

# Protein Ingredients Markets in the Covid-19 Era Global 2021-2026

MULTICLIENT PROPOSAL

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## CONTENTS

|      |                                  |    |
|------|----------------------------------|----|
| 1.   | INTRODUCTION .....               | 3  |
| 2.   | OBJECTIVES.....                  | 5  |
| 3.   | SCOPE .....                      | 6  |
| 3.1. | INGREDIENTS.....                 | 6  |
| 3.2. | GEOGRAPHICAL REGION .....        | 7  |
| 3.3. | SCOPE AND COVERAGE.....          | 7  |
| 3.4. | DEMAND SECTORS .....             | 9  |
| 3.5. | TIMEFRAME .....                  | 9  |
| 4.   | REPORT/BUDGET/PRESENTATION ..... | 10 |
| 4.1. | REPORT FORMAT .....              | 10 |
| 4.2. | TIMING .....                     | 10 |
| 4.3. | BUDGET .....                     | 10 |
| 4.4. | PRESENTATION .....               | 10 |
| 5.   | GIRACT TEAM.....                 | 11 |

## 1. INTRODUCTION

The protein ingredients markets were undergoing dynamic change before the Covid-19 pandemic. Rapidly expanding demand and techno-functionality required by the burgeoning meatless, fishless, eggless, and dairy alternatives categories was driving innovation in ingredient research and development. The high-protein trend had gathered traction outside the traditional categories of specialist nutrition and performance nutrition, bringing consumer products, such as snacks and confectionery into the functional foods space. The plant-based trend and clean-label trend were driving demand for plant-based and alternative proteins.

The Covid-19 pandemic has served to accelerate these trends, but the protein ingredients market has been complicated by increasing price pressure on consumers, changing consumer behaviour as a result of lockdown restrictions and work-from-home regimes, and global supply chain disruption, amongst many wide-ranging effects.

As the world enters a new normal it is imperative to reassess the protein ingredients landscape to identify the specific impacts wrought by the pandemic, and to ascertain how the market will evolve over the next 5 years. This proposal describes a comprehensive global market study detailing production, trade, pricing, legislation, demand and demand forecasts for protein ingredients across application categories and across global markets. This unique study is the only work covering all the protein ingredients in such comprehensive depth.

Giract is the leading market research company, with over 50 years' experience in researching and analysing the global ingredients markets. Based in Geneva, Switzerland, Giract works through its international offices and global network of leading industry experts to bring unparalleled coverage of the worlds ingredients markets.

Giract is well known in the field of protein ingredients through its numerous market research studies and protein-focused events. Examples are listed below.

## Selected Examples of Giraact's Protein Ingredients Research and Events

| Year | Multiclient Report/Event  |
|------|---|
| 2021 | Global Protein Ingredients Markets, Assessment and Forecasts                      |
| 2020 | Pulse Protein Ingredients, Global   |
| 2020 | Algal Protein Ingredients, North America & Europe                                 |
| 2019 | Ingredients for Meatless Foods 2019, North America, Europe, ASEAN, ANZ            |
| 2019 | Protein Ingredients, Global   |
| 2018 | Ingredients for Meatless Foods 2018, North America & Europe                       |
| 2016 | Performance Nutrition, USA & Europe   |
| 2016 | Protein Ingredients, Global   |
| 2014 | GiTEX; Cereal Partners Worldwide (Nestlé and General Mills), The Power of Protein |
| 2014 | Protein Ingredients, Global   |
| 2010 | Protein Ingredients, Global   |

## 2. OBJECTIVES

The objective of this study is to provide a deep and clear understanding of key protein ingredients markets. This will be accomplished through provision of the following:

- Production volumes (kt) by country and manufacturer (split by ingredient source and format)
- Trade and availability (volume; kt) by country/region (split by ingredient source and format)
- Indicative prices by country/region (split by ingredient source and format)
- Legislation by country/region
- Current (2021) ingredient demand volumes (kt) by country/region and by end-use category (split by ingredient source and format)
- Forecast (2026) ingredient demand volumes (kt) by country/region and by end-use category (split by ingredient source and format)
- Analysis of market dynamics in the Covid-19 era
- End-user perspectives

## 3. SCOPE

### 3.1. INGREDIENTS

- Pea proteins
  - Concentrate 80%
  - Isolate
- Potato proteins
  - Concentrate
- Rice proteins
  - Concentrate
  - Isolate
- Fava bean proteins
  - Concentrate
  - Isolate
- Lentil proteins
  - Concentrate
- Chickpea protein
  - Concentrate
- Soy proteins
  - Defatted flour
  - Concentrate
  - Isolate
  - Hydrolysate
- Wheat proteins
  - Gluten
  - Isolate
  - Hydrolysate
- Mungbean protein
  - Isolate
- Canola protein
  - Isolate
  - Hydrolysate
- Texturised vegetable proteins
  - Pea
  - Potato
  - Soy
  - Wheat
  - Others, where commercially-available
- Milk proteins
  - Concentrate

