



**schouten** specialist in  
plant-based protein

The latest plant-based  
market insights for you

June – July 2023

# In this update:

- In the last update from 2022 we shared the most important food trends with you.
- Halfway through 2023, the time has come to investigate how these trends will affect the plant-based category and, more specifically, meat substitutes.



# Looking back: the four most important food trends.

## 1. Redefining value

Combating instability requires a deep understanding of where consumers draw the line on compromise.



## 3. Plant-based

Underused ingredients and technology-enabled new formats open up wider spaces for standalone plant-based innovation.



## 2. Affordable nutrition

To meet demand for high nutritional value at the right price, innovation is needed to maximize efficiency and yields.



## 4. Quick quality

Culinary creativity blossomed during the pandemic and now needs to come with added convenience to meet busier routines.







# 1. Redefining value

"Good value" no longer refers strictly to a price-to-quantity ratio and instead has transformed to incorporate quality, relevance, experience and convenience in consumers' perceptions of the term. (Grocery Dive, 2023)

# Values concerning food & drinks have strongly changed over the last few years.

## Insight

Since the pandemic, people have started to look more critically at their eating habits → more fresh, local and responsible.

"Considering food/drinks, which product features do you think are worth paying more for?"

#1

Fresh products

#2

Locally produced products

#3

Functional ingredients that boost physical health

## Market examples



'Rich in protein', 'Manufactured in the Provence' & 'French soy'

France, September 2022



'Omega 3+' and 'Prepared in Canada'

Canada, August 2022

# Consumers are increasingly reducing their meat consumption.

## Insight

Changing consumer values lead because of several reasons to less meat consumption.

"What are the most important drivers for you to skip meat (sometimes)?"

Health

Better for the planet

Variety in my daily meals

Animal welfare

## Market examples



'Better than pork' and '83% less CO2-emission'

United Kingdom, May 2023



'No Evil'

United States, May 2022



# Specific product claims play an important role in the choice of meat substitutes.

## Insight

"Which claims most influence your purchasing decision when buying meat substitutes?"

#1

High/source of protein

#2

Food safety

#3

Made with real ingredients/natural

## Market examples



'Rich in protein' and 'No preservatives'

Australia, May 2023



'GMO free', 'Pure plant protein' and 'no preservatives'

Greece, May 2023

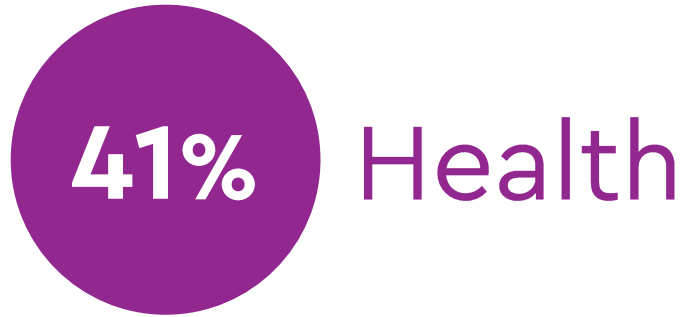
## **2. Affordable nutrition**





# Cost and nutrition are important drivers.

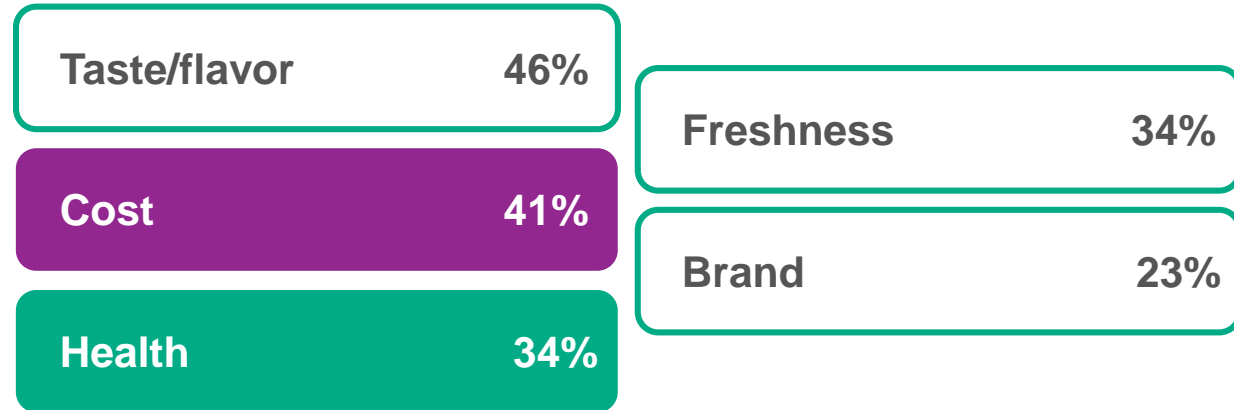
"I believe that new food and beverage product development should be driven mostly by..."



