

Plant-based Proteins - US - May 2019

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"The plant-based proteins market is growing with no signs of slowing. The challenge moving forward will be for brands to find ways to please consumers with vastly different dietary and taste preferences. The majority of consumers report no specific dietary restrictions and are most focused on taste over specific ingredients if selecting a plant-based protein option."

Karen Formanski, Health and Wellness Analyst

This report looks at the following areas:

- Specialized diets create challenges
- Avoidance of soy, gluten remain obstacles
- Protein opinions are complicated
- Innovations should combine health and taste
- Many reasons for avoiding animal products
- Women, parents are key demographics

The plant-based proteins market is growing, despite the fact that the vast majority of consumers still include meat and other animal products in their diets. Consumers seeking to reduce meat intake or simply add more plant-based foods to their diet do so for a number of reasons – from health concerns to environmental and ethical factors. However, the industry is challenged to please consumers with varied demands ranging from minimally processed options, substitutes that closely mimic the taste and texture of meat, and products that fit within strict dietary guidelines (eg paleo/keto). Brands that offer options to please a number of palates will have the most success moving forward.

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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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