



Highlights

- This is a three-part series for the Future of Animal Protein, Meat Alternatives: 2021. This issue discusses the potential of meat alternatives in the present moving to the future.
- Meal replacement bars are transitioning into a smart/complete nutrition bars as some ingredients such as Huel and Soylent are having a stronger presence in the market.
- Mintel features meat alternatives as the Future of food.
- This report features the meat alternatives landscape which will continue to evolve as producers innovate around sensory attributes, sustainability, and nutrition.

The Future of Animal Protein, Meat Alternatives: 2021 (Part 1)

Meat alternatives innovation will accelerate, prompting animal protein producers to step up communication and R&D around quality, nutrition, and sustainability.



Photo Source: PR Times Japan

Where we are now

Meat alternatives are buzzy but meat from animals still dominates the protein landscape.

COVID-19 is making some consumers rethink their approach to nutrition

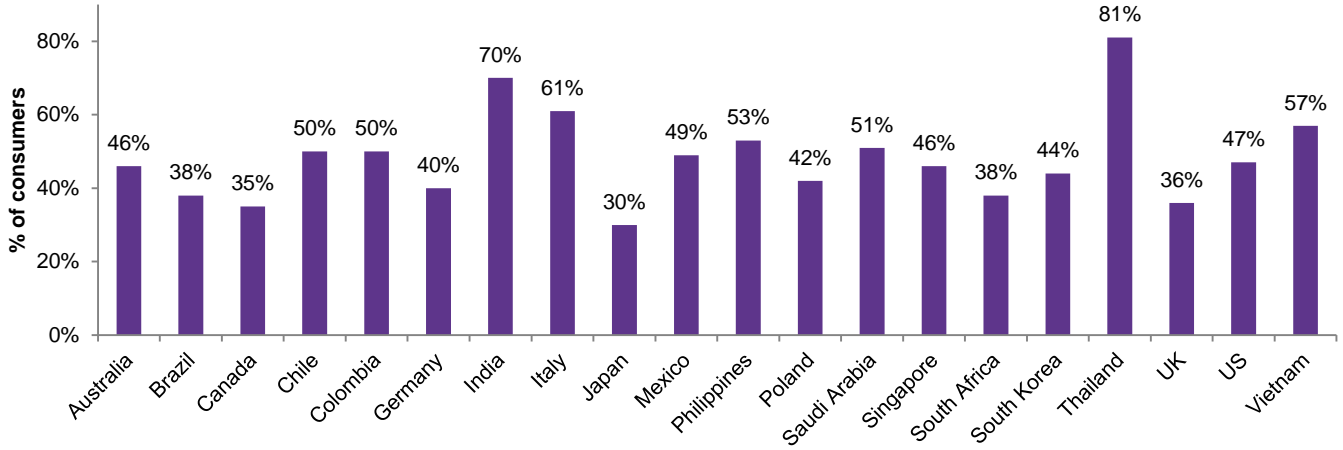
in favor of more plants and less meat. Yet, overall, consumer interest in protein and health is buoying animal proteins and their alternatives.

Market Intelligence Digest

Volume 3 Issue No. 08 | March 2021



Select markets: frequency of food behaviors, limit meat intake, some or most of the time, July 2020



Base: Germany, Italy, Poland, UK: 1,000 internet users aged 16+; Other markets: 1,000 internet users aged 18+

Source: Lightspeed/Mintel, Dynata/Mintel, KuRunData/Mintel, Offerwise/Mintel

Consumers in many parts of the world seek to limit meat intake

In 2020, a significant portion of consumers globally reported interest in limiting their meat intake, but this

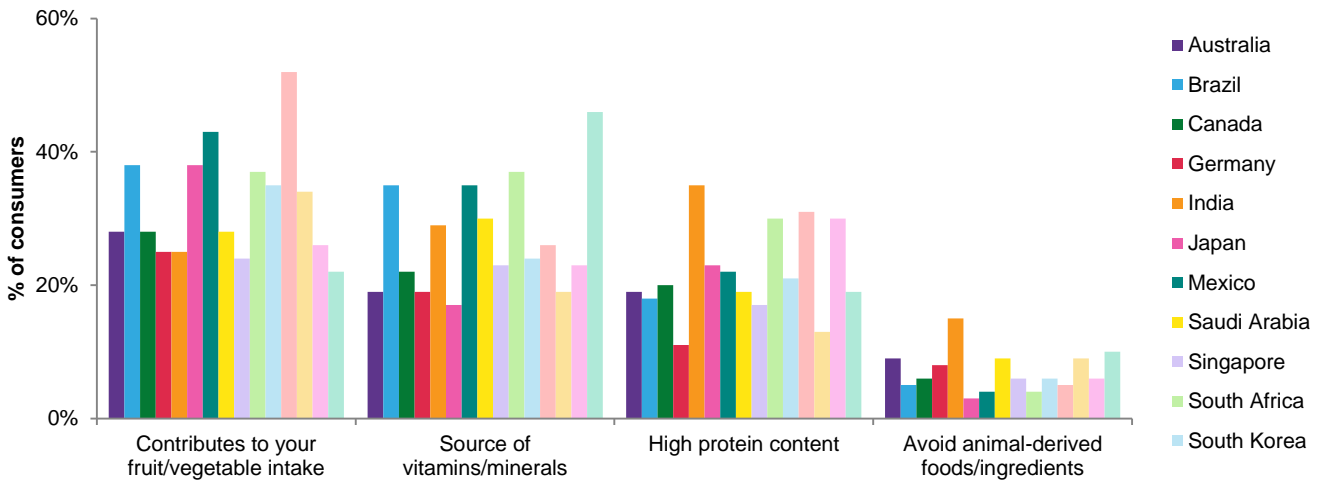
doesn't necessarily mean they are avoiding meat altogether.

