

# **Alternative Proteins Market Size, Trends, Analysis, and Outlook By Product (Plant Protein, Microbe-based Protein, Insect Protein), By Application (Food & Beverages, Clinical Nutrition, Animal Feed, Infant Formulation, Others), by Country, Segment, and Companies, 2024-2032**

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## **Abstracts**

Global Alternative Proteins Market Size is valued at \$16.2 Billion in 2024 and is forecast to register a growth rate (CAGR) of 5.8% to reach \$25.4 Billion by 2032.

The alternative proteins market is booming as demand for plant-based and lab-grown protein sources rises. Driven by environmental concerns, animal welfare, and health consciousness, consumers are shifting away from traditional meat and dairy proteins. The market is witnessing innovations in plant-based meats, cultured meats, and insect proteins, all of which cater to growing dietary preferences like veganism and flexitarianism. As the food industry invests in research and development, new protein sources, such as algae and fungi, are expected to gain traction.

### **Alternative Proteins Market Drivers, Trends, Opportunities, and Growth Opportunities**

The comprehensive report presents unique market trends and challenges shaping the outlook for industry stakeholders. The Future of Alternative Proteins survey report provides the market size outlook across types, applications, and segments globally and regionally. It also offers data-driven insights and actionable recommendations for companies in the Alternative Proteins industry.

Key market trends defining the global Alternative Proteins demand in 2025 and Beyond

The Alternative Proteins industry remains an attractive hub for both domestic and global vendors. As we enter 2025, demand from end-user sectors, changes in consumption patterns, new product launches, and widening distribution channels will play major roles.

## Alternative Proteins Market Segmentation- Industry Share, Market Size, and Outlook to 2032

Rising demand for diverse products and applications fuels the increased investments in niche segments. Leading companies focus on generating a large share of their future revenue growth by expanding into these niche segments. The report presents a market size outlook across segments, supporting companies scaling up production with a focus on potential countries.

### Key strategies adopted by companies within the Alternative Proteins industry

Leading Alternative Proteins companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions. In particular, companies that leverage advanced technologies to achieve operational excellence are set to gain significant revenues. The report details the key strategies adopted by the top 10 Alternative Proteins companies.

### Alternative Proteins Market Study- Strategic Analysis Review

The market research report dives deep into qualitative factors shaping the market, empowering you to make informed decisions.

- Industry Dynamics: Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.
- Strategic Insights: Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.
- Internal Strengths and Weaknesses: Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.
- Future Possibilities: Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic

changes.

## Alternative Proteins Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Alternative Proteins industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. With actual data for 2023, the report forecasts the market size outlook from 2024 to 2032 in three scenarios: low case, reference case, and high case.

## Alternative Proteins Country Analysis and Revenue Outlook to 2032

The report analyzes 22 countries worldwide, including key driving forces and market size outlook from 2021 to 2032. Additionally, it includes region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America. For each region, the market size outlook by segments is forecast for 2032.

## North America Alternative Proteins Market Size Outlook- Companies plan for focused investments in a changing environment

The US remains the market leader in North America, driven by a large consumer base, well-established providers, and strong infrastructure. Leading companies focus on new product launches in a changing environment. The US GDP is expected to grow from \$28,781.1 Billion in 2024 to \$36,621 Billion in 2030, driving demand for various Alternative Proteins market segments. Similarly, strong market demand encourages Canadian Alternative Proteins companies to invest in niche segments. Mexico's investment in technological advancements positions it for significant market expansion.

## Europe Alternative Proteins Market Size Outlook- Companies investing in assessing consumers, categories, competitors, and capabilities.

The German Alternative Proteins industry remains the major market for companies in the European Alternative Proteins industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of vendors in identifying and leveraging new growth prospects positions the European Alternative Proteins market fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and addressing niche consumer segments.

Asia Pacific Alternative Proteins Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing pool of consumer base, robust consumption expenditure, and increasing investments in manufacturing drive the demand for Alternative Proteins in Asia Pacific. In particular, China, India, and South East Asian Alternative Proteins markets present a compelling outlook for 2032, attracting both domestic and multinational vendors seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate market changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major countries in the APAC region.

Latin America Alternative Proteins Market Size Outlook- Continued urbanization and rising income levels

Rising income levels contribute to higher purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

Middle East and Africa Alternative Proteins Market Size Outlook- continues its upward trajectory across segments.

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Alternative Proteins market potential. Fuelled by increasing consumption expenditure of individuals and growing population drive the demand for Alternative Proteins.

