



Euromonitor
International

Away From Animals: Plant-Based, Cell-Cultured and More

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INTRODUCTION

Scope

Key takeaways

Exploring Away From Animals: Plant-Based, Cell-Cultured and More

Drivers of Away From Animals: Plant-Based, Cell-Cultured and More

Away From Animals: Plant-Based, Cell-Cultured and More uncovered

ANALOGUES FOR ANIMAL-BASED FOOD

More consumers come on board

Case study: Quorn launches Katsu fillets

Reaching the limiters - foods for flexitarians

NEW PLANT-BASED FRONTIERS

Products proliferate to meet growing demand

Case study: Bored Cow brings non-animal but dairy to the milk alternatives aisle

New production processes promise better results

CELL-CULTURED FOOD

Poised to launch in the world's number one processed meat market

Case study: Vow's mammoth "drop" demonstrates possibilities

US approval may herald significant disruption

PLANT-BASED CHALLENGES

Plant-based meat sees US sales slow

Case study: Lypid PhytoFat moves plant-based closer to meat

Producers push to meet challenges

CONCLUSION

Key takeaways

Away From Animals: Plant-Based, Cell-Cultured and More: How to win

Evolution of Away From Animals: Plant-Based, Cell-Cultured and More

Questions we are asking

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/away-from-animals-plant-based-cell-cultured-and-more/report.