Affordability

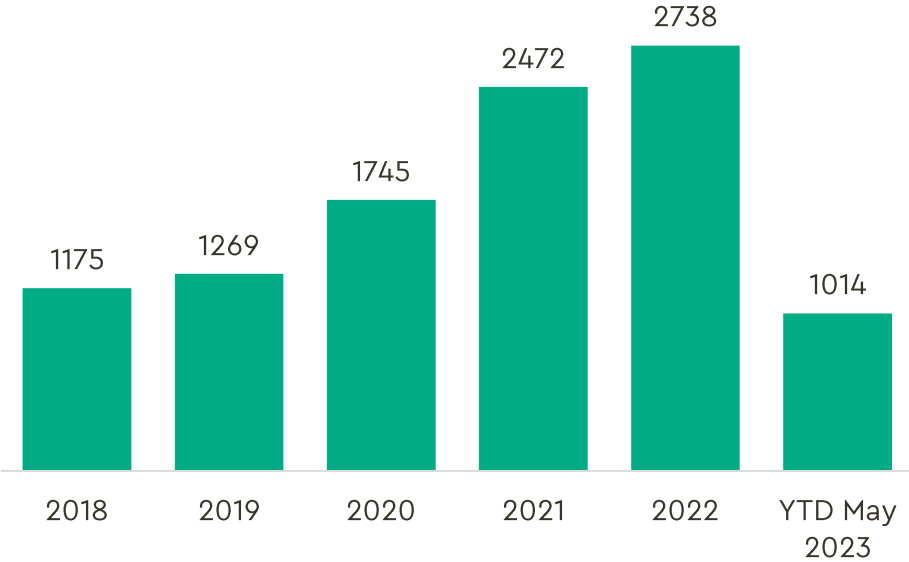


"Which product attributes most influence your purchasing decision when buying meat substitutes?"

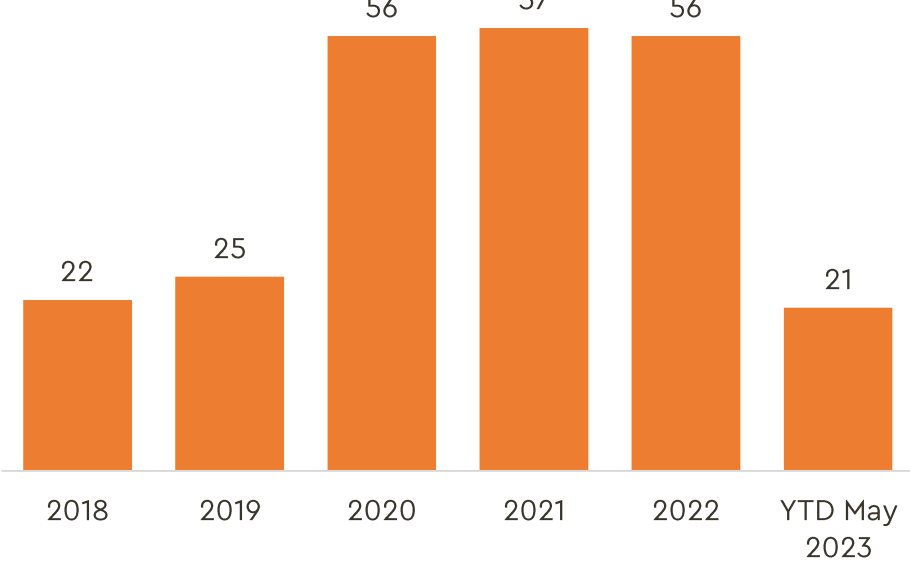


# Very many health claims on meat substitutes packaging, but quite low number of budget claims so far.

#launches in meat substitutes with an active and/or passive health claim - global



#launches in meat substitutes with a budget claim - global



# Budget claims; both through packaging and brand.

# Budget

# Great Value

## Value packs



Sweden, May 2023



Netherlands, October 2023

## Budget brands / labels



Switzerland, January 2023



US, May 2022



# 3. Plant-based







European market still growing, but less quick.

