

Cultured Meat and More: The Potential Shift From Farm to Lab

November 2022

Table of Contents

## INTRODUCTION

Scope Key findings Cell-cultured meat: The definition Timeline: Key developments

#### THE SIZE OF THE PRIZE

The size of the prize: Meat The size of the prize: Seafood, dairy and beyond Looking towards a potential cell-cultured future for meat Processed meat-only projections Beyond processed: Beef and poultry as part of projections Forecasts suggest 10% of meat could be cell-cultured by 2040 The challenge to plant-based alternatives

#### MARKET MOTIVATIONS

Singapore: The first domino Other countries look to follow suit Brazil meat giants invest in a cell-cultured future US gets closer, with regulations and start-ups The greenhouse gas motivation Questions over sustainability linger, but perception is positive The food security motivation Combination motivations make for a powerful impetus

## (LIKELY) CONSUMERS

The million (billion?) dollar question: Will consumers eat cell-cultured food? The 'natural' question Animal eating restrictions The future looks brighter as younger adults are more open

#### MEETING THE CHALLENGES

The "ick" factor Price parity push proceeds What's in a name? USDA consultation brings opposing views on naming

# THE BLEEDING EDGE: COMPANIES AND STRATEGIES

Aleph Farms targets 2022

# THE BLEEDING EDGE: COMPANIES AND STRATEGY

Mosa Meats, the pioneer pursuing "openness" Upside Foods (formerly Memphis Meats) goes EPIC BlueNalu targets 2024/2025 for large-scale manufacturing Future Meat Technologies claims to break USD5 Shojinmeat Project, the DIY disruptor Finless Foods finds plant-based "along the way" Ny Farm seeks sausage launch BioMilq, TurtleTree and Wilk race for the dairy (and human) prize Coming to a menu near you Case study: JBS prepares for the future Strategic recommendations Think about the Future

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/cultured-meat-and-more-the-potential-shiftfrom-farm-to-lab/report.