



# POPULARITY OF PLANT-BASED PROTEIN

The number of product launches with plant protein included in food and drinks, and the overall popularity of these ingredients is growing each year. While certain countries throughout Europe are producing more plant protein products than others, countries in Europe are showing increases in the number of launches.

## THE RISING MARKET OF PRODUCTS WITH PLANT PROTEIN

Plant protein is becoming a more widespread source of nutrition in everyday foods, here's why...



### THE VARIETY

Plant protein can be found in consumable products throughout **all food sectors** and market categories, in food & drinks



### THE MARKET IS INCREASING

Plant-based food sales **grew 6%** in 2021, which is 3 times faster than overall food sales



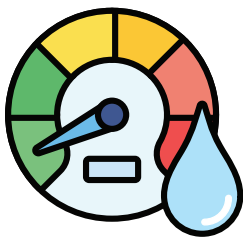
### CONVENIENCE

Plant-based foods can be **easily incorporated** into a variety of diets



### PLANT-BASED DAIRY, MEAT AND FISH ALTERNATIVES

All are rising in popularity



Vegetables only require an average of **326 litres** of water to produce for one kilogram, compared to **18,515 litres** of water needed to produce a kilogram of beef. This makes plant-based options far more environmentally friendly and a better ecological option.

### DID YOU KNOW?

# 2,662

vegan-only restaurants could be found throughout Europe during 2019. This number has risen significantly, as back in 2007 there were only 85!

## PRODUCT LAUNCHES WITH PLANT PROTEIN IN EUROPE

Top five European countries with new food and drink product launches in 2020 which include plant protein

16.2%



UNITED KINGDOM

15.8%



FRANCE

10.0%



GERMANY

9.9%



SPAIN

7.9%



NETHERLANDS

Source: Innova Market Insights

The popularity increase of vegetable protein in new food and beverage products will continue to grow, based on market analysis, as it becomes a more widespread source each year.