

Non-meat Ingredients Market - Global Industry Size,
Share, Trends, Opportunity, and Forecast, Segmented
By Source (Chemical Substances, Plant Origin,
Animal Origin), By Product (Binders Extenders,
Fillers, Flavoring Agents, Coloring Agents,
Preservatives, Salt, Texturing Agents, Others), By Enduse Application (Fresh Meat, Processed and Cured
Meat, Marinated and Seasoned Meat, Ready-to-eat
Meat Products, Others), By Region and Competition,
2019-2029F

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## **Abstracts**

Global Non-meat Ingredients Market was valued at USD 41.04 Billion in 2023 and is expected to reach USD 54.21 Billion by 2029 with a CAGR of 4.92% during the forecast period.

The Global Non-meat Ingredients Market has experienced significant growth, driven by the increasing demand for plant-based and alternative protein sources. This market encompasses a diverse range of ingredients used in food products to replace or supplement meat, catering to both health-conscious consumers and those seeking sustainable food options. Key drivers of this market include rising awareness of health benefits associated with plant-based diets, environmental concerns related to meat production, and innovations in food technology. According to general veganism statistics, estimating the global vegan population presents a challenge. However, current data indicates that there are approximately 79 million vegans worldwide. Given the global population of 7.8 billion, this represents a relatively small percentage.



Major segments within the market include plant proteins, such as soy, pea, and rice proteins, which are used in a variety of applications from meat substitutes to dairy alternatives. Other non-meat ingredients such as mycoproteins, algae, and fermented proteins are gaining traction for their nutritional benefits and sustainability. The market is further supported by advancements in food science, which enhance the texture, flavor, and overall quality of non-meat products, making them more appealing to a broader consumer base. Geographically, North America and Europe are leading markets due to their mature food industries and high consumer awareness. However, the Asia-Pacific region is emerging as a significant growth area, driven by increasing urbanization, rising disposable incomes, and growing interest in health and wellness.

**Key Market Drivers** 

Rising Health Consciousness and Dietary Preferences

The rise in health consciousness among consumers is significantly driving the Global Non-meat Ingredients Market. With increasing awareness of the adverse health effects linked to excessive meat consumption—such as cardiovascular diseases, obesity, and certain types of cancer—consumers are increasingly seeking healthier dietary alternatives. Non-meat ingredients, particularly plant-based options, are gaining prominence due to their favorable nutritional profiles. These ingredients typically contain lower levels of saturated fats and cholesterol compared to meat products, and they offer higher fiber content along with essential vitamins and minerals. This shift towards nonmeat ingredients aligns with the growing emphasis on nutritious and balanced diets. For instance, According to data from the World Population Review, the UK leads globally in the number of vegans. Recent statistics reveal a significant rise in veganism's popularity within the UK, with searches for vegan restaurants featuring dedicated vegan menus tripling over the past four years. In 2017, there were 60,000 such searches, which surged to over 200,000 by 2020. The increasing popularity is further fueled by extensive advertising and endorsements from prominent media personalities promoting the benefits of veganism in the UK.

The growing health consciousness is not solely a result of individual health concerns but is also influenced by broader public health initiatives and recommendations. Health organizations and dietary guidelines are increasingly advocating for plant-based diets as part of strategies to improve overall wellness and reduce the incidence of diet-related diseases. These recommendations are supported by a growing body of research highlighting the benefits of plant-based eating patterns in maintaining optimal health.



As consumers become more educated about the health benefits associated with non-meat ingredients, their incorporation into daily diets is expected to increase. This trend is further supported by the expansion of product offerings in the non-meat segment, including innovative plant-based alternatives that cater to diverse dietary preferences and culinary applications. The surge in health consciousness is thus creating a robust demand for non-meat ingredients, driving market growth and encouraging continued innovation in this sector. As the market evolves, it will likely see increased adoption of these ingredients as more consumers make the shift towards healthier, plant-based dietary choices.

