Business Review

The Alternatives: Opportunities in the New Normal

MEAT, FISH, EGG AND DAIRY ALTERNATIVES

NORTH AMERICA, EUROPE, ASEAN & ANZ

2022 - 2027

INTRODUCTION

Following publication of highly-acclaimed research studies on meat and fish analogs, and dairy and egg alternatives, Giract is now undertaking a complete reassessment of the market for these alternative sectors, in order to capture and analyse thoroughly the changes that have taken place within the category, and its value chain, as a consequence of Covid-19, war in Ukraine, and the associated pressures wrought by reduced raw material availability and rising inflationary pressures.

Vegetarianism has various definitions around the world. Some individuals consider themselves lacto-ovo-vegetarian, some are lacto-vegetarian, some are ovo-vegetarian, and in some regions pescatarians and vegetarians are synonymous. The meat and fish analog categories that are considered include lacto-ovo vegetarian, lacto-vegetarian, ovo-vegetarian, and vegan products. Opportunities for cultured meat will be explored.

The egg alternative products that are considered include those containing dairy and dairy-free products. The dairy alternatives that are considered do not contain egg or dairy.

OBJECTIVES

The objective of this report is to understand the dynamics of the alternatives space. This will be achieved through provision of the following:

- Current and forecast demand volumes for meat and seafood analogs, egg alternatives and dairy alternatives by category, shelf position and distribution channel
- Key trends and market drivers by end-use sector and product type
- Indicative prices of end-use sector by category and product type (ranges to be presented)
- Profiles of key consumer product manufacturers
- Assessment of top 10 start-ups in meat and seafood analogs, egg alternatives and dairy alternative manufacturers (revenue/start-up funding status where obtainable)
- Current and forecast demand volumes for protein ingredients and flavorings used in meat and seafood analogs, egg alternatives and dairy alternatives
- Legislation and consumer positioning changes
- Changes in why/why-not for choice of protein ingredients
- Identify and profile ingredient manufacturers and toll/contract manufacturers (textured protein to meat and fish analog converters)
- Identify how the major players are positioned in the value chain, including toll manufacturers and private label manufacturers
- Discuss with these companies their ingredient requirements as well as unmet needs from suppliers

INGREDIENTS

Plant, fungal, algal, insect, dairy and egg protein ingredients (>50% protein content on dsb), savory ingredients (YE, HVP, MSG, nucleotides), process flavors and meat seasonings

END-USE

Meat and seafood analogs (formed, emulsified and cultured), egg alternatives (egg-based dips and spreads, bakery, ice cream), dairy alternatives (yogurt, dairy desserts, quark, frozen desserts, milk, cooking cream, cheese, dairy-based sauces/dips/gravies, weight loss/slimming products, sports/performance nutrition and infant products), others

PRODUCT TYPE

Shelf positions (ambient, chilled and frozen) and distribution channels (retail, commercial foodservice, contract food service)

MARKETS

North America (USA/Canada), Europe (EU27+UK+NO+CH), ASEAN (focus on Indonesia, Malaysia, Philippines, Singapore, Thailand, and Vietnam), Australia/New Zealand

TIMESCALE

Current 2022 with forecasts to 2027

PUBLICATION

October 2022

SUBSCRIPTION

Please contact us for subscription details

For more info, contact

GIRACT
24, Pré-Colomb
1290 Versoix/Geneva
Switzerland

V. Krishnakumar
Tel: + 41 22 779 0500
info@giract.com
www.giract.com

08/22-1