*Total plant-based foods*

**€5.7 billion**

Turnover in Europe.

**+6%**

Vs. year ago



*Plant-based **meat***

**€2.0 million**

Turnover in Europe.

**+3%**

Vs. year ago

# Times of mimicking meat seem to be over.

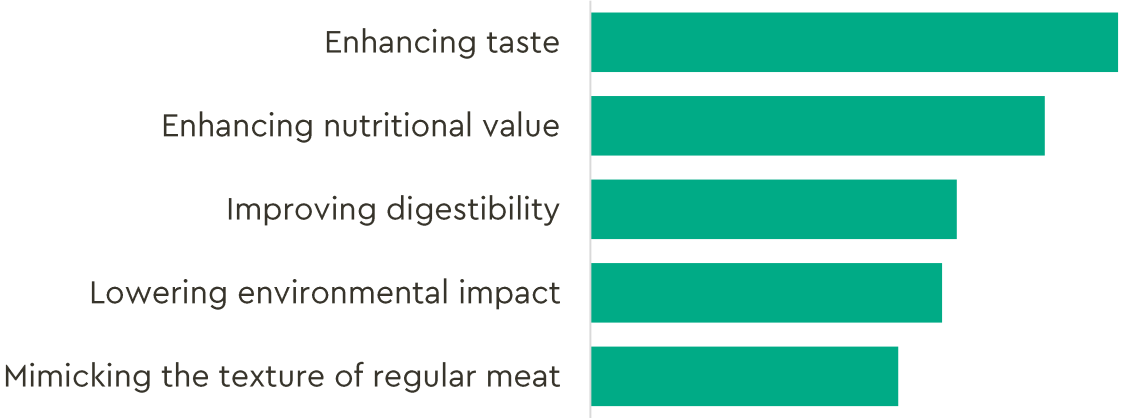
Consumers are more and more looking for plant-based products with an own identity, rather than analogues of conventional products.

Also in plant-based meat, taste and health aspects are found to be more important than duplicating traditional meat items.

“What would you like to see more of in plant-based products?”

- Higher ranking ↑
  1. Improved flavor
  2. Improved texture
  - 3. Standalone products (not mimicking meat/dairy)**
  4. More regional specialties
- Lower ranking ↓
  - 6. Better mimicking of meat/dairy products**

“Which of the following benefits of new technologies are you most interested in when it comes to meat substitutes?”

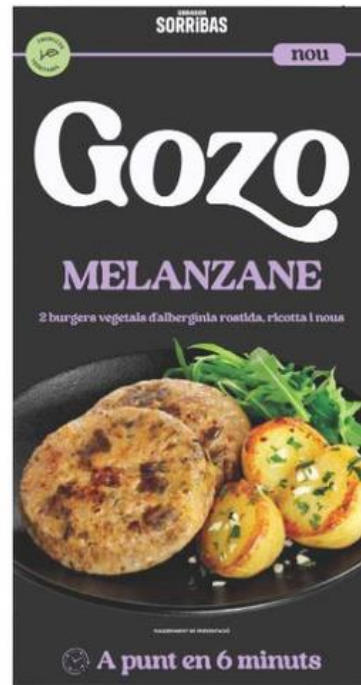




Innovation based on non-meat-like products will therefore also accelerate.



**Cauliflower sausages**  
Belgium, March 2023



**Eggplant burger**  
Spain, May 2023



**Snacks pumpkin & parsnip**  
Netherlands, February 2023



**Zucchini medallions**  
Italy, May 2023



## 4. Quick quality

# Industry needs to make it easy to integrate plant-based in daily food pattern.

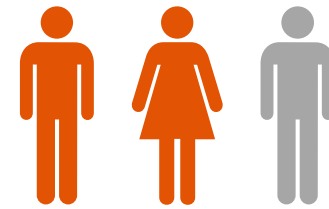
## 50%

...of the global population is represented by #GenZ & #Millennials.

These groups are considered as convenience oriented generations.

They will be crucial in plant-based adoption across the globe.