Alternative Proteins Company Profiles

The global Alternative Proteins market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. The leading companies included in the study are AGT Food and Ingredients, Archer-Daniels-Midland Company (ADM), Axiom Foods Inc, Bunge Ltd, Cargill Inc, Emsland Group, Glanbia plc, Impossible Foods Inc, Ingredion Inc,

International Flavors & Fragrances Inc. (IFF), Kerry Group Plc, Lightlife Foods Inc, SunOpta Inc, Tate & Lyle PLC.

## Recent Alternative Proteins Market Developments

The global Alternative Proteins market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

## Alternative Proteins Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2032 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

## Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

## Market Segmentation:

By Product

## Plant Protein

- Cereals

- Oats

- Legumes

- Roots

- Ancient Grains

- Nuts & Seeds

## Microbe-based Protein

- Algae

- Bacteria

- Yeast

- Fungi

## Insect Protein

- Coleoptera

- Lepidoptera

- Hymenoptera

- Orthoptera

- Hemiptera

- Diptera

-Others

By Application

Food & Beverages

Clinical Nutrition

Animal Feed

Infant Formulation

Others

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

AGT Food and Ingredients

Archer-Daniels-Midland Company (ADM)

Axiom Foods Inc

Bunge Ltd

Cargill Inc

Emsland Group

Glanbia plc

Impossible Foods Inc

Ingredion Inc

International Flavors & Fragrances Inc. (IFF)

Kerry Group Plc

Lightlife Foods Inc

SunOpta Inc

Tate & Lyle PLC

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## Contents

### **CHAPTER 1: EXECUTIVE SUMMARY**

- 1.1 Study Scope
- 1.2 Market Definition
- 1.3 Report Guide
  - 1.3.1 Country Coverage
  - 1.3.2 Companies Profiled
  - 1.3.3 Study Period: 2018 to 2023 and 2024 to 2032
  - 1.3.4 Units
- 1.4 Abbreviations

### **CHAPTER 2. ALTERNATIVE PROTEINS MARKET OVERVIEW- 2025**

- 2.1 An Introduction to the Global Alternative Proteins Markets
- 2.2 Key Statistics
- 2.3 Region Benchmarking, 2024
- 2.4 Country Positioning Matrix, 2024

### **CHAPTER 3. STRATEGIC ANALYSIS REVIEW**

- 3.1 Alternative Proteins Industry Stakeholders
- 3.2 Value Chain Analysis
- 3.3 Porter's Five Forces Analysis
- 3.4 SWOT Profile
- 3.5 Recent Market Developments

### **CHAPTER 4. IMPACT ANALYSIS AND SCENARIO FORECASTS**

- 4.1 Russia-Ukraine Conflict Analysis
- 4.2 COVID-19: Post Pandemic Recovery Analysis
- 4.3 US Inflation and Sluggish Growth in China
- 4.4 Focus on Sustainability
- 4.5 Low Growth Case Scenario: Global Alternative Proteins Market Outlook to 2032
- 4.6 Reference Case Scenario: Global Alternative Proteins Market Outlook to 2032
- 4.7 High Growth Case Scenario: Global Alternative Proteins Market Outlook to 2032

### **CHAPTER 5: ALTERNATIVE PROTEINS MARKET DYNAMICS**

*Alternative Proteins Market Size, Trends, Analysis, and Outlook By Product (Plant Protein, Microbe-based Prote...*

- 5.1 Key Alternative Proteins Market Trends
- 5.2 Potential Alternative Proteins Market Opportunities
- 5.3 Key Market Challenges

## **CHAPTER 6: GLOBAL ALTERNATIVE PROTEINS MARKET ANALYSIS AND OUTLOOK TO 2032**

### 6.1 Global Market Outlook by Segments, 2021 to 2032

#### 6.2 Product

##### Plant Protein

- Cereals
- Oats
- Legumes
- Roots
- Ancient Grains
- Nuts & Seeds

##### Microbe-based Protein

- Algae
- Bacteria
- Yeast
- Fungi

##### Insect Protein

- Coleoptera
- Lepidoptera
- Hymenoptera
- Orthoptera
- Hemiptera
- Diptera
- Others

##### Application

- Food & Beverages
- Clinical Nutrition
- Animal Feed
- Infant Formulation
- Others

