



schouten specialist in
plant-based protein

Our latest plant-based
market insights for you

December 2021 – January 2022

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Top 10 trends 2022

Our valued insights partner **Innova Market Insights** published their top 10 trends for 2022.

We have reviewed these trends and would like to share our findings and implications in the next few slides.



Shared planet is the top trend for 2022

1. Shared planet

For the first time in history, global consumers are more concerned about the planet than about their health.



Plant-based keeps on emerging



2. Plant-based

Environment is now #2 driver for plant-based choices (vs. #3 last year).



Our consumptions occasions are changing

4. Shifting occasions

Existing eating moments have changed and new ones have been formed.



We are seeking for adventurous food

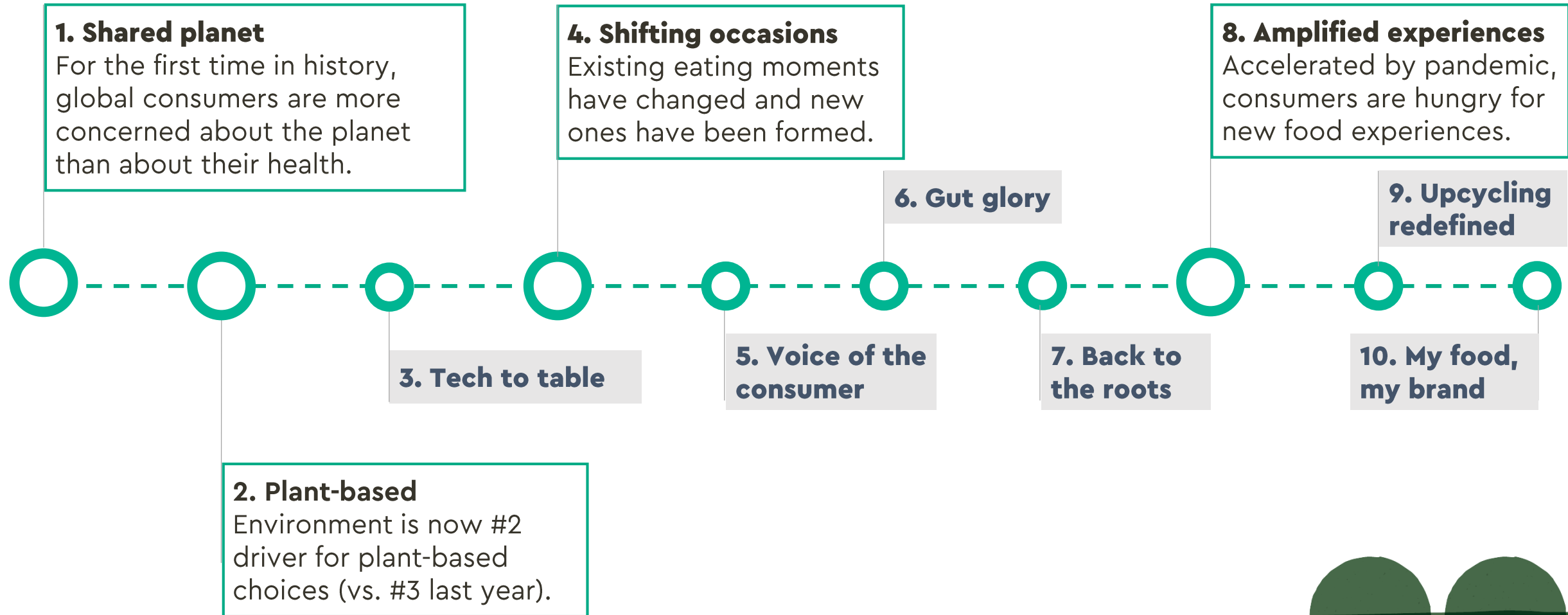


8. Amplified experiences

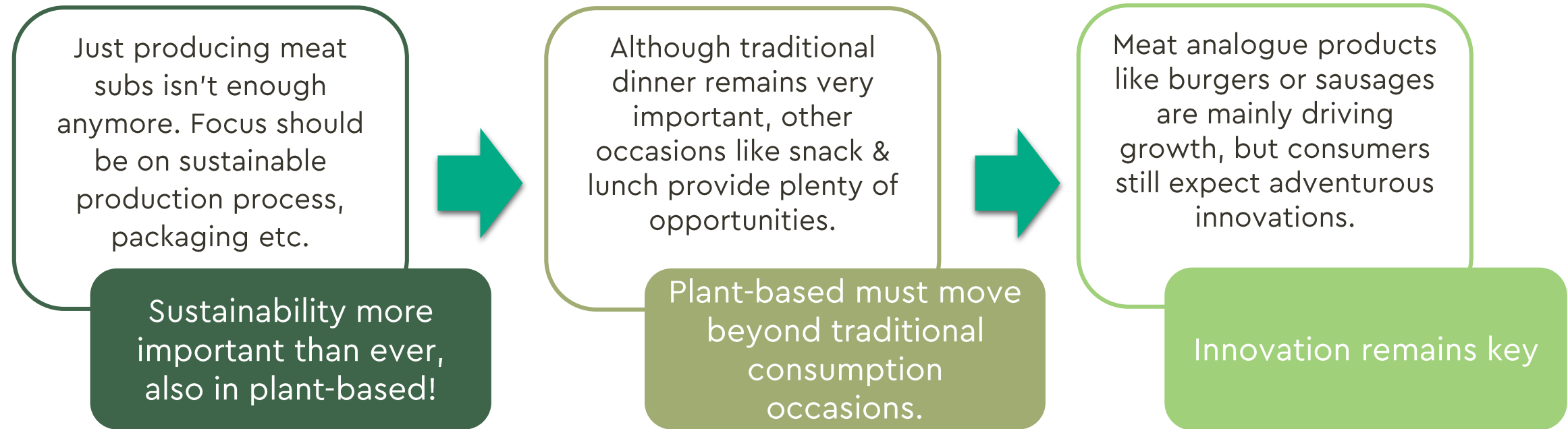
Accelerated by pandemic, consumers are hungry for new food experiences.



These are all top 10 trends for 2022



What does it mean for you?



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Outlooks

Many authorities and agencies are predicting a very bright future for plant-based foods.

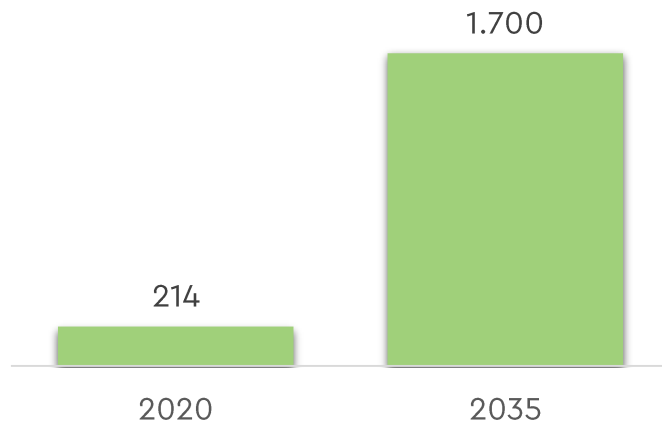