"I am looking for **simple and convenient ways** to ensure my daily nutrients intake"



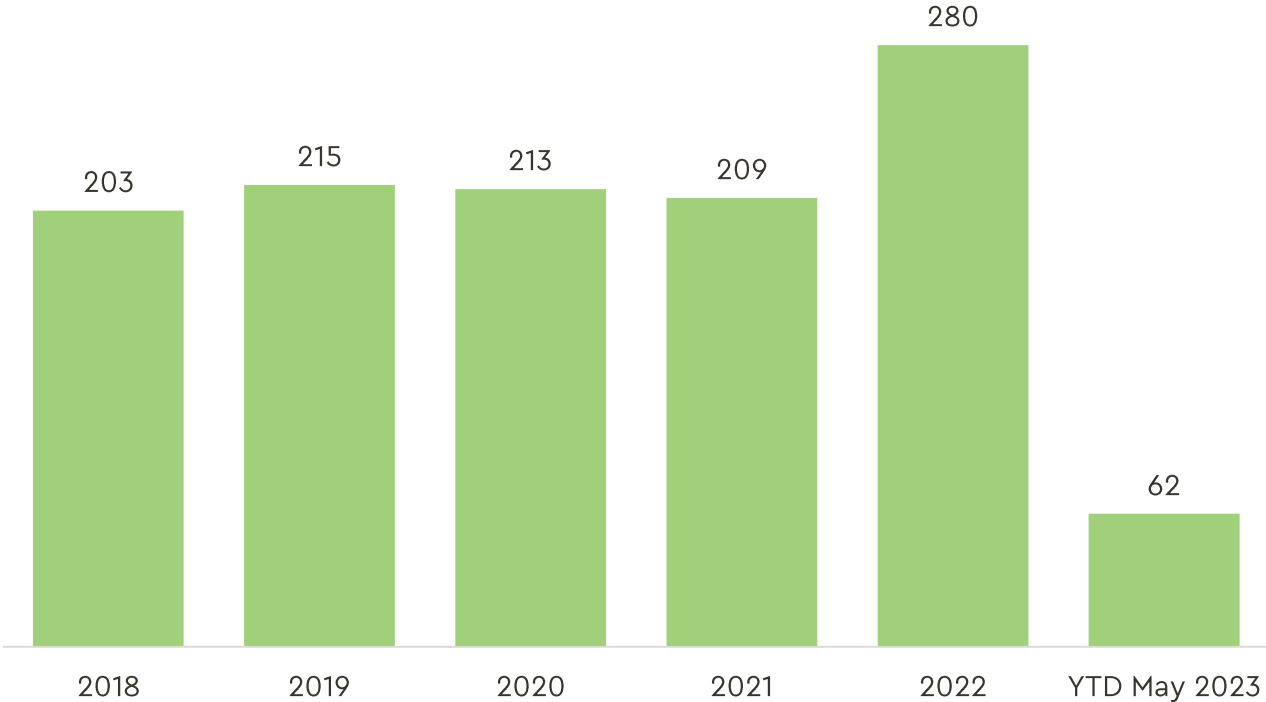
## 2 in 3

consumers globally



# This could, among others, be realized by making Ready Meals plant-based.

#launches in ready meals with a vegan, vegetarian or plant-based claim - global



Germany, May 2023



South-Africa, June 2023



Canada, March 2023



United Kingdom, January 2023

Trend: convenient dinner at home with takeaway quality.

+23%

Average annual growth in launches in cheese alternative, meat substitutes and ready meals and side dishes launches with "takeaway" in the product name, description or claims.

(Global, 2018 vs. 2022)



High in protein  
High in fiber  
Low in saturated fat

United Kingdom, November 2022



Ireland, June 2023



Germany, June 2022



A close-up photograph of a person's hands holding a glowing lightbulb. The lightbulb is filled with string lights, and the person is wearing a dark blue sweater. The background is dark and out of focus.

# Summary



# Summary

## 1. Redefining value

Manufacturers are responding to strongly changing consumer values in several ways.



## 3. Plant-based

Market is more and more evolving towards products that do not necessarily mimic conventional meat products.



## 2. Affordable nutrition

Price and nutrition are important drivers, but there's yet quite low focus on 'budget' in meat substitutes.



## 4. Quick quality

Convenience without compromises on quality, that is the way to get the younger generations involved in the protein transition.

# What now?

1

Just replacing meat is not enough, manufacturers of meat substitutes must focus (even) more on health aspects and environmental footprint. There is plenty of room for improvement, especially in the field of **environmental claims** (e.g. CO2 emissions).

2

The consumer focus on **less processed** and **more sustainably produced** products will accelerate in the coming years. This offers opportunities for less meat-like products (e.g. tofu or a lentil burger).



# schouten

specialist in  
plant-based protein

Questions? Please feel free to contact me.

Kees van den Heuvel

T: +31 (0) 183 44 64 63  
[kvdheuvel@schoutenfood.com](mailto:kvdheuvel@schoutenfood.com)

