



Highlights

- Sustainable nutrition will be an important topic in the next few years.
- The key opportunities for the future of meat alternatives are “Meat, poultry, and fish can shift the conversation to nutrient density,” “Meat brands will need to get social to appeal to younger consumers,” and “Pre-cooked meat can make it easier for young consumers to get a meal on the table.”
- This issue explores a wider range of ingredients and sourcing practices for sustainable nutrition.

The Future of Animal Protein, Meat Alternatives: 2021 (Part 2)

For consumers who can't yet envision meatless burgers on their plates, plant-based prepared meals can serve as a safe and convenient introductory format.



Source: Packaging News

In the next two years

Snack bars, as the category name implies, are typically eaten as a snack food. For example, the majority of snack bar consumers across the key continental European markets eat snack bars as an afternoon treat, whereas considerable potential exists to more strongly position snack bars as a (mini) meal substitute.

Indeed, two fifths of German and Polish snack bar eaters claim that they have eaten snack bars as a meal replacement while a third of snack bar consumers in Germany, Italy, and France expresses their interest in trying a snack bar that can replace a nutritionally balanced meal.

Market Intelligence Digest

Volume 3 Issue No. 09 | March 2021



Mintel's perspective

Meat alternatives are forging ahead

The meat alternatives landscape will continue to evolve as producers innovate around sensory attributes, sustainability, and nutrition.

While these substitutes are not yet mainstream in most markets, animal protein brands will benefit from ramping up their efforts to prove meat's value proposition and stay newsworthy and top of mind.

Storytelling will be paramount to brands' success

Meat brands will need to appeal to younger consumers who are likely to opt for plant-based alternatives and their relatable, often quirky messaging

on-pack and in social media. Shifting the conversation to nutrient density, tradition, and terroir will strengthen animal proteins' position as competition intensifies.

Ingredients and sourcing for sustainable nutrition

As consumers increasingly seek brands with values, protein market players will need to showcase how they are addressing ethical and environmental concerns and the role their products play (e.g. supporting local producers or reducing overfishing and water pollution).

Plant-based charcuterie products will gain traction outside of Europe

"Meaty" plant-based charcuterie will attract consumers who crave a better-for-you (BFY) alternative to traditional cold cuts.



Prosciutto style
Good & Green Plant Based Prosciutto-Style Deli Slices (Denmark).

Market Intelligence Digest

Volume 3 Issue No. 09 | March 2021



Innovative offerings are propelling plant-based meat alternatives into the mainstream

Plant-based meat substitutes are a dynamic and fast moving category. Innovation so far has focused on replicating meat's taste and texture in familiar formats like burgers, sausages, and nuggets. The next frontier is improving meat alternatives' nutrition proposition and expanding formats.



Heura launched a plant burger dubbed "the healthiest" on the market

Brands continue to refine plant-based offerings

Plant-based players are disrupting the meat category with alternative protein products in realistic "meaty" formats – threatening established meat brands at retail and foodservice. Brands are also communicating their sustainability credentials, driving consumers to become more aware of the environmental benefits of eating less meat.

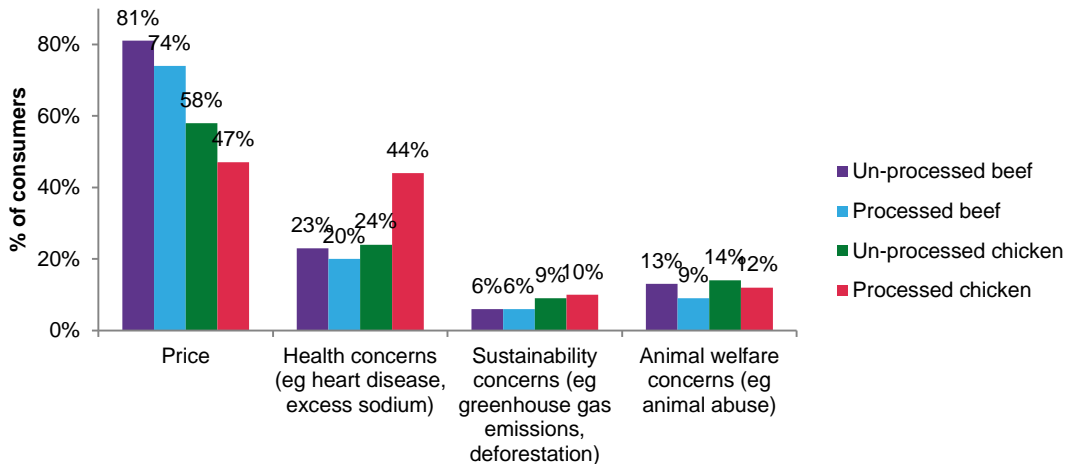
In response to some consumers' concerns about the lack of nutrition (like the 67% of Chinese adults who agree that they cannot get enough nutrition from plant-based foods alone), innovators are finding ways to differentiate on the nutrition profile.