At Schouten, we closely monitor these outlooks and try to find a common conclusion supporting our own vision on the next years or even decades.

In this edition, we summarize and evaluate the outlooks from Rabobank and BCG x Blue Horizon.



Rabobank: 15% yearly growth expected in Europe

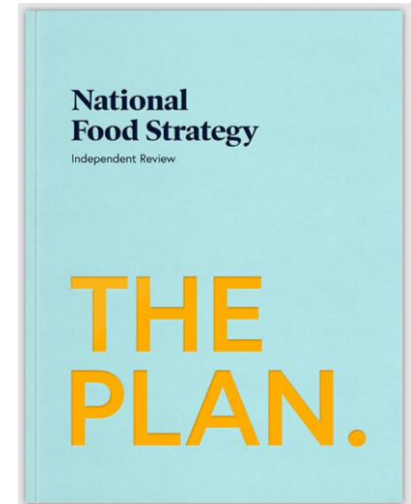
Volume European market for meat substitutes (kilotons)



The market will grow on average with 15% year on year. Still, this will represent **only 4% of market share** in meat by then.



In order to accelerate more, **prices must be lower.** Groundbreaking innovations are crucial here, e.g. protein fermentation.



Another way to accelerate would be **governmental stimulation** of plant-based consumption.

(picture: National Food Strategy UK)

BCG x Blue Horizon: 1 out of 10 portions will be plant-based

EQUALITY

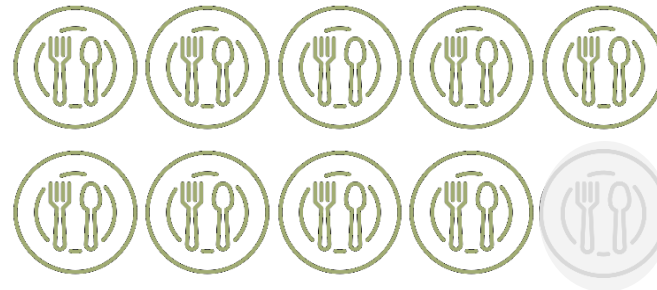
It is expected that plant-based alternative proteins will achieve equality (on taste, texture & price) by

2023

Those based on micro-organisms by **2025** and those based on animal cells by **2032**.

POTENTIAL

Equality will enable consumers to make 90% of the world's favorite dishes with alternative proteins.



OUTLOOK



In the year **2035** every tenth portion of meat, eggs and dairy eaten around the globe is very likely to be alternative.

What are the key takeaways?