### 6.3 Global Market Outlook by Region, 2021 to 2032

## **CHAPTER 7: NORTH AMERICA ALTERNATIVE PROTEINS MARKET ANALYSIS**

## **AND OUTLOOK TO 2032**

### 7.1 North America Market Outlook by Segments, 2021- 2032

#### 7.2 Product

##### Plant Protein

-Cereals

-Oats

-Legumes

-Roots

-Ancient Grains

-Nuts & Seeds

##### Microbe-based Protein

-Algae

-Bacteria

-Yeast

-Fungi

##### Insect Protein

-Coleoptera

-Lepidoptera

-Hymenoptera

-Orthoptera

-Hemiptera

-Diptera

-Others

##### Application

Food & Beverages

Clinical Nutrition

Animal Feed

Infant Formulation

Others

### 7.3 North America Market Outlook by Country, 2021- 2032

7.3.1 United States Alternative Proteins Market Size Forecast, 2021- 2032

7.3.2 Canada Alternative Proteins Market Size Forecast, 2021- 2032

7.3.3 Mexico Alternative Proteins Market Size Forecast, 2021- 2032

## **CHAPTER 8: EUROPE ALTERNATIVE PROTEINS MARKET ANALYSIS AND OUTLOOK TO 2032**

### 8.1 Europe Market Outlook by Segments, 2021- 2032

*Alternative Proteins Market Size, Trends, Analysis, and Outlook By Product (Plant Protein, Microbe-based Prote...*

## 8.2 Product

### Plant Protein

- Cereals

- Oats

- Legumes

- Roots

- Ancient Grains

- Nuts & Seeds

### Microbe-based Protein

- Algae

- Bacteria

- Yeast

- Fungi

### Insect Protein

- Coleoptera

- Lepidoptera

- Hymenoptera

- Orthoptera

- Hemiptera

- Diptera

- Others

### Application

- Food & Beverages

- Clinical Nutrition

- Animal Feed

- Infant Formulation

- Others

## 8.3 Europe Market Outlook by Country, 2021- 2032

- 8.3.1 Germany Alternative Proteins Market Size Forecast, 2021- 2032

- 8.3.2 France Alternative Proteins Market Size Forecast, 2021- 2032

- 8.3.3 United Kingdom Alternative Proteins Market Size Forecast, 2021- 2032

- 8.3.4 Spain Alternative Proteins Market Size Forecast, 2021- 2032

- 8.3.5 Italy Alternative Proteins Market Size Forecast, 2021- 2032

- 8.3.6 Russia Alternative Proteins Market Size Forecast, 2021- 2032

- 8.3.7 Rest of Europe Alternative Proteins Market Size Forecast, 2021- 2032

## **CHAPTER 9: ASIA PACIFIC ALTERNATIVE PROTEINS MARKET ANALYSIS AND OUTLOOK TO 2032**

## 9.1 Asia Pacific Market Outlook by Segments, 2021- 2032

### 9.2 Product

#### Plant Protein

- Cereals
- Oats
- Legumes
- Roots
- Ancient Grains
- Nuts & Seeds

#### Microbe-based Protein

- Algae
- Bacteria
- Yeast
- Fungi

#### Insect Protein

- Coleoptera
- Lepidoptera
- Hymenoptera
- Orthoptera
- Hemiptera
- Diptera
- Others

