Business Review

Ingredients for Meatless Foods – Decoding the Value Chain

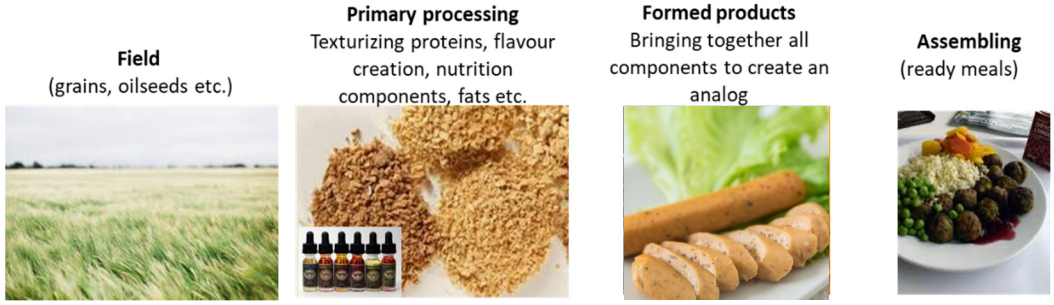
NORTH AMERICA, EUROPE, ASEAN & ANZ

2019 – 2024

INTRODUCTION

Following on its research study titled, **"Meatless foods – Ingredients and Value chain"** published in 2018, Giract has been approached by market participants with specific questions about this interesting and dynamic market.

Having passed the first hurdle of consumer acceptance, it is necessary for the meatless food producers to put in place robust supply chains. The availability of protein ingredients is currently of little concern (see Giract's recently published Global Protein Ingredients Study) and therefore the focus is on understanding the roles of companies in the value chain from protein ingredient to consumer. Giract will thus evaluate intermediates (textured protein to meat analogue converters, toll manufacturers) and their role in the success of this product category, in the current update.



OBJECTIVES

The objective of this report is to understand the dynamics of the meatless foods space, which translates into the following sub-objectives:

- Estimate volume demand for ingredients used to create meatless foods in North America, Europe, ASEAN and ANZ
- Understand legislation and consumer positioning changes in these regions
- Understand changes in why/why-not for choice of ingredients
- Identify and profile key meat analogue producers (textured protein to meat analogue converters) in these regions, including production and meat analogue category revenue/start-up finding status where obtainable
- Identify how the major players are positioned in the value chain including toll manufacturers and private label manufacturers
- Discuss with these companies their ingredient requirements as well as unmet needs from suppliers
- Split the demand for protein between toll manufacturers and direct branded food manufacturers
- Provide an overview of apparatus and processing techniques for protein ingredients in meatless products
- Forecast demand for meatless foods and ingredients till 2024

INGREDIENTS

Proteins (all non-meat including plant, dairy and myco), texturizers, flavors/seasonings

END-USE

Meat products (chicken, beef, pork), Seafood products (fish, shrimp, others), Eggs

MARKETS

North America (USA/Canada), Europe (EU28+NO+CH), ASEAN (focus on Indonesia, Malaysia, Philippines, Singapore, Thailand, and Vietnam), Australia/New Zealand

TIMESCALE

Current 2019 with forecasts to 2024

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