

North America 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 North America meat substitute ingredients market was valued at US\$ 659.33 million in 2022 and is expected to reach US\$ 1,272.32 million by 2030; it is estimated to record a CAGR of 8.6% from 2022 to 2030 .

Rising Demand for Plant-Based Meat Fuels North America Meat Substitute Ingredients Market

Over the past few years, awareness regarding environmental sustainability has increased significantly. Climate change has affected the earth's natural ecosystems and posed a significant threat to the well-being of people. Global population growth and urbanization are the primary causes of natural resource depletion, including water, fossil fuels, and land, contributing to global warming. Due to the rising global population, the demand for food is also increasing. People are heavily reliant on animal sources to meet their nutritional requirements. This factor has exerted high pressure on the livestock industry. The livestock industry is one of the key contributors to anthropogenic greenhouse gas emissions. According to the Food and Agriculture Organization (FAO) of the United Nations (UN), the worldwide livestock industry emits 7.1 gigatons of carbon dioxide per year, accounting for 14.5% of all human-caused greenhouse gas emissions. According to industry experts, livestock production emits more carbon dioxide than the whole transportation industry combined. As per the Good Food

Institute, plant-based meat has 30–90% less greenhouse gas emissions (kg-CO₂-eq/kg-meat) than conventional meat. Due to the rising awareness regarding the negative impacts of the meat and livestock industry on the environment, consumers are rapidly switching to plant-based food products.

According to the Good Food Institute (GFI) and the Plant Based Foods Association (PBFA), the plant-based food market in the US retail in 2022 was worth US\$ 8 billion, with dollar sales up by 7% from 2021.

Source: The Plant Based Foods Association (PBFA)

Regular meat consumption may increase the risk of diabetes. According to ProVeg International, a nongovernment organization, a study by Oxford University of over 474,000 people found that daily consumption of 70 grams of unprocessed red meat (such as beef or pork) and processed meat (such as bacon, sausages, or ham) increased the risk of developing type 2 diabetes by 30%. Moreover, the consumption of plant-based food can reduce the risk of insulin resistance, prediabetes, and type 2 diabetes. This highlights the benefits of adopting sustainable food habits.

The consumers across the globe are adopting vegan lifestyle owing to increasing health concern and rising awareness about environmental sustainability. Thus, the increasing preference for plant-based food drives the demand for ingredients used to make plant-based food, such as tofu, soy protein, tempeh, and pea protein, thereby driving the meat substitute ingredients market.

North America Meat Substitute Ingredients Market Overview

North America is one of the most significant regions for the meat substitute ingredients market owing to the increasing number of individuals opting for healthier alternatives to meat products and the growing veganism trend. Moreover, with rising concerns about animal cruelty and its negative impact on the environment, consumers in the region prefer meat substitute products made from soy protein, tofu, tempeh, seitan, etc. In North America, women, especially millennials and younger population, are the core consumers of plant-based food and beverages. This is largely a group of health-focused, affluent, and college-educated Americans. Thus, the continuous health- and sustainability- halos around plant-based meat, despite media reports that such products may be on par with animal meat, make plant proteins appealing to consumers.

According to the “World Health Organization (WHO),” those who consume an average

of 14 pounds of red meat each day are at a 17% greater risk of colon cancer throughout their lifetime. Thus, consumers significantly prefer plant-based meat products, which is boosting the demand for meat substitute ingredients in the region.

The meat substitute products manufacturers in the region are constantly taking strategic initiatives such as product innovation, which has pioneered the production of these products. For instance, in April 2023, Beyond Meat, a US-based leader in plant-based meat, announced the launch of Beyond Pepperoni and Beyond Chicken Fillet, building on their recent rollout of Beyond Steak. Such innovation in meat substitute products ultimately boosts the demand for meat substitute ingredients in the region.

North America Meat Substitute Ingredients Market Revenue and Forecast to 2030 (US\$ Million)

North America Meat Substitute Ingredients Market Segmentation

The North America meat substitute ingredients market is categorized into source, ingredients type, application, and country.

Based on source, the North America 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 North America meat substitute ingredients market is categorized 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 North America 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 North America meat substitute ingredients market is segmented into the US, Canada, and Mexico. The US dominated the North America meat substitute ingredients market share in 2022.

Crespel & Deiters GmbH Co KG, DuPont de Neumours Inc, Ingredion Inc, Wilmar International Ltd, Archer Daniels Midland Co, Axiom Foods Inc, The Scoular Co, Kerry Group Plc, and Roquette Freres SA are some of the leading companies operating in the North America meat substitute ingredients market.

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