## Environmental Sustainability and Climate Change

Environmental sustainability is becoming a pivotal factor shaping consumer choices and market dynamics. The meat industry, known for its substantial impact on environmental issues, contributes significantly to greenhouse gas emissions, deforestation, and excessive water consumption. In response to these environmental challenges, there is an increasing shift towards non-meat ingredients, which are seen as more sustainable alternatives. Plant-based ingredients, for instance, generally require fewer natural resources and generate lower greenhouse gas emissions compared to traditional animal-based products. This transition supports global initiatives aimed at combating climate change and mitigating environmental degradation.

The demand for sustainable food production methods is growing as awareness of environmental issues rises. Consumers are increasingly seeking out products that align with their values regarding ecological preservation and resource efficiency. This shift is further reinforced by broader societal and governmental efforts to promote sustainability. Public policies and environmental regulations are increasingly advocating for reduced environmental footprints in food production, which is driving the adoption of more sustainable practices across the industry.

Businesses are responding to these demands by investing in and developing innovative non-meat ingredients that contribute to a more sustainable food system. This includes advances in plant-based technologies, such as improved production methods that minimize environmental impacts and enhance the nutritional profiles of non-meat ingredients. The commitment to sustainability is also reflected in the growing availability and variety of non-meat products on the market, catering to a diverse range of consumer preferences and dietary needs. As both consumers and businesses place greater emphasis on eco-friendly practices, the market for non-meat ingredients is



poised for significant growth. This trend is expected to drive market expansion and stimulate innovation in sustainable food technologies, further accelerating the shift towards a more environmentally responsible food system.

# Technological Advancements in Food Processing

Technological advancements in food processing are transforming the non-meat ingredients market, offering new possibilities and improving product quality. Innovations in areas such as extrusion, fermentation, and protein isolation have significantly enhanced the texture, flavor, and nutritional profile of non-meat products, making them more attractive and viable alternatives to traditional meat. Extrusion technology, for example, has played a crucial role in developing non-meat ingredients with meat-like textures. By applying heat and pressure, extrusion processes can produce plant-based proteins that closely mimic the texture of animal-based products, making them more palatable and satisfying for consumers. This technology allows for the creation of products that are not only visually and texturally similar to meat but also retain a desirable taste, bridging the gap between plant-based and animal-based foods.

Fermentation technology has also advanced significantly, enabling the development of novel non-meat ingredients with enhanced flavors and nutritional benefits. Through controlled fermentation processes, microorganisms can be used to create unique flavors and textures in non-meat products, as well as improve their digestibility and nutritional profile. This technology supports the creation of a diverse range of non-meat products, from dairy-free cheeses to meat substitutes with complex flavors.

Advancements in protein isolation technologies have led to the development of high-quality, pure plant proteins that offer superior functional properties. These proteins can be used to formulate products with specific textures and nutritional profiles, expanding the versatility of non-meat ingredients. Emerging innovations such as lab-grown proteins and mycoproteins represent significant leaps forward in food technology. Lab-grown proteins, produced through cellular agriculture, provide a sustainable and ethical alternative to traditional meat production, while mycoproteins, derived from fungi, offer a highly nutritious and environmentally friendly protein source. In August 2024, Fujiya, a Japanese restaurant operator in Tokushima and Kagawa prefectures, introduced its new plant-based meat line, Nikugoe, made from sorghum (takakibi) sourced from Tokushima.The Nikugoe range features a variety of vegan-certified products, including Hamburg Steak, Meat Super Cheese Hamburger, Demi Sauce Meat Super Hamburger, Demi Sauce Meat Super Cheese Hamburger, and Meat Super Gyoza, all certified by the NPO Vege Project Japan. These technological advancements are enhancing the



functionality and appeal of non-meat ingredients, driving their adoption across various food applications and contributing to the market's growth.

Key Market Challenges

**High Production Costs** 

One of the primary challenges facing the Global Non-meat Ingredients Market is the high production costs associated with alternative protein sources. Developing and scaling up non-meat ingredients, such as plant-based proteins and cultured meats, often requires substantial investment in research and development (R&D), advanced technology, and specialized manufacturing infrastructure. The production of these ingredients necessitates sophisticated equipment and facilities, which can be expensive to establish and maintain. Sourcing high-quality raw materials, such as specific plant proteins or culture media for lab-grown meats, adds to the overall production expenses. Ensuring stringent quality control and safety standards further compounds these costs.

