Euromonitor International

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

November 2022

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”
Ivy 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

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