Euromonitor International

New Protein Frontiers: Fermentation in Meat Alternatives

December 2022

INTRODUCTION

Scope
Executive summary
Global growth forecast for meat and seafood substitutes
Health concerns drive growth of meat and seafood substitutes
Plant-based meat alternatives show mixed results in their biggest US market
Environmental benefit of meat alternatives increases their appeal

TYPES OF FERMENTATION

Meat alternatives can be made with differing fermentation techniques
Traditional fermentation for whole cuts
Biomass fermentation is already a market leader
Precision fermentation looks to B2B opportunities

OPPORTUNITIES

Taste remains a challenge for meat alternatives that fermentation can overcome
Innovation is focused on fats to improve the sensory appeal of meat alternatives
Case study: Eat Meati leverages mycelium to produce whole cuts of meat alternatives
Fermentation can boost the nutritional value of meat alternatives
Health credentials of fermented meat alternatives are widely communicated
Case study: Nature’s Fynd expands its portfolio and retail presence
Fermentation in meat alternatives could reduce global warming
Production of fermented meat alternatives can better weather climate change
Fermentation has the potential to help secure food supply and tackle global hunger
Fermentation could improve supply chain transparency and food safety
Case study: Solar Foods feeds microbes with thin air to produce protein

CHALLENGES

Price remains an obstacle compared to “mainstream” proteins
Regulations pose a challenge to meat substitute brands reaching consumers
Customer acceptance - mind over matter
Many of the “new wave” remain in pilot phase with limited manufacturing capacity

WHAT’S NEXT FOR FERMENTATION

China represents an untapped market with large potential
Public funding for fermentation-derived meat alternatives soars globally
Seafood alternatives is a significant white space in fermentation
Case study: Aqua Cultured Foods plans to offer a wide range of seafood alternatives
B2B partnerships can accelerate production and lead to cost efficiency
Industry players form the Fungi Protein Association

CONCLUSION

Key findings

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/new-protein-frontiers-fermentation-in-meat-alternatives/report.