These elevated production costs translate into higher retail prices for non-meat products, potentially limiting their accessibility and affordability for a broader consumer base. This price sensitivity can lead to slower adoption rates and restrict market penetration, especially in regions where price is a significant factor in purchasing decisions. Consequently, the market may face challenges in achieving widespread acceptance and integration into mainstream diets. To address these issues, stakeholders in the non-meat ingredients market need to focus on optimizing production processes and reducing costs through economies of scale. Innovations in manufacturing techniques, such as more efficient extraction methods and scalable production technologies, can help lower expenses.

Scalability and Supply Chain Issues

Scaling up production of non-meat ingredients to meet the increasing demand poses a significant challenge due to complexities in the supply chain. The supply chain for non-meat ingredients involves several critical components: raw material sourcing, processing, and distribution. Each of these elements must function efficiently and robustly to ensure a consistent supply of high-quality products. As the market for non-meat ingredients expands, maintaining scalable production processes becomes crucial. For instance, securing adequate quantities of raw materials such as plant proteins or novel ingredients can be difficult due to their limited availability or competition with other industries. This can lead to supply bottlenecks, impacting the ability of manufacturers to



meet consumer demand and maintain market share.

Ensuring quality and safety throughout the supply chain is essential for consumer trust and regulatory compliance. Non-meat products must adhere to rigorous safety standards and quality controls, which can be challenging as production scales up. Variability in raw material quality, processing conditions, and distribution logistics can affect the final product's consistency and safety. To address these scalability and supply chain issues, companies must invest in infrastructure and technology to enhance production efficiency and reliability. Developing strong partnerships with suppliers, exploring alternative sources of raw materials, and implementing advanced production technologies can help streamline the supply chain. Effective collaboration between manufacturers, suppliers, and technology providers is essential to overcome these challenges and support the continued growth of the non-meat ingredients market.

**Key Market Trends** 

Innovation in Product Development and Variety

Innovation in product development is a key driver of growth in the non-meat ingredients market. The constant evolution and introduction of new and improved non-meat ingredients are significantly enhancing the diversity and quality of products available to consumers. Companies are dedicating substantial resources to research and development to create non-meat ingredients that offer unique flavors, textures, and nutritional benefits, addressing the growing demand for more varied and appealing plant-based options.

Traditional plant-based proteins, such as soy and pea proteins, have long been staples in the non-meat market. However, recent innovations have expanded beyond these conventional sources to include emerging ingredients like algae, fungi, and cultured proteins. Algae, for example, is being explored for its high nutrient content and sustainable cultivation practices. It provides a rich source of protein, omega-3 fatty acids, and other essential nutrients, making it a promising ingredient for enhancing the nutritional profile of non-meat products.

Fungi-based ingredients, such as mycoproteins, are also gaining traction. Derived from fungi, these proteins offer a meat-like texture and are rich in protein and fiber.

Mycoproteins are increasingly being used in a variety of non-meat products, from meat substitutes to snacks, due to their versatility and favorable nutritional attributes. Cultured proteins, produced through cellular agriculture, represent another frontier in non-meat



ingredient innovation. These proteins are created by cultivating animal cells in controlled environments, providing a sustainable and ethical alternative to traditional meat production. Cultured proteins can replicate the texture and flavor of meat, making them an attractive option for consumers seeking meat-like experiences without the environmental and ethical concerns associated with conventional meat.

By expanding the range of non-meat options and improving their sensory attributes, manufacturers are better meeting the evolving preferences of consumers. This innovation not only drives market growth but also contributes to the broader acceptance and integration of non-meat ingredients into mainstream diets. As the industry continues to evolve, further advancements in product development are expected to fuel continued growth and diversification in the non-meat ingredients market.

# Growing Urbanization and Changing Lifestyles

Urbanization and changing lifestyles are significant factors propelling the non-meat ingredients market. As urban populations continue to expand and lifestyles become more fast-paced, there is an increasing demand for convenient and health-conscious food options. Non-meat ingredients are well-suited to meet these evolving needs, offering products that are both easy to prepare and align with health-oriented dietary preferences.

