

# **Europe Textured Vegetable Protein Market Size and Forecast (2021 - 2031), Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Source (Soy, Pea, and Others), Product Type (Flakes, Chunks, and Others), Category (Conventional and Organic), and Application [Food and Beverages (Meat and Meat Alternatives, Sweet and Savory Snacks, Bakery and Confectionery, Other Food and Beverages Applications) and Animal Nutrition]**

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## **Abstracts**

The Europe Textured Vegetable Protein (TVP) Market is projected to grow significantly, reaching an estimated US\$ 887.3 million by 2031, up from US\$ 610.2 million in 2024. This growth represents a compound annual growth rate (CAGR) of 5.5% from 2024 to 2031.

## **Executive Summary and Market Analysis**

The increasing focus on health and wellness in Europe is driving a shift towards balanced diets, with a notable rise in the consumption of plant-based products. According to the Good Food Institute, Germany leads the continent as the largest consumer of these products, followed closely by the UK, Italy, Spain, and France. The Federal Agency for Agriculture and Food (BLE) reports a decline in meat consumption in Germany, which fell by approximately 8% to 52 kg per person in 2022. Textured vegetable protein is primarily utilized in the production of meat alternatives, catering to the growing vegetarian and vegan populations; for instance, 4.5% of the UK population identifies as vegetarian or vegan, and one in five ready meals is plant-based or

vegetarian. The market's expansion is fueled by concerns over sustainability, a demand for eco-friendly protein sources, and health trends advocating for lower cholesterol and reduced meat intake.

## Strategic Insights

### Market Segmentation

The Europe TVP market is segmented by various criteria:

**By Source:** The market is divided into Soy, Pea, and Others, with Soy holding the largest market share in 2024.

**By Product Type:** Segmentation includes Flakes, Chunks, and Others, where Others dominate the market share.

**By Category:** The market is categorized into Conventional and Organic, with Conventional leading in 2024.

**By Application:** This includes Food and Beverages, Meat and Meat Alternatives, Sweet and Savory Snacks, Bakery and Confectionery, and Animal Nutrition, with Food and Beverages holding the largest share.

### Market Outlook

Government initiatives across Europe are increasingly promoting the consumption of vegetable proteins and plant-based meats due to rising environmental concerns and the health benefits associated with these products. Significant investments are being made in research and development, as well as in the launch of new plant-based meat products. For example, the ISAAP project, initiated in September 2025, has allocated €2.2 million to enhance the consumption of plant-based foods in Portugal, the Czech Republic, and Denmark. This project, supported by EIT Food, focuses on training farmers in Portugal, expanding plant-based options in the Czech foodservice sector, and educating healthcare professionals in Denmark.

In November 2024, the EU's Common Agricultural Policy (CAP) introduced measures to promote the growth of plant-based proteins, aiming to reduce reliance on imports. France has also launched a Vegetable-Protein Plan with a budget of €100 million,

targeting a doubling of protein-rich vegetable crops by 2030 while promoting consumer adoption and research on legumes. Overall, European governments have pledged over €477 million to support sustainable protein sources, including plant-based meats and fermentation technologies. Notably, the Netherlands has initiated a €60 million program for cultivated meat, while Germany invested a record €134 million in 2024. In July 2024, EU agriculture ministers recognized the importance of plant-based foods and protein production for sustainability, paving the way for a unified EU protein strategy to encourage a shift from livestock to plant proteins. These government initiatives are expected to create lucrative growth opportunities for the market during the forecast period.

## Country Insights

The Europe TVP market is further segmented by country, including Germany, France, Italy, the United Kingdom, Spain, and the Rest of Europe, with the Rest of Europe holding the largest market share in 2024. This segment includes countries like Russia, Poland, Sweden, Belgium, and Denmark. The increasing awareness of the health benefits of plant-based diets, ethical concerns regarding animal welfare, and environmental sustainability are driving the demand for textured vegetable protein across these nations. The growth of plant-based foods in Europe has outpaced the general food market, with the European Vegetable Protein Association reporting a 6% increase in 2021.

Countries like Sweden and Belgium are actively producing plant protein products, while others, such as Poland and Russia, are developing significant production capabilities. The European market is witnessing a surge in product launches and innovations, reinforcing investments in plant-based alternatives and demonstrating a commitment to sustainable food solutions.

## Company Profiles

Key players in the TVP market include Roquette Freres SA, Archer-Daniels-Midland Co, MGP Ingredients Inc, Cargill Inc, International Flavors & Fragrances Inc, Foodchem International Corp, Ingredion Inc, Axiom Foods Inc, Puris, and DSM-Firmenich AG. These companies are employing various strategies, including expansion, product innovation, and mergers and acquisitions, to enhance their market presence and offer innovative products to consumers.

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