#### Application

##### Food & Beverages

##### Clinical Nutrition

##### Animal Feed

##### Infant Formulation

##### Others

## 9.3 Asia Pacific Market Outlook by Country, 2021- 2032

### 9.3.1 China Alternative Proteins Market Size Forecast, 2021- 2032

### 9.3.2 India Alternative Proteins Market Size Forecast, 2021- 2032

### 9.3.3 Japan Alternative Proteins Market Size Forecast, 2021- 2032

### 9.3.4 South Korea Alternative Proteins Market Size Forecast, 2021- 2032

### 9.3.5 Australia Alternative Proteins Market Size Forecast, 2021- 2032

### 9.3.6 South East Asia Alternative Proteins Market Size Forecast, 2021- 2032

### 9.3.7 Rest of Asia Pacific Alternative Proteins Market Size Forecast, 2021- 2032

## **CHAPTER 10: SOUTH AMERICA ALTERNATIVE PROTEINS MARKET ANALYSIS AND OUTLOOK TO 2032**

## 10.1 South America Market Outlook by Segments, 2021- 2032

### 10.2 Product

#### Plant Protein

-Cereals

-Oats

-Legumes

-Roots

-Ancient Grains

-Nuts & Seeds

#### Microbe-based Protein

-Algae

-Bacteria

-Yeast

-Fungi

#### Insect Protein

-Coleoptera

-Lepidoptera

-Hymenoptera

-Orthoptera

-Hemiptera

-Diptera

-Others

#### Application

Food & Beverages

Clinical Nutrition

Animal Feed

Infant Formulation

Others

## 10.3 South America Market Outlook by Country, 2021- 2032

10.3.1 Brazil Alternative Proteins Market Size Forecast, 2021- 2032

10.3.2 Argentina Alternative Proteins Market Size Forecast, 2021- 2032

10.3.3 Rest of South America Alternative Proteins Market Size Forecast, 2021- 2032

## **CHAPTER 11: MIDDLE EAST AND AFRICA ALTERNATIVE PROTEINS MARKET ANALYSIS AND OUTLOOK TO 2032**

### 11.1 Middle East and Africa Market Outlook by Segments, 2021- 2032

#### 11.2 Product

## Plant Protein

- Cereals
- Oats
- Legumes
- Roots
- Ancient Grains
- Nuts & Seeds

## Microbe-based Protein

- Algae
- Bacteria
- Yeast
- Fungi

## Insect Protein

- Coleoptera
- Lepidoptera
- Hymenoptera
- Orthoptera
- Hemiptera
- Diptera
- Others

## Application

Food & Beverages

Clinical Nutrition

Animal Feed

Infant Formulation

Others

### 11.3 Middle East and Africa Market Outlook by Country, 2021- 2032

- 11.3.1 Saudi Arabia Alternative Proteins Market Size Forecast, 2021- 2032
- 11.3.2 The UAE Alternative Proteins Market Size Forecast, 2021- 2032
- 11.3.3 Rest of Middle East Alternative Proteins Market Size Forecast, 2021- 2032
- 11.3.4 South Africa Alternative Proteins Market Size Forecast, 2021- 2032
- 11.3.4 Rest of Africa Alternative Proteins Market Size Forecast, 2021- 2032

## **CHAPTER 12: COMPETITIVE LANDSCAPE**

12.1 Competitive Analysis- Product Profile, SWOT, Financial Profiles

12.2 Key Companies Profiled in the Study

12.3 AGT Food and Ingredients

Archer-Daniels-Midland Company (ADM)

Axiom Foods Inc  
Bunge Ltd  
Cargill Inc  
Emsland Group  
Glanbia plc  
Impossible Foods Inc  
Ingredion Inc  
International Flavors & Fragrances Inc. (IFF)  
Kerry Group Plc  
Lightlife Foods Inc  
SunOpta Inc  
Tate & Lyle PLC

## **CHAPTER 13: SOURCES AND RESEARCH METHODOLOGY**

13.1 Primary and Secondary Sources  
13.2 Research Methodology  
13.3 Data Triangulation and Validation  
13.4 Assumptions and Limitations  
13.5 Forecast Methodology  
Appendix  
A: Highlights of the Q4-2024 Version  
B: Conclusion and Future Recommendations  
C: Customization Options  
D: Contact Information



## List Of Figures

### LIST OF FIGURES

Figure 1: Country Analysis: Largest Market Share (%) - 2024 vs. 2032

Figure 2: GDP (Current Prices) Outlook by Country, 2010- 2032

Figure 3: Population Outlook by Country, 2010- 2032

Figure 4: Inflation Outlook by Country (%), 2024- 2032

Figure 5: Global Alternative Proteins Market Outlook by Type, 2021- 2032

Figure 6: Global Alternative Proteins Market Outlook by Application, 2021- 2032

Figure 7: Global Alternative Proteins Market Outlook by Region, 2021- 2032

Figure 8: North America Alternative Proteins Market Snapshot, Q4-2024

Figure 9: North America Alternative Proteins Market Size Forecast by Type, 2021- 2032

Figure 10: North America Alternative Proteins Market Size Forecast by Application, 2021- 2032

Figure 11: North America Alternative Proteins Market Share by Country, 2023

Figure 12: Europe Alternative Proteins Market Snapshot, Q4-2024

Figure 13: Europe Alternative Proteins Market Size Forecast by Type, 2021- 2032

Figure 14: Europe Alternative Proteins Market Size Forecast by Application, 2021- 2032

Figure 15: Europe Alternative Proteins Market Share by Country, 2023

Figure 16: Asia Pacific Alternative Proteins Market Snapshot, Q4-2024

Figure 17: Asia Pacific Alternative Proteins Market Size Forecast by Type, 2021- 2032

Figure 18: Asia Pacific Alternative Proteins Market Size Forecast by Application, 2021- 2032

Figure 19: Asia Pacific Alternative Proteins Market Share by Country, 2023

Figure 20: South America Alternative Proteins Market Snapshot, Q4-2024

Figure 21: South America Alternative Proteins Market Size Forecast by Type, 2021- 2032

Figure 22: South America Alternative Proteins Market Size Forecast by Application, 2021- 2032

