



schouten specialist in
plant-based protein

The latest plant-based
market insights for you

July – August 2022

In this update:

- As we are all aware, the number of meat substitutes being introduced has grown rapidly in recent years.
- However, growth trends differ across various European countries.
- In this update, we will highlight the trends in some of these countries.
- We will do this using the Innova Market Insights database, which records all new SKUs in a product category.
- Is there a country not featured here for which you would like to see these insights? Please let us know!

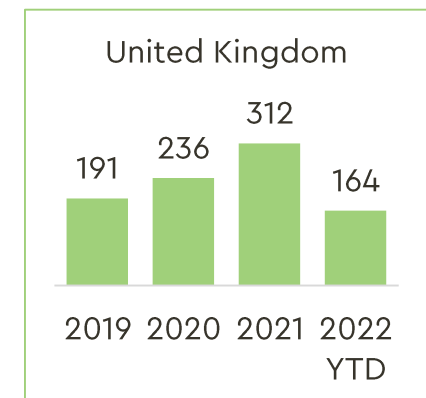
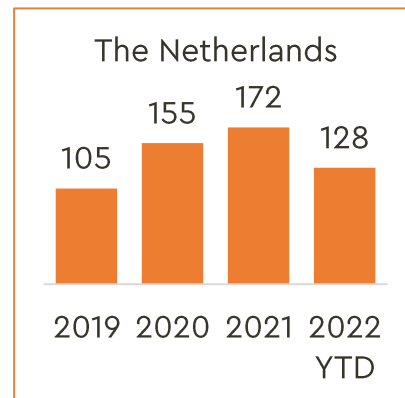
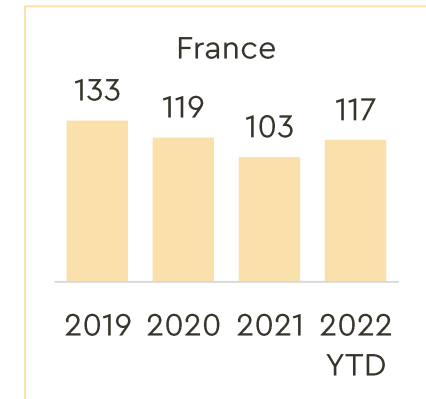
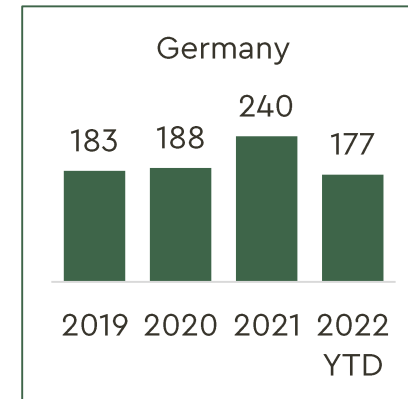
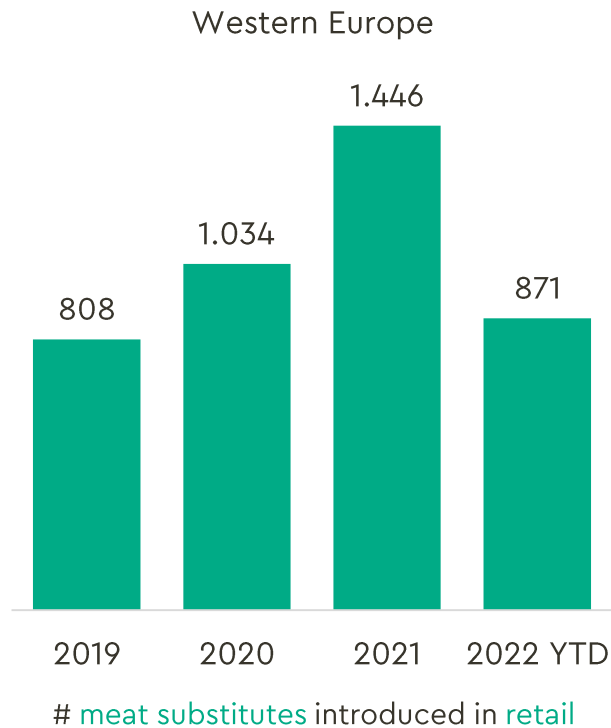


