

THE FUTURE OF ANIMAL PROTEINS, MEAT ALTERNATIVES: 2022

The next five years is a pivotal time for the category. In the shifting socioeconomic environment, the challenge is to meet consumers' multifaceted value expectations.



A Mintel Analyst, Global Analyst



Report Content

- Meet Mintel's global protein expert
- The now, the next and beyond

WHERE WE ARE NOW

- Plant-based alternatives have 'mainstream' consumers' attention, but customer loyalty is a concern
- Plant-based meat competition is truly global
- Supply chain issues and labor disruptions are putting pressure on protein companies
- Meat and poultry: what we are seeing
- Fish and shellfish: what we are seeing
- Meat alternatives: what we are seeing

IN THE NEXT TWO YEARS

- Mintel's perspective

All proteins will be challenged to prove value

- Value will be top of mind
- Red meat brands will need to balance value and convenience
- Chicken and pork will be challenged by meat substitutes amid higher prices
- Private label will put pressure on plant-based brands
- Online shopping delivers value, needs to offer control

Innovation will focus on hyper-convenience and food tech to feed a growing population

- The need for elevated convenience will bring forth the next generation of plant-based meals
- Culturally relevant meal formats will help normalize plant-based meat within Asia and Latin America
- Know the market differences to provide a targeted solution for consumers
- Hyper-convenience will influence animal protein innovation in the years to come
- Next for plant-based: chicken that goes beyond nuggets
- Biomass fermentation is set to tackle whole muscle
- Cell based will make inroads into foodservice

Next level sustainability

- Next-level sustainability positions animal agriculture as a solution to the global environmental crisis
- Next-level sustainability practices will encompass multiple aspects of production
- Low-carbon and carbon-neutral meat claims will gain traction
- Smart packaging will work harder for food waste reduction

IN FIVE YEARS AND BEYOND

- Mintel's perspective
- Fuel concerns will have knock-on effects on agriculture
- Precise measurements will be a key differentiator
- Don't rush to go all in with cell-based meat
- Increasingly greater reliance on technology doesn't mean a move away from tradition
- Meet the contributing analyst

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