- Across Europe, we are confident that plant-based meat substitutes will keep growing at a pace of approximately 15% per year.
- However, in the more mature countries (e.g. UK, NL) we expect the growth to be around 8-10%.
- For the real environmental impact, equality (especially on price) will be crucial.
- Without significant governmental interference, the meat consumption will not decrease strong enough in order to make this impact.

Please note that BCG x Blue Horizon includes dairy & eggs, while the data for Rabobank is focused on plant-based meat substitutes.



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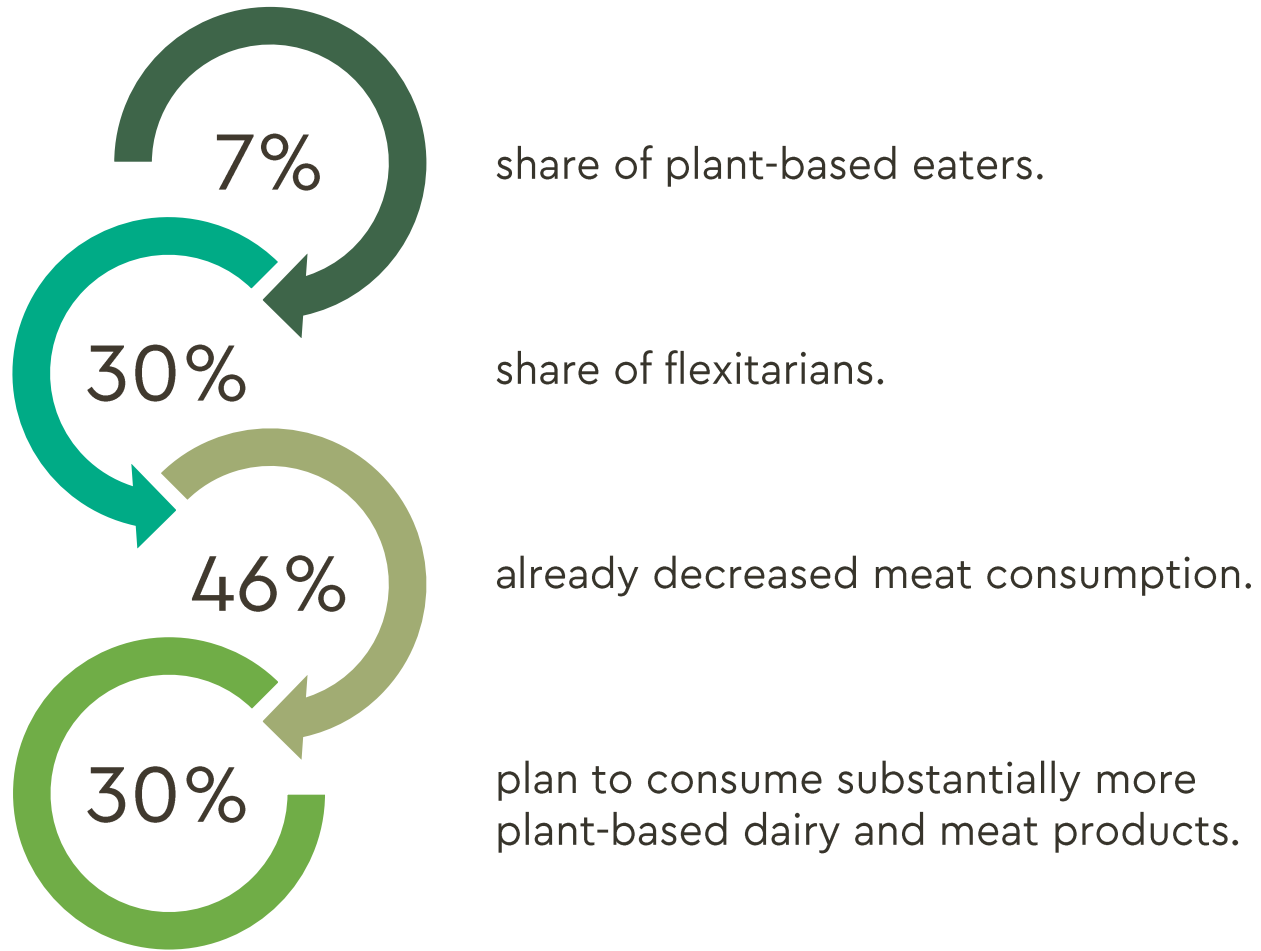
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Your key focus group? Flexitarians!



"Flexitarians are driving the plant-based boom, since they are looking to diversify their diets with more plant-based options."

"Plant-based **poultry, beef, salmon,** and **tuna** are the plant-based meat/fish products that flexitarians would most like to see in European supermarkets."

"For flexitarians, **it is all about taste and health.** Availability, prices, lack of information, and social interactions are the **main obstacles** for flexitarians."

What now?

- Primary focus of marketing, innovation & assortment should be on the large group of flexitarians.
- To state the obvious: compromising on taste is something for the past.
- Availability, price & education are aspects that need to be top level in order to attract flexitarians.



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Questions? Feel free to reach out.

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