

PLANT-BASED PROTEINS WITH GREAT TASTE

A GROWING MARKET

+62%

CAGR between 2013-2017 of « plant-based » product claims¹

US\$ 36.5 BILLION
in 2018

US\$ 46.4 BILLION
in 2023

Plant protein market evolution worldwide²

A significantly increasing market³:



+20% growth of all plant-based food in retail (in the USA)

VS



+2% growth of all food in retail (in the USA)

CONSUMERS OPEN TO PLANT-BASED ALTERNATIVE PROTEINS

Global consumption patterns are changing with this worldwide trend. A change especially true for **younger generation & millennials**.

49% of Americans aged 18-24 are trying to add more plant-based food into their diets⁴ **VS** **38%** of all ages consumers⁴

WHY DO CONSUMERS TURN TO PLANT-BASED PROTEINS?

Specific diets (vegetarian, flexitarian, vegan)⁵

70% of consumers state they are decreasing meat consumption in favor of plant-based meals⁶

"I am actively reducing my consumption of, or avoiding, red meat"⁷

47% **41%** **39%** **36%** **34%**

Italy France Spain Germany Poland

Money savers⁵

Wellness seekers⁵

Weight warriors⁵

Above all, the main criteria when buying plant-based alternatives is **taste**:



50% of American consumers eat plant-based products for the taste⁸

40% of Brazilian adults who have bought a meat substitute consider a meat-like taste to be an important purchase factor⁹

MANY SOURCES OF PLANT-BASED PROTEINS AVAILABLE...



Algae
40-70%



Soy
40%



Lupin
40%



Faba beans
29%



Pea
25%



Wheat
12-17%

Protein content (% dry matter)¹⁰

...FOR A WIDE RANGE OF APPLICATIONS

New products launches with plant-proteins (2018/2019)¹¹

- 24% Processed fish, meat & egg products
- 22% Snacks
- 22% Bakery
- 17% Meals & meal centers
- 5% Sauces & seasonings
- 2% Breakfast cereals
- 2% Soup
- 2% Dairy
- 2% Dessert & ice cream
- 2% Side dishes

PLANT-BASED PRODUCTS HAVE MULTIPLE BENEFITS...

- Variety of amino acids
- High in fiber
- Quality and essential fatty acids
- Complex carbohydrates with a low glycemic index
- Vitamins and minerals (e.g. nitrogen, magnesium, vitamin E...)

...BUT CHALLENGE THE INDUSTRIAL SECTOR



- Consumers do not want to change their habits
 - As great tasting products as meat or dairy ones
 - Same type of food (steak, sausage, cheese, milk...)
- Plant proteins can bring off-notes like "cardboard", beany or earthy



- Consumers want naturalness and simple formulations



- Create products with a nutritional balance
- Find balance between plant and animal proteins to provide all the essential amino acids

OUR SOLUTION

Biospringer contributes to innovation by helping food formulators to **get rid of unwanted off-notes** brought by plant proteins and to **develop flavorful plant-based foods**.

Different approaches are proposed to make recipes healthier and cleaner with our ingredients from yeast fermentation:

- Neutralize** the beany or earthy off-notes in dairy alternatives without adding any taste
- Bring** umami, chicken, meaty or cheesy tastes in meat and cheese substitutes
- Provide** proteins

-- Why choose our yeast-based ingredients ? --



1.Kerry, The State of the Global Plant-based Protein Market, 2019 / 2. Nutraceuticals world, 62% Increase in Plant-based Product Claims, Says Innova Market Insights, 2018 / 3.Plant Based Foods Association, U.S. Retail Sales Data for Plant-Based Foods, 2018 / 4.Mintel, Plant-based proteins US, 2019 / 5.GlobalData, CS1723CT, 2017 / 6.GlobalData, 2018 / 7.Mintel Consumer Data, 2016 / 8.Mintel, What consumers really think about meat alternatives, 2018 / 9.Mintel, Consumer Data, Q9-2019 / 10.Groupe d'Etude et de Promotion des Protéines Végétales, Les matières premières, 2015 / 11.Mintel, 2020