Western Europe

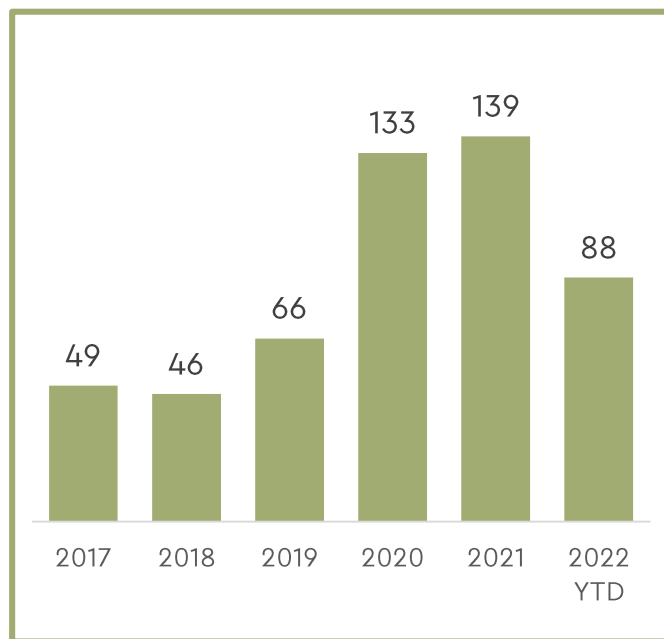
- Belgium
- Germany
- France
- The Netherlands
- Spain
- The United Kingdom

Western Europe

How has the number of product introductions in retail developed over time? For 2022 we have data for the first six months.



Belgium: A strong year in 2020. An impressive 1st half 2022.



meat substitutes introduced in retail

In 2022:

26

launches (30%) under
private label

55

items (63%) with a **vegan
claim**

48

introductions in February,
in the run-up to **Veggie
Challenge** in March.



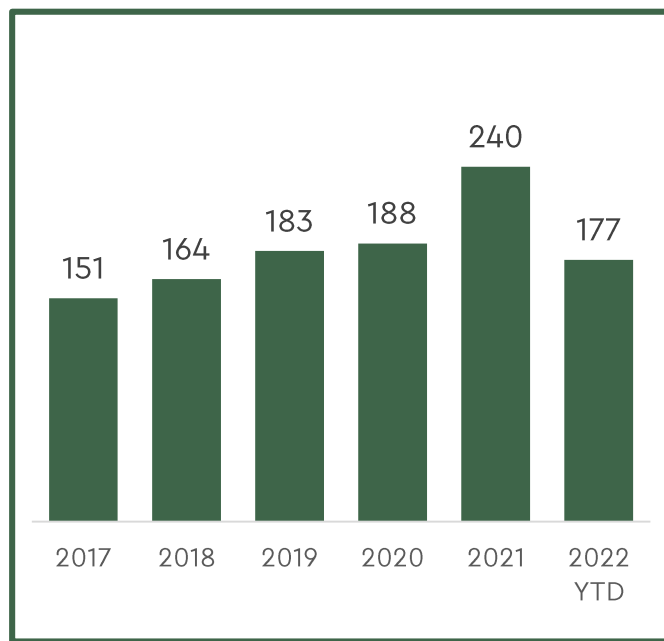
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The best brand in private label

Source: Innova Market Insights (YTD June 2022)



Germany: 2021 was an exceptional year, 2022 is outpacing that.



meat substitutes introduced in retail

In 2022:

69

launches (39%) under
private label

169

items (95%) with a **vegan**
claim

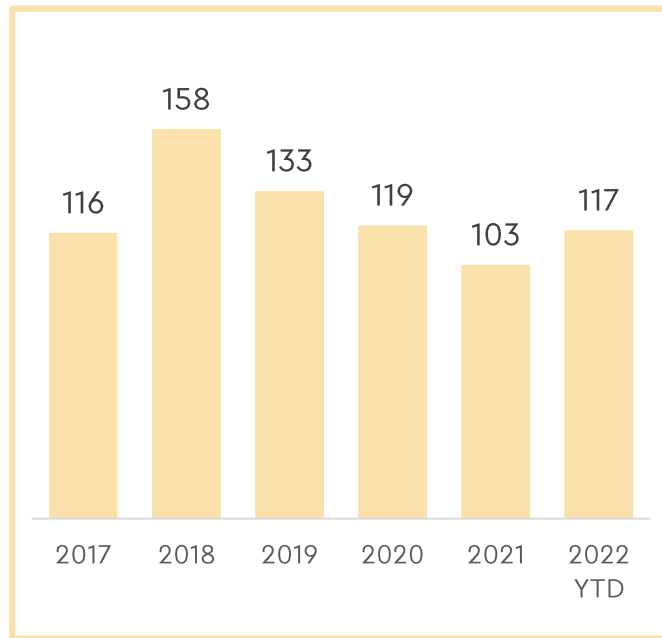
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The best brand in private label