Figure 23: South America Alternative Proteins Market Share by Country, 2023

Figure 24: Middle East and Africa Alternative Proteins Market Snapshot, Q4-2024

Figure 25: Middle East and Africa Alternative Proteins Market Size Forecast by Type, 2021- 2032

Figure 26: Middle East and Africa Alternative Proteins Market Size Forecast by Application, 2021- 2032

Figure 27: Middle East and Africa Alternative Proteins Market Share by Country, 2023

Figure 28: United States Alternative Proteins Market Size Outlook, \$ Million, 2021- 2032

Figure 29: Canada Alternative Proteins Market Size Outlook, \$ Million, 2021- 2032

Figure 30: Mexico Alternative Proteins Market Size Outlook, \$ Million, 2021- 2032

Figure 31: Germany Alternative Proteins Market Size Outlook, \$ Million, 2021- 2032

Figure 32: France Alternative Proteins Market Size Outlook, \$ Million, 2021- 2032

Figure 33: United Kingdom Alternative Proteins Market Size Outlook, \$ Million, 2021- 2032

Figure 34: Spain Alternative Proteins Market Size Outlook, \$ Million, 2021- 2032

Figure 35: Italy Alternative Proteins Market Size Outlook, \$ Million, 2021- 2032

Figure 36: Russia Alternative Proteins Market Size Outlook, \$ Million, 2021- 2032

Figure 37: Rest of Europe Alternative Proteins Market Size Outlook, \$ Million, 2021- 2032

Figure 38: China Alternative Proteins Market Size Outlook, \$ Million, 2021- 2032

Figure 39: India Alternative Proteins Market Size Outlook, \$ Million, 2021- 2032

Figure 40: Japan Alternative Proteins Market Size Outlook, \$ Million, 2021- 2032

Figure 41: South Korea Alternative Proteins Market Size Outlook, \$ Million, 2021- 2032

Figure 42: Australia Alternative Proteins Market Size Outlook, \$ Million, 2021- 2032

Figure 43: South East Asia Alternative Proteins Market Size Outlook, \$ Million, 2021- 2032

Figure 44: Rest of APAC Alternative Proteins Market Size Outlook, \$ Million, 2021- 2032

Figure 45: Brazil Alternative Proteins Market Size Outlook, \$ Million, 2021- 2032

Figure 46: Argentina Alternative Proteins Market Size Outlook, \$ Million, 2021- 2032

Figure 47: Rest of LATAM Alternative Proteins Market Size Outlook, \$ Million, 2021- 2032

Figure 48: Saudi Arabia Alternative Proteins Market Size Outlook, \$ Million, 2021- 2032

Figure 49: UAE Alternative Proteins Market Size Outlook, \$ Million, 2021- 2032

Figure 50: South Africa Alternative Proteins Market Size Outlook, \$ Million, 2021- 2032

Figure 51: Research Methodology

Figure 52: Forecast Methodology

## List Of Tables

### LIST OF TABLES

Table 1: Market Scope and Segmentation

Table 2: Global Alternative Proteins Market Size Outlook, \$Million, 2021 to 2032

Table 3: Low Case Scenario Forecasts

Table 4: Reference Case Scenario Forecasts

Table 5: High Growth Scenario Forecasts

Table 6: Global Alternative Proteins Market Size Outlook by Segments, 2021- 2032

Table 7: Global Alternative Proteins Market Size Outlook by Region, 2021- 2032

Table 8: Country Mapping, 2023 vs. 2032

Table 9: North America- Alternative Proteins Market Outlook by Type, 2021- 2032

Table 10: North America- Alternative Proteins Market Outlook by Country, 2021- 2032

Table 11: Europe - Alternative Proteins Market Outlook by Type, 2021- 2032

Table 12: Europe - Alternative Proteins Market Outlook by Country, 2021- 2032

Table 13: Asia Pacific - Alternative Proteins Market Outlook by Type, 2021- 2032

Table 14: Asia Pacific - Alternative Proteins Market Outlook by Country, 2021- 2032

Table 15: South America- Alternative Proteins Market Outlook by Type, 2021- 2032

Table 16: South America- Alternative Proteins Market Outlook by Country, 2021- 2032

Table 17: Middle East and Africa - Alternative Proteins Market Outlook by Type, 2021- 2032

Table 18: Middle East and Africa - Alternative Proteins Market Outlook by Country, 2021- 2032

Table 19: Business Snapshots of Leading Alternative Proteins Companies

Table 20: Product Profiles of Leading Alternative Proteins Companies

Table 21: SWOT Profiles of Leading Alternative Proteins Companies

## I would like to order

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