

MEAT ALTERNATIVES



People who are vegan, vegetarian, or simply want to consume less meat, often look to meat alternatives as a source of protein. Meat alternatives are often rich in plant proteins, and are sometimes higher in fibre and other nutrients than meat-based products. Each year, meat alternatives are becoming more and more popular, between the rise in vegans and vegetarians, diet changes, or just because people prefer the taste. One thing is for sure, interest in plant-based meat alternatives is steadily rising.

MEAT ALTERNATIVES' GROWTH FOR THE FUTURE



IT'S GROWING

The European plant-based meat alternatives market is set to be worth €7.5 billion by 2025, compared to €4.4 Billion in 2019



LOW CALORIES

Compared to meat products, plant-based meat alternatives can have fewer calories and more fibre



SOY GROWTH

Currently, one of the fastest growing sources of vegetable protein for use in meat alternatives is soy, and is used for many types of food products



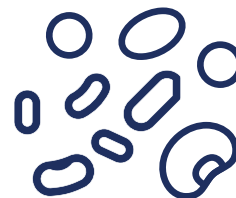
NEW LAUNCHES

Meat alternative product launches have grown at a solid rate of +19.1%, from 2016-2020 in the EU and UK.

DID YOU KNOW?

23% OF

food product launches in the United Kingdom were vegan in 2019! This is a trend that will continue to increase, as consumers are looking for healthy and sustainable alternatives.



There are a variety of plant protein sources found in meat alternatives. These include, but are not limited to: Soy, Peas, Lentils, Wheat, Potatoes, Beans, and Chickpeas

CONTRIBUTION TO A SUSTAINABLE FOOD SYSTEM

The European Union, WHO and FAO recognize that moving to a more plant-based diet will reduce not only risks of life-threatening diseases, but also the environmental impact of the food system.



The production of plant-based proteins has a lower environmental impact compared to some animal protein production per kilogram



Plant-based foods, including meat alternatives, play a key role in supporting the transition towards a sustainable food system



The cultivation of soy and pulses helps to fix nitrogen, thereby enriching the soil and reducing the need for fertilizers

Meat alternatives will continue to grow as more people adopt these convenient foods while shifting towards more sustainable diets.