



PLANT PROTEIN IN BAKERY AND CEREALS

Bakery and cereal products are found abundantly, across every meal and are eaten at any time of the day. A large amount of these products are actually rich in plant protein, some of which you might have not known about. In fact, there are more plant proteins in bakery and cereal products, than any other food type.

BAKERY AND CEREAL PRODUCTS RICH IN PLANT PROTEIN



BREAD & BREAD PRODUCTS



Baton Bread Buns Tortillas



PASTRIES & SWEET GOODS



Cupcakes Croissants Doughnuts



CEREALS, BARS AND SNACKS



Granola Porridge Protein Bars



BISCUITS & COOKIES



Shortbread Fortune Cookies Tarts



OTHERS



Bread Pudding Tortilla Chips Potato Crisps

DID YOU KNOW?

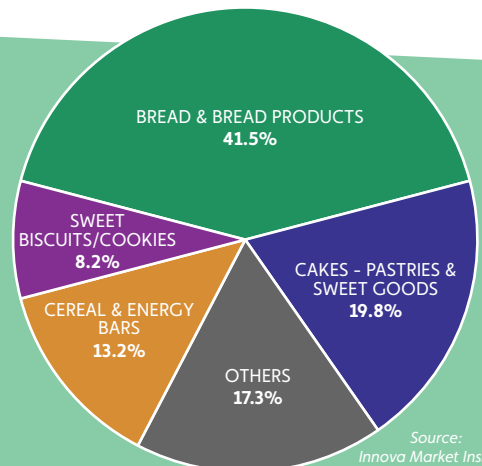
WHEAT PROTEIN

is the most common plant protein used in food and beverage across the EU and UK. In 2020 over half (56%) of product launches with plant protein contained wheat protein.



PRODUCT LAUNCHES FEATURING PLANT PROTEIN IN BAKERY & CEREALS

Bakery & Cereals is the largest category for which new foods are being launched in the EU and UK annually – nearly one-third of total products. This pie chart shows different bakery segment launches as a share of total bakery & cereal products with plant protein in 2020, which illustrates that bread and bread products make up the largest segment of new product launches with plant protein in this category.



Source: Innova Market Insights

Many Bakery and Cereal products contain plant protein, some of which you may not have known about!