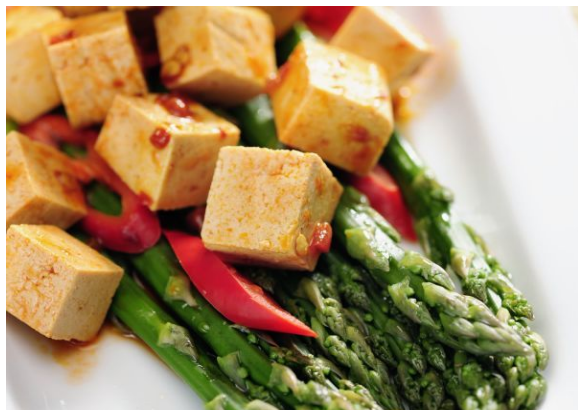


The Protein Report: Meat Alternatives - US - January 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

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"High-protein diets have been linked to weight loss and increased longevity, and consumers looking for protein-rich alternatives to meat turn to eggs, meatless substitutes, beans, even tofu and tempeh. Eggs comprise the largest segment, but there is distinct potential in other protein forms that can replicate meat, or take alternatives in entirely new directions." – William Roberts, Jr., Senior Food and Drink Analyst

This report looks at the following areas:

- Health should drive sales of meat alternatives
- True meatless options fail to resonate with consumers
- An alternative to substituting for meat?

Egg sales have shown notable growth within the past two years, but other segments of the meat alternative category have not fared nearly as well and endured two years of stagnant sales.

A sizable portion of meat alternative consumers regard the products as overly processed (45% of meat alternative consumers share that opinion) or too high in sodium (42%), and more than six in 10 (61%) agree that it is worth it to pay more for products that they think are good for their health. The meat alternative market can embrace its role as a true alternative to meat by delivering options that are not necessarily intended to mimic meat but to stand in their own right and do so with alternatives that meet consumers' nutrition demands.

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