In urban environments, where busy schedules and hectic lifestyles are common, consumers often seek out ready-to-eat and convenient food solutions. Non-meat ingredients, such as plant-based proteins and ready-to-cook meal kits, fit seamlessly into this demand by providing quick and nutritious alternatives to traditional meat products. These ingredients cater to the on-the-go nature of urban living, making it easier for consumers to maintain a balanced diet despite their busy schedules. Urban areas also tend to be hubs of food innovation and trend adoption. The concentration of diverse populations and exposure to global culinary trends facilitate the introduction and acceptance of new food products. As a result, urban consumers are often more open to exploring non-meat alternatives and incorporating them into their diets. The availability of non-meat ingredients in urban markets, coupled with greater awareness and interest in plant-based diets, drives higher consumption rates and accelerates market growth.

The emphasis on health and wellness in urban settings further supports the adoption of non-meat ingredients. With increasing awareness of the health benefits associated with plant-based diets—such as lower risks of chronic diseases and improved overall well-being—urban consumers are more inclined to choose non-meat options that align with



their health goals.

Segmental Insights

Source Insights

Based on the Source, In 2023, the Plant Origin segment emerged as the dominated category in the Global Non-meat Ingredients Market. This shift is primarily due to several key factors that highlight the growing preference for plant-based options over other sources like chemical substances and animal origin. Health consciousness and sustainability concerns are major drivers of this trend. Consumers increasingly seek plant-based ingredients for their lower saturated fat and cholesterol content, along with their higher fiber and nutrient profiles compared to animal-based products. Plant-based ingredients align with broader health trends advocating for reduced meat consumption to lower the risk of chronic diseases.

Environmental impact also plays a crucial role. Plant-based ingredients generally have a smaller ecological footprint compared to animal-origin ingredients. They require fewer resources like water and land, and produce lower greenhouse gas emissions. This aligns with growing global efforts to combat climate change and reduce environmental degradation.

Advancements in plant-based technologies have improved the texture, flavor, and nutritional profile of plant-derived products, making them more appealing and versatile. Innovations such as enhanced protein extraction and processing techniques have bolstered the market's ability to offer high-quality plant-based alternatives.

## **Product Insights**

Based on the Product, in 2023, Texturing Agents emerged as the dominated segment in the Global Non-meat Ingredients Market. This prominence is attributed to several key factors that underscore the crucial role of texturing agents in the development and appeal of non-meat products. Consumer demand for meat-like textures is a primary driver. As the popularity of plant-based and non-meat alternatives grows, achieving a texture that closely mimics traditional meat products becomes essential. Texturing agents play a vital role in creating the desired mouthfeel and consistency of non-meat products, such as plant-based burgers and sausages. These agents are crucial for replicating the fibrous and juicy texture of meat, which is a significant factor in consumer acceptance.



Technological advancements in texturing agents have also contributed to their dominance. Innovations in texturing technologies, such as advanced extrusion processes and hydrocolloid formulations, have significantly improved the performance of these agents. They enhance the sensory attributes of non-meat products, making them more appealing to a broader audience. Product differentiation and innovation are further driving the demand for texturing agents. Food manufacturers are increasingly focusing on differentiating their products through unique textures and mouthfeels, which are achieved using advanced texturing agents. This innovation helps in capturing market share and meeting diverse consumer preferences.

# Regional Insights

In 2023, North America emerged as the dominant region in the Global Non-meat Ingredients Market, holding the largest market share. This dominance can be attributed to several critical factors driving the market in this region. Consumer Awareness and Preferences are significant drivers. North American consumers are increasingly aware of the health benefits associated with non-meat ingredients and are actively seeking plant-based and alternative protein options. This growing health consciousness and dietary shift have led to a higher demand for non-meat products, which is reflected in the market share.