Source: Innova Market Insights (YTD June 2022)



France: opposite trend, but increasing in 2022.



meat substitutes introduced in retail

In 2022:

18

launches (15%) under **private label**

41

items (35%) with a **vegan claim**

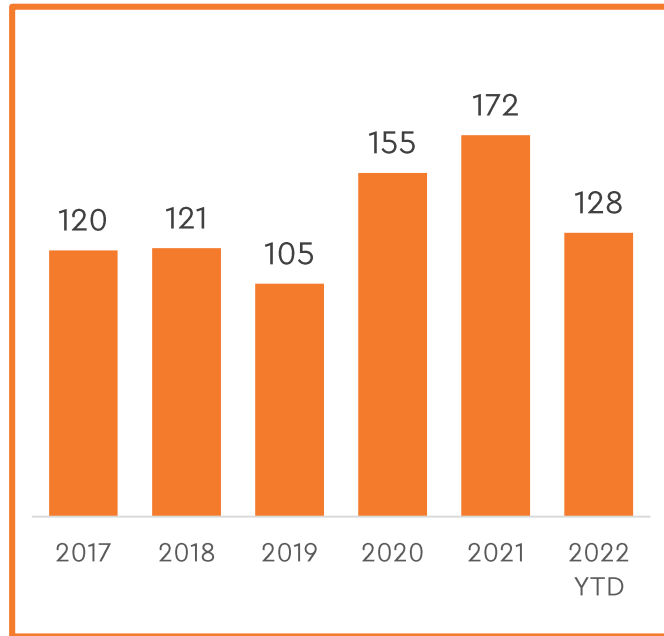
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The best brand in private label

Source: Innova Market Insights (YTD June 2022)



The Netherlands: strong growth in recent years, remains on track in 2022.



meat substitutes introduced in retail

In 2022:

51

launches (40%) under **private label**

78

items (61%) with a **vegan claim**

43

introductions in February, many market changes in run-up to the Week Without Meat.



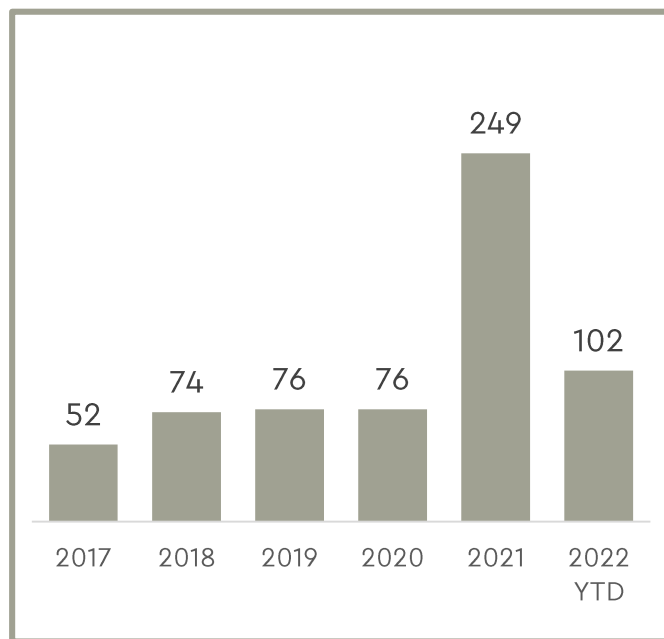
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The best brand in private label

Source: Innova Market Insights (YTD June 2022)



Spain: explosive growth in 2021.



meat substitutes introduced in retail

In 2022:

