Approach
- 2.5 Research Sources
  - 2.5.1 Primary Research Sources
  - 2.5.2 Secondary Research Sources
  - 2.5.3 Assumptions

### **3 MARKET TREND ANALYSIS**

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Product Analysis
- 3.7 Application Analysis
- 3.8 End User Analysis
- 3.9 Emerging Markets
- 3.10 Impact of Covid-19

### **4 PORTERS FIVE FORCE ANALYSIS**

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

## **5 GLOBAL SYNTHETIC FOOD MARKET, BY PRODUCT TYPE**

- 5.1 Introduction
- 5.2 Synthetic Dairy
- 5.3 Synthetic Meat
- 5.4 Flavoring Agents
- 5.5 Proteins and Amino Acids
- 5.6 Synthetic Sweeteners
- 5.7 Food Colorants
- 5.8 Enzymes
- 5.9 Other Product Types

## **6 GLOBAL SYNTHETIC FOOD MARKET, BY SOURCE**

- 6.1 Introduction
- 6.2 Animal-Based
- 6.3 Plant-Based

## **7 GLOBAL SYNTHETIC FOOD MARKET, BY DISTRIBUTION CHANNEL**

- 7.1 Introduction
- 7.2 Online Retail
- 7.3 Specialty Stores
- 7.4 Supermarkets/Hypermarkets
- 7.5 Convenience Stores

## **8 GLOBAL SYNTHETIC FOOD MARKET, BY APPLICATION**

- 8.1 Introduction
- 8.2 Beverages
- 8.3 Bakery and Confectionery
- 8.4 Dairy and Frozen Products
- 8.5 Animal and Pet Food
- 8.6 Savoury and Snacks
- 8.7 Other Applications

## **9 GLOBAL SYNTHETIC FOOD MARKET, BY END USER**

- 9.1 Introduction
- 9.2 Health-Conscious Consumers
- 9.3 Vegetarians/Vegans
- 9.4 Children and Adolescents
- 9.5 Adults and Elderly
- 9.6 Other End Users

## **10 GLOBAL SYNTHETIC FOOD MARKET, BY GEOGRAPHY**

- 10.1 Introduction
- 10.2 North America
  - 10.2.1 US
  - 10.2.2 Canada
  - 10.2.3 Mexico
- 10.3 Europe
  - 10.3.1 Germany
  - 10.3.2 UK
  - 10.3.3 Italy
  - 10.3.4 France
  - 10.3.5 Spain
  - 10.3.6 Rest of Europe
- 10.4 Asia Pacific
  - 10.4.1 Japan
  - 10.4.2 China
  - 10.4.3 India
  - 10.4.4 Australia
  - 10.4.5 New Zealand
  - 10.4.6 South Korea
  - 10.4.7 Rest of Asia Pacific
- 10.5 South America
  - 10.5.1 Argentina
  - 10.5.2 Brazil
  - 10.5.3 Chile
  - 10.5.4 Rest of South America
- 10.6 Middle East & Africa
  - 10.6.1 Saudi Arabia
  - 10.6.2 UAE
  - 10.6.3 Qatar
  - 10.6.4 South Africa

10.6.5 Rest of Middle East & Africa

## **11 KEY DEVELOPMENTS**

11.1 Agreements, Partnerships, Collaborations and Joint Ventures

11.2 Acquisitions & Mergers

11.3 New Product Launch

11.4 Expansions

11.5 Other Key Strategies

## **12 COMPANY PROFILING**

12.1 Beyond Meat

12.2 Aleph Farms

12.3 DSM

12.4 Tyson Foods

12.5 Mosa Meat

12.6 Memphis Meats

12.7 Future Meat Technologies

12.8 Impossible Foods

12.9 Perfect Day

12.10 New Culture

12.11 Remilk

12.12 Formo

12.13 Wildtype

12.14 Eat Just

12.15 SuperMeat

12.16 Finless Foods

12.17 Wild Earth

12.18 Geltor

12.19 Shiok Meats

12.20 CellulaREvolution

## List Of Tables

### LIST OF TABLES

- 1 Global Synthetic Food Market Outlook, By Region (2022-2030) (\$MN)
- 2 Global Synthetic Food Market Outlook, By Product Type (2022-2030) (\$MN)
- 3 Global Synthetic Food Market Outlook, By Synthetic Dairy (2022-2030) (\$MN)
- 4 Global Synthetic Food Market Outlook, By Synthetic Meat (2022-2030) (\$MN)
- 5 Global Synthetic Food Market Outlook, By Flavoring Agents (2022-2030) (\$MN)
- 6 Global Synthetic Food Market Outlook, By Proteins and Amino Acids (2022-2030) (\$MN)
- 7 Global Synthetic Food Market Outlook, By Synthetic Sweeteners (2022-2030) (\$MN)
- 8 Global Synthetic Food Market Outlook, By Food Colorants (2022-2030) (\$MN)
- 9 Global Synthetic Food Market Outlook, By Enzymes (2022-2030) (\$MN)
- 10 Global Synthetic Food Market Outlook, By Other Product Types (2022-2030) (\$MN)
- 11 Global Synthetic Food Market Outlook, By Source (2022-2030) (\$MN)
- 12 Global Synthetic Food Market Outlook, By Animal-Based (2022-2030) (\$MN)
- 13 Global Synthetic Food Market Outlook, By Plant-Based (2022-2030) (\$MN)
- 14 Global Synthetic Food Market Outlook, By Distribution Channel (2022-2030) (\$MN)
- 15 Global Synthetic Food Market Outlook, By Online Retail (2022-2030) (\$MN)
- 16 Global Synthetic Food Market Outlook, By Specialty Stores (2022-2030) (\$MN)
- 17 Global Synthetic Food Market Outlook, By Supermarkets/Hypermarkets (2022-2030) (\$MN)
- 18 Global Synthetic Food Market Outlook, By Convenience Stores (2022-2030) (\$MN)
- 19 Global Synthetic Food Market Outlook, By Application (2022-2030) (\$MN)
- 20 Global Synthetic Food Market Outlook, By Beverages (2022-2030) (\$MN)
- 21 Global Synthetic Food Market Outlook, By Bakery and Confectionery (2022-2030) (\$MN)
- 22 Global Synthetic Food Market Outlook, By Dairy and Frozen Products (2022-2030) (\$MN)
- 23 Global Synthetic Food Market Outlook, By Animal and Pet Food (2022-2030) (\$MN)
- 24 Global Synthetic Food Market Outlook, By Savoury and Snacks (2022-2030) (\$MN)
- 25 Global Synthetic Food Market Outlook, By Other Applications (2022-2030) (\$MN)
- 26 Global Synthetic Food Market Outlook, By End User (2022-2030) (\$MN)
- 27 Global Synthetic Food Market Outlook, By Health-Conscious Consumers (2022-2030) (\$MN)
- 28 Global Synthetic Food Market Outlook, By Vegetarians/Vegans (2022-2030) (\$MN)
- 29 Global Synthetic Food Market Outlook, By Children and Adolescents (2022-2030) (\$MN)

30 Global Synthetic Food Market Outlook, By Adults and Elderly (2022-2030) (\$MN)

31 Global Synthetic Food Market Outlook, By Other End Users (2022-2030) (\$MN)

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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