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Volume 3 Issue No. 08 | March 2021



Select countries: important factors when shopping for food, July 2020*



Base: Germany, UK: 1,000 internet users aged 16+; Other markets: 1,000 internet users aged 18+

Source: Lightspeed/Mintel, Dynata/Mintel, KuRunData/Mintel, Offerwise/Mintel

However, avoiding animal foods is not a priority compared to other healthy eating efforts

Consumers place greater importance on getting more plants and essential nutrients (e.g. protein).

This creates space for animal proteins and their substitutes to coexist.

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Foodservice and DTC channels are making plant-based protein more accessible

In a bid to attract younger consumers, global fast food chains are introducing meat alternatives on their menus.

The growth in direct-to-consumer offerings is also making plant-based products easier to get. Services like Purple Carrot and Splendid Spoon in the US offer plant-based meal delivery for those seeking the comfort of their homes.



Taco Bell announced its partnership with Beyond Meat in US

Meat substitutes are at a crossroads



Beyond Meat is launching two burgers: 1) "meatiest" version to date, and 2) a "healthier" one

Source: PR Times Japan

In an attempt to reach the mainstream consumer, meat substitutes brands are confronted with the decision on which direction to pursue – prioritizing a meat-like taste with a more indulgent eating experience or putting a greater emphasis on health and cleaning up the ingredient list.

Reflecting on the need for improved taste and nutrition, Beyond Meat opted to launch two different products to meet each need in January of 2021.

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Meat, poultry, and fish: what we are seeing

Europe, the Middle East, and Africa (EMEA):

Brands are innovating with more convenient, easy-to-prepare products to attract time-pressed consumers.

Producers are tapping into the meat reduction trend and attempting to appeal to health-conscious consumers with hybrid formulations that incorporate vegetables. Ethical and environmental claims record an increase in launch activity.

Asia-Pacific (APAC):

Meat brands are tapping into the clean eating trend with less-processed

products and are limiting the use of preservatives and additives. However, there is still room for innovation with all-natural or organic recipes. Seafood brands are highlighting premium credentials such as freshness, quality, and authenticity.

Americas:

Meat and poultry producers are responding to consumer interest in animal welfare by committing to higher ethical standards, improving living conditions, and using humane practices.

Meat alternatives: what we are seeing

EMEA:

Brands are innovating to meet consumer demand for protein-rich and vegan meat substitutes.

Brands are bolstering the environmentally friendly image and flavor profile of meat substitutes.

APAC:

Consumers are increasingly concerned about sustainable and ethical production values, illustrating the need for meat substitutes and egg products to innovate around these issues.

Brands are innovating with local ingredients, bringing new perspectives to familiar staples and highlighting serving suggestions to excite consumer interest.

Americas:

Meat substitute brands are appealing to time-pressed consumers and those who still prioritize a meaty texture. Consumers are looking for better-for-you (BFY) and flavorful plant-based products, and brands are delivering with vegetable-forward innovation.

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The opportunity

Where we are now

Meat alternatives are buzzy, but meat from animals still dominates the protein landscape.

COVID-19 is making some consumers rethink their approach to nutrition in favor of more plants and less meat. Yet, overall, consumer interest in protein and health is buoying animal proteins and their alternatives.

In the next two years

Plant-based meat substitutes are pressing ahead towards the mainstream as they improve their product offerings in terms of taste, nutrition, and environmental impact.

Sustainable nutrition will be an important topic as consumers consider the nutritional profile and environmental/ethical implications of the food they eat or don't eat.

In five years and beyond

Fermentation and cellular agriculture will become more viable options for proteins, adding to the ability for consumers to mix and match meat from animals, plant-based and cultivated offerings to meet their protein needs.

Sustainability considerations like carbon footprint and world hunger will be important innovation drivers.



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