



Euromonitor
International

Ingredients and Diets: Developments in Plant-Based Protein

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INTRODUCTION

Scope

Key findings

SEEKING HEALTH THROUGH PLANT BASED-PROTEIN

Intake of protein has increased for reasons of health

SEEKING HEALTH THROUGH PLANT BASED-PROTEIN

“High protein” products surge with rising consumption of protein

Preferred sources of protein vary for health

Pea leads good performance of non-animal derived proteins

Flexitarians drive plant-based protein market

INNOVATIONS ACROSS STAPLE FOODS

Ingredient companies innovate in the face of increasing competition

Concerns over high carbs encourage revamps to protein products

High protein noodles boosted by health-conscious consumers...

...and producers respond more widely with high protein claims

Protein noodle case study: VIP Noodle

High protein and plant-based claims are active in baked goods

Plant-based protein ingredients popular for baked goods

Lupin use increases through protein-rich baked goods

Tiger nuts also rise as a plant-based protein ingredient for baked goods

MEETING FLEXITARIAN NEEDS WITH DIETS

Attracting consumers with plant-based protein as part of a meal

Pulmuone, global leading tofu manufacturer, opens a new market

Feasible flexitarian diets feature a harmony of healthy ingredients

K-food diet: Protein and vegetable mix holds flexitarian appeal

K-food diet boasts particular health benefits from plant-based side dishes

FEASIBLE CHOICE FOR PLANT-BASED DIET

In addition: The Mediterranean and Japanese diets

KEY TAKEAWAYS

Key takeaways

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/ingredients-and-diets-developments-in-plant-based-protein/report.