

# Away From Animals: Plant-Based, Cell-Cultured and More

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Scope

Key takeaways

Exploring Away From Animals: Plant-Based, Cell-Cultured and More

Drivers of Away From Animals: Plant-Based, Cell-Cultured and More

Away From Animals: Plant-Based, Cell-Cultured and More uncovered

## ANALOGUES FOR ANIMAL-BASED FOOD

More consumers come on board

Case study: Quorn launches Katsu fillets

Reaching the limiters - foods for flexitarians

## NEW PLANT-BASED FRONTIERS

Products proliferate to meet growing demand

Case study: Bored Cow brings non-animal but dairy to the milk alternatives aisle

New production processes promise better results

## CELL-CULTURED FOOD

Poised to launch in the world's number one processed meat market

Case study: Vow's mammoth "drop" demonstrates possibilities

US approval may herald significant disruption

## PLANT-BASED CHALLENGES

Plant-based meat sees US sales slow

Case study: Lypid PhytoFat moves plant-based closer to meat

Producers push to meet challenges

## CONCLUSION

Key takeaways

Away From Animals: Plant-Based, Cell-Cultured and More: How to win

Evolution of Away From Animals: Plant-Based, Cell-Cultured and More

Questions we are asking

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