5

launches (5%) under
private label

80

items (78%) with a **vegan
claim**

42

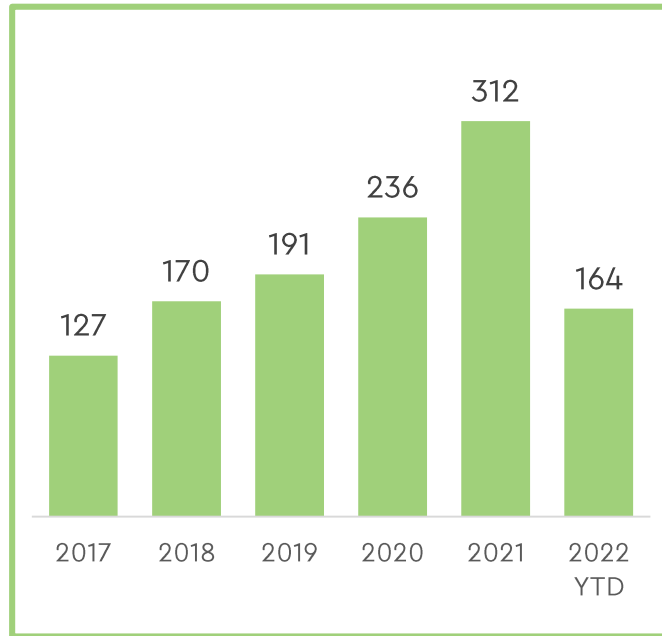
introductions in
Veganuary

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The best brand in private label



United Kingdom: stable growth over the years, looks set to continue in 2022.



meat substitutes introduced in retail

In 2022:

48

launches (29%) under **private label**

143

items (87%) with a **vegan claim**

52

introductions in **Veganuary**, perhaps *Flexitebruary* next year as well?



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The best brand in private label

Source: Innova Market Insights (YTD June 2022)

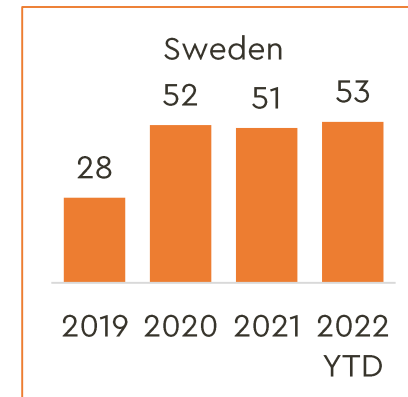
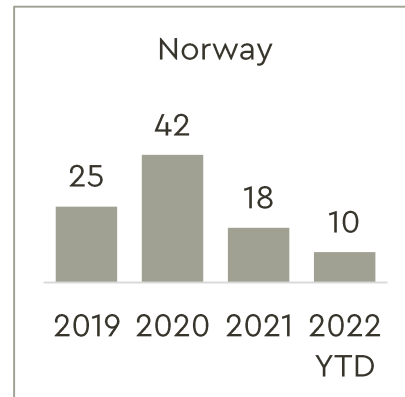
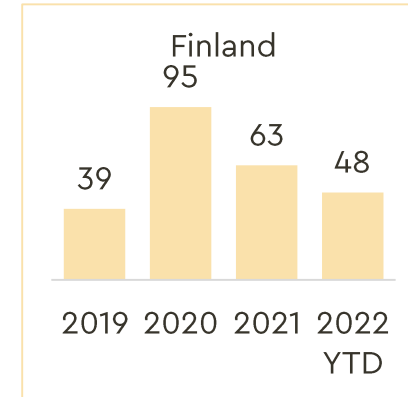
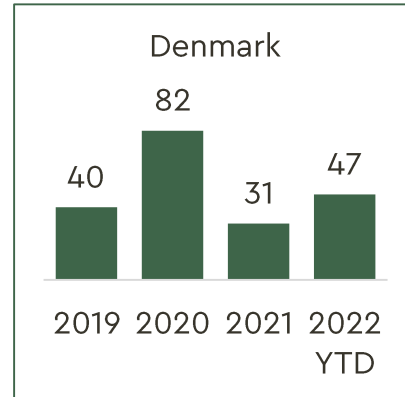
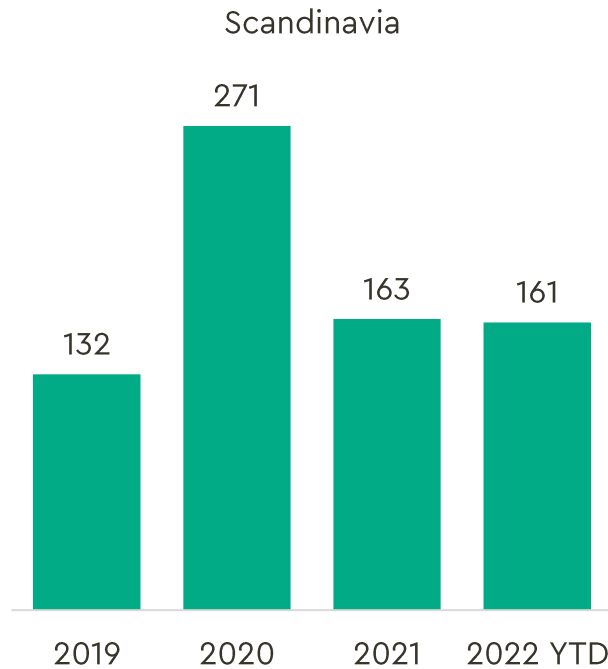


