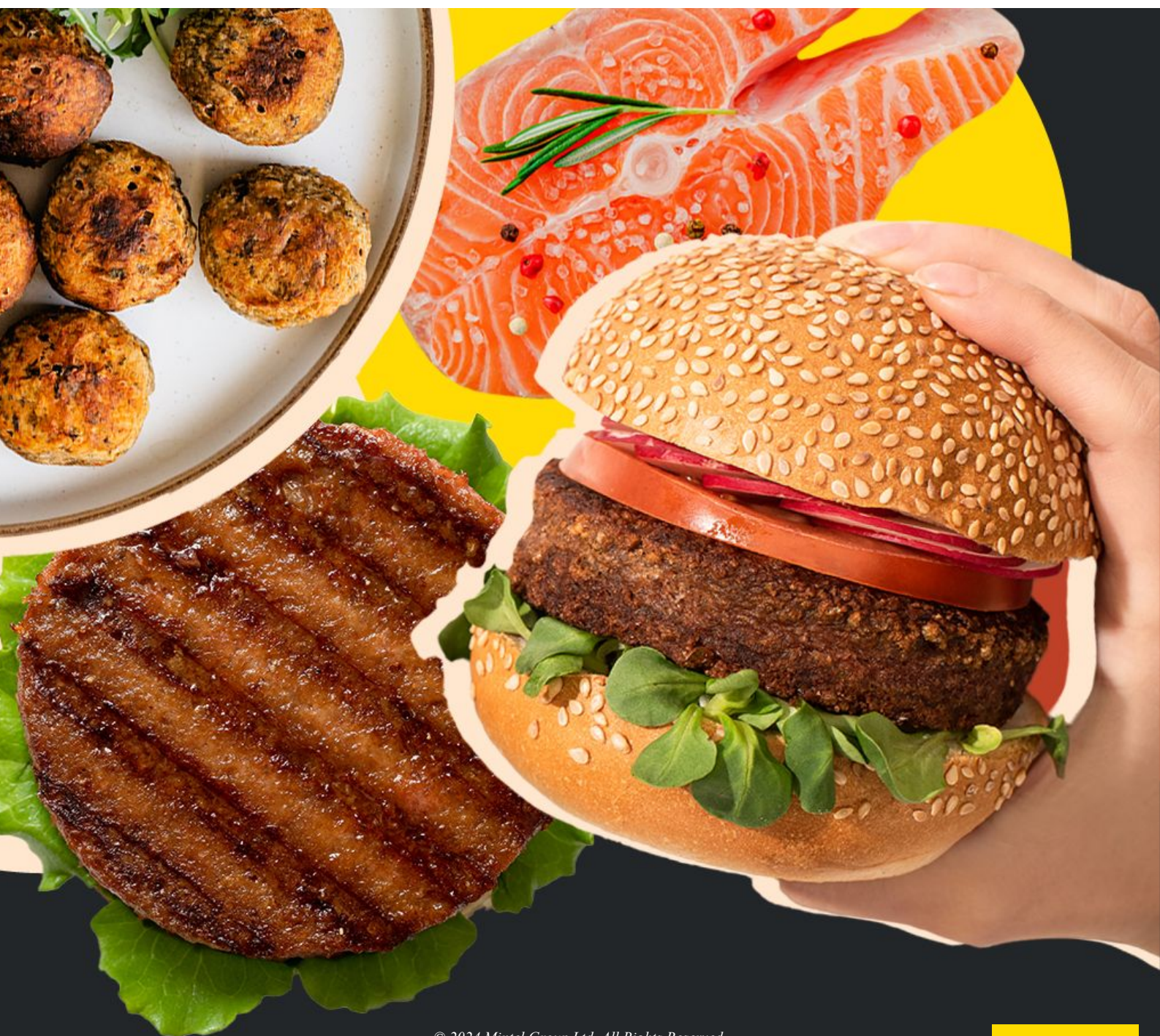


# THE FUTURE OF ANIMAL PROTEIN AND MEAT ALTERNATIVES: 2024

Plant-based meat alternatives will celebrate their inherent nutritional benefits while animal proteins can provide sustainable solutions to climate challenges.



Megan Stanton, Director -  
Mintel Food and Drink



## Report Content



### WHAT YOU NEED TO KNOW

- Where we are now
- In the next two years
- In five years and beyond

### IN THE NEXT TWO YEARS

- Mintel's perspective

#### **Play to the nutritional strengths of each protein**

- Both animal protein and meat alternatives are at a nutritional crossroads
- Meat's natural protein content will tap into the healthy ageing trend
- Meat substitutes should celebrate what they are, rather than trying to be something they're not
  - Graph 1: select factors that would encourage buying of meat substitutes, 2022
- Meat substitutes will make more of their ability to contribute to dietary variety
- De-mystify algae and seaweed to tap into their inherent health credentials in plant-based seafood

#### **Be the sustainable solution, not the planet problem**

- Animal protein will drive a more positive impact on the planet
- Fish brands need to shout louder about their low carbon footprint
- Sea-foods are for much more than just eating
- Meat substitutes will focus on taste; sustainability benefits will follow
  - Graph 2: [no title]
- Beyond doing no harm, brands will help do more good
- Show how animal farming will be a force for good

#### **Demonstrate how premium proteins deliver their own value**

- As the cost-of-living crisis eases, deliver value through convenience and premiumisation
- Smaller portions will keep meat on the senior (and single household) plate
- Make more of fish/seafood's role as a meat alternative
- 'Fancy fish' and meal kits can push 'easy entertaining' message
- In Asia, poke bowl-friendly formats offer easy access to wholesome nutrition
- Indulgent occasions are where meat mimicry can truly shine
- Meat substitute brands will build young consumers' cooking confidence through 'experience' meal kits

## IN FIVE YEARS AND BEYOND

- Mintel's perspective
- Cultivated meat is between the 'now' and the 'not yet'
  - Graph 3: willingness to try a processed meat made from cell-based meat, 2023
- Cultivated meat will challenge future food culture
  - Graph 4: cell-based meat/dairy ingredients are a threat to the food culture of my country, 2023
- In the future, protein could be produced out of 'thin air'
- 'Air protein' provides solutions for the future of food
- Artificial intelligence is a blessing and a curse
  - Graph 5: consumer opinions on AI, 2023
- How AI will change the future of animal meat production

## KEY TAKEAWAYS

- Key takeaways
- Contributing analyst Alice Pilkington

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