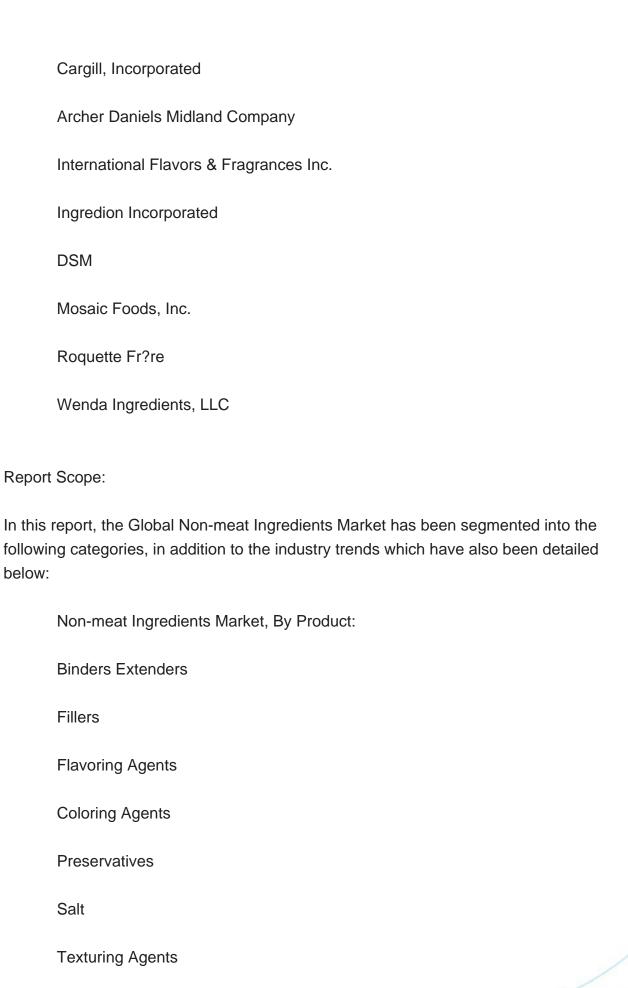
Market Innovation and Development also play a crucial role. North America is home to numerous leading food manufacturers and innovators who are at the forefront of developing new non-meat ingredients. The region benefits from advanced food processing technologies and significant investment in research and development, contributing to a diverse range of non-meat products that cater to evolving consumer preferences. Supportive Regulatory Environment further supports market growth. Governments and regulatory bodies in North America have implemented favorable policies and incentives for the development and commercialization of non-meat ingredients. These supportive measures include subsidies for plant-based food production and funding for research into alternative proteins, creating a conducive environment for market expansion.

**Key Market Players** 

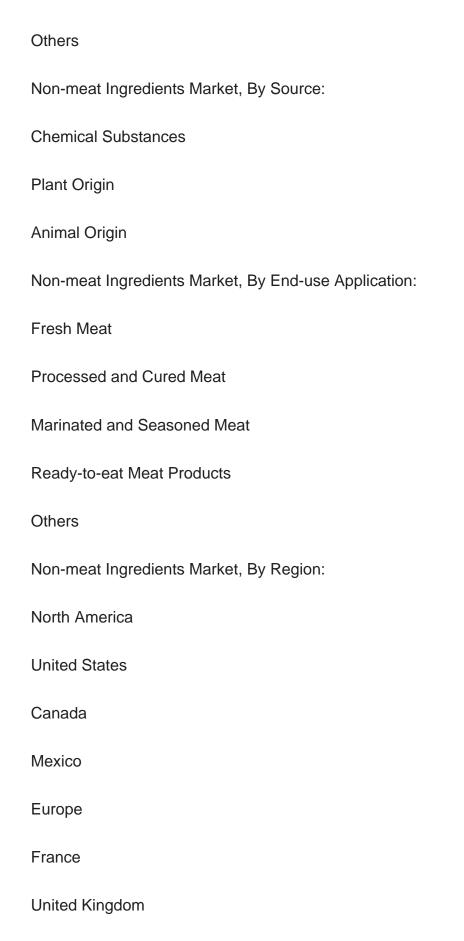
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# Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Non-meat Ingredients Market.



## Available Customizations:

Global Non-meat Ingredients market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

# **Company Information**

Detailed analysis and profiling of additional market players (up to five).



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