

# Plant-based Meat Substitutes: Opportunities and Challenges in Southeast Asia

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## INTRODUCTION

Scope

Key findings

Health and sustainability consciousness drives plant-based trend

Southeast Asians still struggle to meet recommended protein intake

## RETAIL: FACING CONSUMER PREFERENCES

“New generation” of meat substitutes faces challenges in Southeast Asia

Sustainability is not an immediate concern for ASEAN consumers

New-generation meat substitutes face established competition

New players enter through various distribution strategies

## FOODSERVICE: AFFORDABILITY IS KEY

Rise of flexitarianism means opportunities for meat-alternative players

Purchasing power aids plant-based meat trend in Singapore

Southeast Asians face three main barriers to plant-based meat substitutes

Perception of meat: Southeast Asia vs North America

The need to localise and mass appeal: case study of Omnipork

Food delivery and meat alternative tie up: case study of Deliveroo

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The right product certifications mean opportunities in retail

Focusing on the four “P”s: opportunities for foodservice

COVID-19’s impact on outlook for plant-based meat in Southeast Asia

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