

The Protein Report: Meat Alternatives - US - January 2017

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"Protein alternatives fall into two camps: eggs and everything else. Eggs are nearly universally consumed and have the advantage of a host of health benefits to appeal to consumers. Meat alternatives, on the other hand, remain something of a niche market and may well require efforts to educate consumers on the options available and how best to prepare the products."

Billy Roberts, Senior Analyst – Food and Drink

This report looks at the following areas:

- Retail options face notable competition from meatless foodservice items
- Poultry, beef attributes resonate strongly with consumers
- Consumers seeking usage guidelines

Definition

This Report builds on the analysis presented in *The Protein Report: Meat Alternatives – US, January 2015*. In addition, it will pull from the analysis presented in Mintel Reports including: *Soy Food and Beverages—U.S., March 2011*, *Natural Products Marketplace Review: Refrigerated and Frozen —U.S., December 2009*; *Soy-Based Food and Drink—U.S., December 2008*, as well as the October 2007 Report of the same name; *Vegetarian Foods (Processed)—U.S., June 2007*; *Vegetarian Foods—U.S., July 2005*, November 2003, and November 2001.

For the purposes of this Report, Mintel has used the following definitions:

Meat alternatives covered in this Report are those processed food items that act as direct substitutes for food products derived from meat. For example, certain kinds of textured vegetable protein can replace red meat in popular dishes.

The following foods are included in this Report:

- frozen and refrigerated meat substitutes
- soy- and vegetable-based substitutes, such as bean burgers, garden burgers, nut patties, chick pea patties, vegetarian hot dogs, and the like
- other related products that are marketed mainly to vegetarians, primarily entrées, side dishes, and mix-ins

excluded from this Report are food items that may be vegetarian but that do not directly replace meat or meat-based equivalent. Also excluded are cheese substitutes (covered in other Mintel Reports).

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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