

# THE FUTURE OF ANIMAL PROTEIN, MEAT ALTERNATIVES: 2021

Meat alternatives innovation will accelerate, prompting animal protein producers to step up communication and R&D around quality, nutrition and sustainability.



A Mintel Analyst, Global Analyst



## Report Content



- Listen to our Global Proteins expert, Dasha Shor, talk you through the key stories from this report
- The now, the next and beyond

### WHERE WE ARE NOW

- Consumers in many parts of the world seek to limit meat intake
  - Graph 1: frequency of food behaviors, limit meat intake, some or most of the time, July 2020
- However, avoiding animal foods is not a priority compared to other healthy eating efforts
  - Graph 2: important factors when shopping for food, July 2020\*
- Foodservice and DTC channels are making plant-based protein more accessible
- Meat substitutes are at a crossroads
- Meat, poultry and fish: what we are seeing
- Meat alternatives: what we are seeing

### IN THE NEXT TWO YEARS

- Mintel's perspective

#### **Innovative offerings are propelling plant-based meat alternatives into the mainstream**

- Brands continue to refine plant-based offerings
- Convenient formats will play an important role in helping consumers get more plant protein into their diets
- Plant-based charcuterie products will gain traction outside of Europe
- Expect more hyper-regional convenient formats for plant-based global cuisine
- Grocery retailers will add plant butchery to their repertoires
- Animal protein brands will need to remind consumers about their products' nutrition and overall value
  - Graph 3: reasons for eating less meat by type, March 2020

#### **Storytelling will be paramount to meat brands' success**

- Meat, poultry and fish can shift the conversation to nutrient density
- Meat brands will need to get social to appeal to younger consumers
- Pre-cooked meat can make it easier for young consumers to get a meal on the table
- Globally inspired products can be positioned as shortcuts to restaurant-like experiences at home
- Communicating tradition, terroir, animal origin will be paramount
- Unique ingredient origin and hard-to-mimic conditions for raising animals elevate everyday proteins

#### **A wider range of ingredients and sourcing practices for sustainable nutrition will be explored**

- Food waste brings attention to meat packaging and underused cuts

## The Future of Animal Protein, Meat Alternatives: 2021

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- Meat could become a bit-part player
- 'Localism' movement will reinforce the need for domestic sourcing and supply chain transparency
- Regenerative agriculture will appeal with its promise of biodiversity, soil health and a future for farmers
- Fungi, algae and oats have potential to grow as sustainable ingredients
- Plant-based seafood will be positioned as a sustainable solution to overfishing and water pollution

### IN FIVE YEARS AND BEYOND

- Mintel's perspective
- "Carbon neutral" claims will help quantify progress of sustainability initiatives
- Protein innovation across all sources will be key to meeting the needs of the growing global population
- Fermentation will be positioned as a solution to global food insecurity
- Price parity will allow cultivated meats to reach a broader consumer base
- Some de-premiumization will occur as plant-based players scale up operations to lower the price

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