

Middle East & Africa Meat Substitute Ingredients Market Forecast to 2030 – Regional Analysis – by Source (Soy, Wheat, Pea, Mycoprotein, and Others), Ingredient Type (Soy Protein, Pea Protein, Tempeh, Tofu, Seitan, and Others), and Application (Patties, Nuggets, Sausages, Meatballs, and Others)

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Abstracts

The Middle East & Africa meat substitute ingredients market was valued at US\$ 47.67 million in 2022 and is expected to reach US\$ 70.71 million by 2030; it is estimated to record a CAGR of 5.1% from 2022 to 2030 .

Growing Veganism Trend Bolsters Middle East & Africa Meat Substitute Ingredients Market

Several dieticians and health practitioners recommend reducing meat consumption and switching to a vegetarian diet to reduce the risks of chronic health issues, such as obesity, heart disease, hypertension, and digestive disorders.

According to Google Trends, veganism was one of the top five searched terms on Google in 2019 worldwide.

A report published by Veganuary (a nonprofit organization that encourages individuals worldwide to turn vegan for the whole month of January) states that ~5.8 million people signed up for the Veganuary Campaign in 2021. The figure below shows the global number of participants enrolled in the Veganuary Campaign during 2015–2021.

Registrations for the Veganuary Campaign from 2015 to 2021

Source: Veganuary 2020 Campaign Review

As depicted in the figure, registrations for the Veganuary Campaign have increased dramatically in the past few years. The large shift toward vegetarianism and veganism is owing to increasing care for animals among the population, as people don't want to see them suffer. Several people have become more aware of the impact of animal-based meat on the environment. This factor makes them more willing to adopt vegan food to reduce carbon emissions and combat climate change. However, many people are adopting a vegan diet due to the rising health consciousness. In addition, the number of flexitarians who consume less meat and are occasionally vegetarian is also on the rise.

Recently, the rising health concerns among people due to the increasing prevalence of obesity, diabetes, and other diseases are compelling people to change their dietary habits. Plant-based meat is generally perceived to be healthier than animal-based meat. The increasing adoption of veganism is also attributed to the empathy toward animals and awareness of the ill-treatment of animals in slaughterhouses and similar facilities, which has raised concerns about animal protection among consumers. These factors are boosting the demand for meat substitute ingredients such as soy protein, pea protein, tofu, and tempeh. Thus, surging veganism across the globe is expected to create new trends in the meat substitute ingredients market.

Middle East & Africa Meat Substitute Ingredients Market Overview

The growing consumer preference for a plant-based diet due to the rising adoption of a vegan lifestyle and exposure to Westernized dietary trends aids to increasing demand for meat substitute products in the region. Additionally, the benefits of cholesterol-free protein, with a meat-like texture, are key factors promoting the demand for plant-based meat. Furthermore, one of the important elements encouraging the growth of the plant-based meat products industry is the benefits of cholesterol-free protein with a meat-like texture. Consumers believe that these alternative products pose no challenges to the environment and contribute to animal welfare. Furthermore, the functional efficacy and high sustainability claims associated with plant-derived products propel the meat substitute ingredients market in the Middle East & Africa.

The key manufacturers in the market are expanding their businesses in the Middle East & Africa. For instance, in January 2022, Kerry Group, a major taste and nutrition company, opened a new 21,500-square-foot state-of-the-art facility in Jeddah, Saudi Arabia. The company has invested more than US\$ 89 million in the region, and this new

facility produces great-tasting, nutritious, and sustainable meat substitute ingredients, including plant-based proteins, and distributes ingredients throughout the Middle East. Such expansion strategies by manufacturers in the region boost the demand for meat-substitute ingredients, thereby positively influencing market growth.

Middle East & Africa Meat Substitute Ingredients Market Revenue and Forecast to 2030 (US\$ Million)

Middle East & Africa Meat Substitute Ingredients Market Segmentation

The Middle East & Africa meat substitute ingredients market is categorized into source, ingredients type, application, and country.

Based on source, the Middle East & Africa meat substitute ingredients market is categorized into Soy, wheat, pea, mycoprotein, and others. The soy segment held the largest market share in 2022.

Based on ingredients, the Middle East & Africa meat substitute ingredients market is segmented into soy protein, pea protein, tempeh, tofu, seitan, and others. The soy protein segment held the largest market share in 2022.

In terms of application, the Middle East & Africa meat substitute ingredients market is categorized into patties, nuggets, sausages, meatballs, and others. The others segment held the largest market share in 2022.

By country, the Middle East & Africa meat substitute ingredients market is segmented into Saudi Arabia, the UAE, South Africa, and the Rest of Middle East & Africa. The Rest of Middle East & Africa dominated the Middle East & Africa meat substitute ingredients market share in 2022.

DuPont de Neumours Inc, Ingredion Inc, Wilmar International Ltd, Archer Daniels Midland Co, and Kerry Group Plc are some of the leading companies operating in the Middle East & Africa meat substitute ingredients market.

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