- Isolate
- Hydrolysate
- Whey proteins
  - Concentrate 35%
  - Concentrate 80%
  - Isolate
  - Hydrolysate
- Caseine/caseinates
- Fungal protein
  - All types considered collectively
- Algal protein
  - Microalgal powders, split by *Spirulina*, *Chlorella*, and other microalgae
- Insect protein
  - Whole, powder and frozen
- Cultured meat (qualitative information only)
- Other fermentation-based proteins (qualitative information only)

*N.B. Protein ingredients are defined as having a minimum protein content of 50%, as this level is required to fulfil technical and nutritional functionalities. WPC35 an exception, and included due to its nutritional role*

## 3.2. GEOGRAPHICAL REGION

North America (USA/Canada), Mexico, Europe (EU27+UK+CH+NO), China, APAC (India, Indonesia, Malaysia, Thailand, Vietnam, Philippines), ROW

## 3.3. SCOPE AND COVERAGE

- Production volumes (kt) by country and manufacturer (split by ingredient source and format)
- Trade and availability (volume; kt) by country/region (split by ingredient source and format)
- Indicative prices by country/region (split by ingredient source and format)
- Legislation by country/region
- Current (2021) ingredient demand volumes (kt) by country/region and by end-use category (split by ingredient source and format)
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- Analysis of market dynamics in the Covid-19 era

- End-user perspectives

### 3.4.

#### DEMAND SECTORS

- Food
  - Bakery
  - Dairy
  - Dairy alternatives
  - Processed meat
  - Meat analogs
  - Fish analogs
  - Egg analogs
  - Snacks
  - Functional foods
  - Supplements
  - Clinical/infant
  - Other food
- Non-food
  - Pet food
  - Specialty animal/aquaculture feed
  - Other non-food, where relevant

### 3.5.

#### TIMEFRAME

- Current: 2021
- Forecasts: 2026

## 4. REPORT/BUDGET/PRESENTATION

### 4.1. REPORT FORMAT

The report will be presented as a slide deck in PDF format.

### 4.2. TIMING

The study will be published in October 2022. Interim project meetings will be held at mutually-convenient times—typically, on a monthly basis.

### 4.3. BUDGET

The project can be accomplished with a budget of **EUR #####**.

*Budget exclusive of bank charges, should they apply.*

### 4.4. PRESENTATION

A presentation of the study will be delivered following submission of the report. There is no time cost for the preparation of this presentation.

## 5. GIRACT TEAM

The Giract research team calls on over 50 years of research experience in the ingredients and end-product markets, together with a wide range of multi-client and proprietary studies in all the major categories of food ingredients. The Giract team includes:

**Dr. Velamur Krishnakumar:** B.Tech (Chem), MBA, Dipl. Computer Science, PhD in Management Science: Managing Director of Giract. Krishna's early work experience was in consumer marketing – first in McCann Erickson Advertising and later as Product Manager at what is currently known as GlaxoSmithKline. He then joined Giract in Geneva, Switzerland where he is currently the Managing Director. Krishna has published many articles on food ingredients and has addressed various International Conferences. He is a Professional Member of the IFT and has chaired the Vitafoods Conference over many years. With a vast experience in international food and food ingredient markets, he has managed numerous strategic and operational projects across almost all ingredient sectors. He also chaired many other ingredient conferences including omega 3, fibres, probiotics, etc.

**Dr. Graham C. Robinson:** PhD Biochemistry (Cambridge, UK). Graham has spent 10 years working in research laboratories, first in Norwich and then in Cambridge in the UK, as well as Geneva, Switzerland. He is a specialist in fermentation technology, bioreactors, and microbial production methods, and has substantial experience of small-molecule production, processing, and purification techniques. He joined Giract in 2017, in order to bring his technical expertise to the world of technical ingredients.

**Dr. Kaushik Ramakrishnan Shankar:** PhD Biotechnology. Kaushik has taught courses in sensory analysis of foods, practical food analysis, and Intellectual property at Anna University, Chennai. He began his professional career with PR Biotech, a start-up manufacturing Stevia based sweeteners, where he was responsible for product formulation and start-up of the production unit. Kaushik moved on to Frost and Sullivan in 2009 where he analysed global markets for food and beverage ingredients. He joined Giract as an analyst in 2012.

**Dr. Russell Ward:** PhD Surface Chemistry (Bristol, UK). After post-doctoral research at CNRS in France, his career in consumer products began with Unilever. For Benckiser he was responsible for launching detergent products in Hungary, Romania and China. Russell worked for Danone as Development Director Dairy – Central & Eastern Europe and for Sara Lee as VP R&D Coffee & Tea. In 2008, he established his own consultancy and, as an Associate to Giract, has been responsible for Giract's GiTex events and contributed to studies on soluble fibres, infant formula, bakery enzymes and protein ingredients. He joined Giract as Consultant – Research and Marketing Director in January 2012, and is now a Partner of the company.