Source: Instagram/heurafoods



Animal protein brands will need to remind consumers about their products' nutrition and overall value

Brazil: reasons for eating less meat by type, March 2020



Base: Brazil: internet users aged 16+ who have bought less meat in the past six months (259 for un-processed beef; 258 for processed beef; 131 for unprocessed chicken; 154 for processed chicken)

Source: Lightspeed/Mintel

With so many new options available, consumers will question the value proposition of animal protein products vs alternatives: from how these foods were produced to how the offerings fit in their diet and overall lifestyle.

As health concerns are often cited as the main reason for meat reduction, second only to price, the future of animal protein will depend on the ability to defend meat's nutritional reputation and price tag.

Storytelling will be paramount to meat brands' success

Meat brands will need to be mindful of the fact that younger consumers are more likely to make the switch to plant-based alternatives and appeal to this important demographic through channels and messaging that resonate.

While what's "healthy" can mean different things to different consumers, there are overarching opportunities to strengthen animal protein's connections to a balanced diet. One way is to remind consumers about the complete nutrient profile that beef, pork, chicken, and fish deliver.



Meat, poultry, and fish can shift the conversation to nutrient density

Convenient protein

30%

of Thai consumers say protein content influences their decision when buying processed meat; 57% see convenience as most important.



Protein quantity and quality are still important attributes. However, as meat alternatives up their protein content, expect the conversation to shift from protein to overall nutrient density. This means looking at the overall nutritional profile in terms macro-and micro-nutrients per number of calories and evaluating the quality of these nutrients.

Innovation can focus on delivering leaner cuts and helping consumers with portion control.

With the aging global population, animal protein's role in healthy aging will be an important focus for communication.

It's not nutrition until it's served and eaten. An added challenge is making protein products easier to incorporate in consumers' lifestyles. Therefore, innovation will need to focus on delivering key nutrients in familiar, convenient formats that make at-home snacks and meals with animal protein easier and quicker to prepare.

Market Intelligence Digest

Volume 3 Issue No. 09 | March 2021



SCAN ME

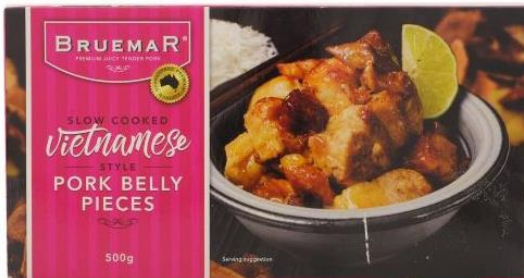


Meat brands will need to get social to appeal to younger consumers



Meat alternatives are propelling themselves into the mainstream in part by appealing to younger consumers with quirky marketing messages and heavy emphasis on social media content. To stay relevant with this demographic, meat brands will need to follow suit.

Pre-cooked meat can make it easier for young consumers to get a meal on the table



Pre-cooked products like Bruemar's pork belly can help consumers create easy yet customizable meals. Indeed, 46% of Germans say

that they see cooked meat pieces as good ingredients for preparing hot/cold meals. This goes up to 56% of 16-24 year olds.



The Department of Trade and Industry - Export Marketing Bureau (DTI-EMB) is mandated to oversee the development, promotion and monitoring of Philippine exports. The DTI-EMB provides the exporters the enabling environment to make them globally competitive.

Export Marketing Bureau
G/F and 2/F DTI International Bldg.
375 Sen. Gil Puyat Avenue
Makati City 1200, Philippines
Tel. No.: (632) 8465.3300
Fax No.: (632) 8899.0111
<http://www.dti.gov.ph/exports/>
<http://tradeline.dti.gov.ph/>

MINTEL

The world's leading market intelligence agency

Mintel covers around 38,000 product launches a month.

They track product innovation across 86 markets globally.

Mintel Trends

Consumer Trends: Defined, Validated, Decoded.

With current observations of consumer behavior around the world, Mintel Trends helps you understand new markets and what influences consumers.

To find out more about Mintel and how to get started, reach out to **Gilyanne** at gblancaflor@mintel.com or through +63 917 509 7740.