Scandinavia

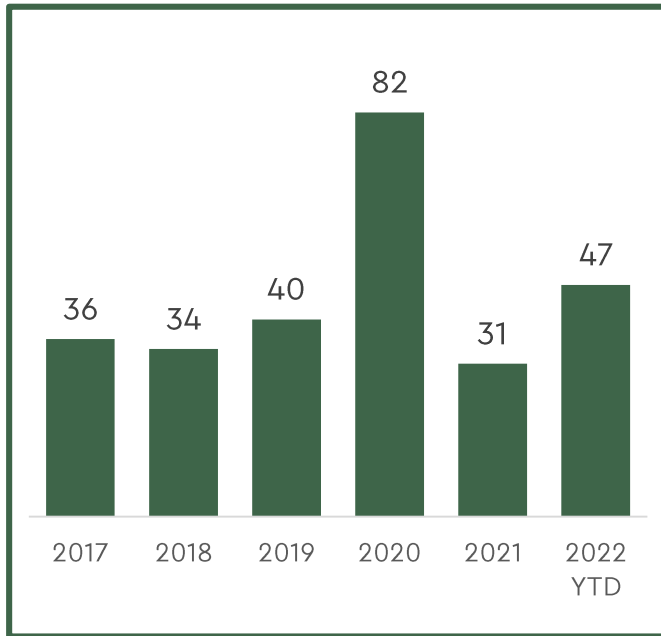
- Denmark
- Finland
- Norway
- Sweden

Scandinavia

How has the number of product introductions in retail developed over time? For 2022 we have data for the first six months.



Denmark: 2020 was the peak year,
but in 2022 there was another sharp
increase.



meat substitutes introduced in retail

In 2022:

11

launches (23%) under
private label

33

items (71%) with a **vegan
claim**

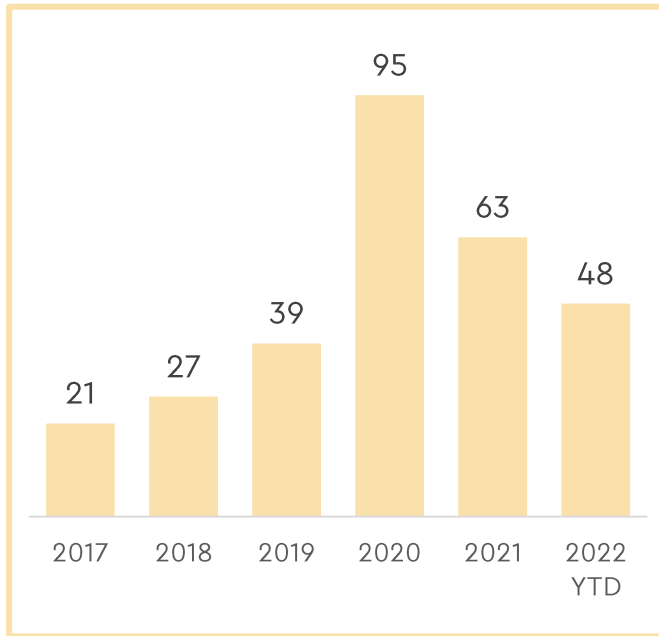
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The best brand in private label

Source: Innova Market Insights (YTD June 2022)



Finland: 2020 the strongest year, 2022 also off to a good start.



meat substitutes introduced in retail

In 2022:

- 2 launches (4%) under label
- 40 items (83%) with a **vegan claim**

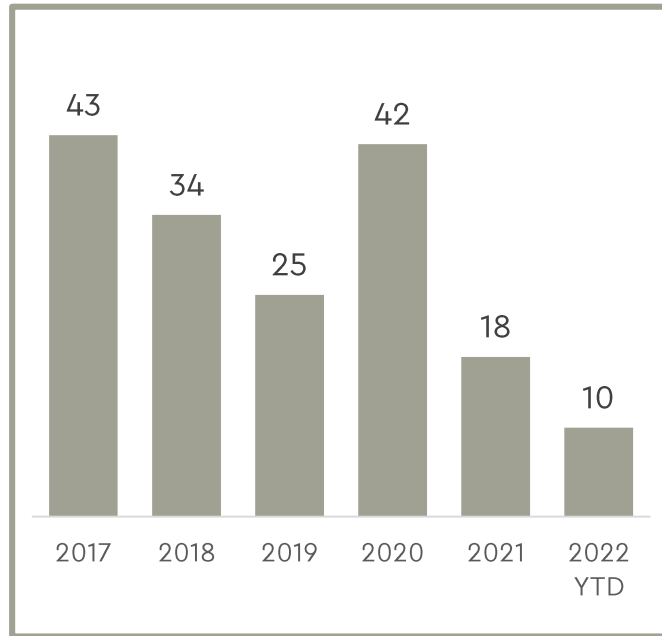
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The best brand in private label

Source: Innova Market Insights (YTD June 2022)



Norway: a decline is evident again after 2020.



meat substitutes introduced in retail

In 2022:

0

launches under **private label**

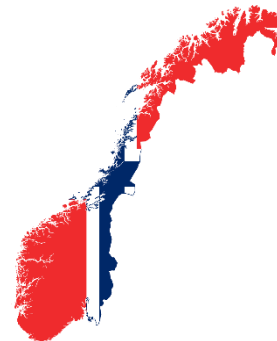
9

items (90%) with a **vegan claim**

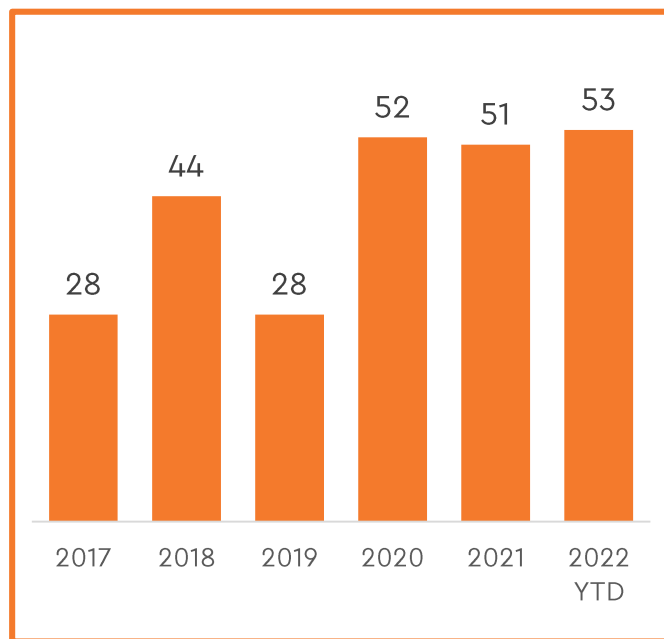
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The best brand in private label

Source: Innova Market Insights (YTD June 2022)



Sweden: First peak in 2018. 1st half of 2022 exceptionally strong.



meat substitutes introduced in retail

In 2022:

12

launches (23%) under **private label**

27

items (51%) with a **vegan claim**



Summary

Summary

- There are various activation campaigns across the countries with which new launches are aligned, from Veganuary to Veggie Challenge to Week Without Meat.
- In Western Europe, the number of launches in France is developing in the direction opposite that of the rest of the countries.
- In the UK and Germany, almost all new products are vegan. In France, only a third are.
- Private label is a rather significant segment in the Netherlands and Germany.
- Developments in Scandinavia have differed compared to the rest of Western Europe → there the peak in introductions often occurred somewhat earlier (2020 instead of 2021).
- The absolute number of launches is much lower in the Nordic countries than in Western Europe.

In short: meat substitutes are gaining popularity everywhere, but all countries are different.



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Would you like the same information for another country?
Or more in-depth information? Please feel free to contact me.

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