

United Kingdom Plant Protein - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2017 - 2029

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Report description:

The United Kingdom Plant Protein Market size is estimated at USD 293.89 million in 2024, and is expected to reach USD 361.79 million by 2029, growing at a CAGR of 4.24% during the forecast period (2024-2029).

Rising veganism across the country drove the application of plant protein especially in animal feed and F&B sector

- The high demand for the F&B sector is attributable to the growing demand for meat and dairy alternatives amid the rising veganism in the country. Thus, the segment is anticipated to register a CAGR of 4.59%, by volume, during the forecast period. In January 2021, around 500,000 people in Europe, of whom 125,000 are based in the United Kingdom, took the Vegan Pledge to eat only vegan food, which was up by 100,000 from 2020 and almost double the number of people who signed up in 2019. In 2019, there were 600,000 vegans in the country, which accounted for 1.16% of the British population.
- The supplements segment is projected to register the fastest CAGR of 7.67% during the forecast period. This segment is majorly driven by applications of soy protein, with a share of 40.4% in 2020. It is also anticipated to be the fastest-growing protein type in the segment, with a CAGR of 8.83% during the forecast period. Consumers are shifting toward vegan sports nutrition products to improve performance and have healthier, more sustainable lifestyles. In the United Kingdom, 62% of sports nutrition users in 2021 believed that sports nutrition products made with plant proteins are healthier.
- Plant proteins hold a significant share of the animal feed industry, projected to register a growth of 2.61%, by value, in the forecast period. The UK feed industry imports more than 70% of its maize, soy, and rapeseed requirements annually. At least 90% of soy in the country is fed to animals, and, at most, 10% is used for food yearly. Soy protein is majorly fed to livestock, especially beef, chicken, egg, and dairy production.

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United Kingdom Plant Protein Market Trends

Plant protein consumption growth fuels opportunities for key players in the ingredients sector

- The recommended intake of proteins for adults in good health is 0.83 g/kg/d. The average intake of protein consumption ranges from 0.83 to 2.2 g/kg/d for an adult under 60 years of age. The average daily intake of proteins for adult women is 74 g and for adult men is 100 g. Millennials and Gen Z are particularly driving the growing demand for plant-based diets and supplements. This is primarily because plant-based proteins are rapidly becoming the only source of all the essential amino acids that can replace animal protein. The protein sector's emergence can potentially reduce the environmental impact associated with the country's reliance on animal protein.
- Young and urban customers who think consuming less meat is better for their health and the environment tend to be the top users of plant-based foods. In the forthcoming year, an increasing number of people in the UK are likely to give up meat or adopt a vegetarian or vegan diet. The UK government promotes a healthy lifestyle and diet among its consumers. This offers an opportunity for the soy protein ingredient, which is positioned as being organic, pure, and healthful. The per capita consumption of soy protein favorably increased by 4.6% in 2022 from 2016.
- In the United Kingdom, the average amount of rice consumed per person per week in 2019-2020 was 111 grams. Rice contains essential nutrients such as thiamine, riboflavin, niacin, vitamin E, zinc, potassium, iron, and fiber. The average British citizen consumes about 5.6 kg of rice annually, with white rice accounting for 80% of purchases. Due to the country's expanding ethnic population and increased dietary variety, rice consumption in the UK is anticipated to increase significantly.

United Kingdom is focusing to increase wheat and pea production capabilities

- The United Kingdom is the key producer of wheat and pea as plant protein commodities. In 2021, the volume of wheat produced reached approximately 14 million metric ton, aided by regular rainfall and the temperate climate. Similarly, the fall planting conditions of the previous year were considerably better, resulting in a better wheat yield in 2020, thereby encouraging further winter wheat planting over spring crops like barley. In terms of pea production, the country is 90% self-sufficient. In 2019, the country produced 313,015 ton of peas, an increase of 38.58% (87,146 ton) by volume compared to the previous year.
- However, the country's unfavorable environment and concomitant harvesting issues restrict soy production. However, the rising demand from the food and animal feed sectors has piqued the interest of farmers, significantly increasing the crop's potential in the United Kingdom. In 2021, the total croppable area increased by 0.5% to 6.1 million hectares, thereby boosting soy production.
- Consumers are purchasing plant-based foods, especially protein alternatives in the meat and dairy aisles, in increasing numbers. Sales of meat alternatives, in particular, have jumped by 60% over the past two years, driven by better tastes and the wider availability of products. Currently, 14% of adults in the United Kingdom (7.2 million) follow a meat-free diet. A further 8.8 million people planned to go meat-free in 2022 (the highest figure in four years). As a result, the production of soy species is increasing in line with the adequate climate conditions in the United Kingdom. In the 12 months ending June 2022, soybean imports amounted to about 688 thousand metric ton, which was higher than the previous year's data.

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The United Kingdom Plant Protein Market is moderately consolidated, with the top five companies occupying 43.41%. The major players in this market are Archer Daniels Midland Company, Cargill Incorporated, Ingredion Incorporated, International Flavors & Fragrances Inc. and Kerry Group PLC (sorted alphabetically).

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

Table of Contents:

1 EXECUTIVE SUMMARY & KEY FINDINGS

2 INTRODUCTION

- 2.1 Study Assumptions & Market Definition
- 2.2 Scope of the Study?
- 2.3 Research Methodology

3 KEY INDUSTRY TRENDS

- 3.1 End User Market Volume
 - 3.1.1 Baby Food and Infant Formula
 - 3.1.2 Bakery
 - 3.1.3 Beverages
 - 3.1.4 Breakfast Cereals
 - 3.1.5 Condiments/Sauces
 - 3.1.6 Confectionery
 - 3.1.7 Dairy and Dairy Alternative Products
 - 3.1.8 Elderly Nutrition and Medical Nutrition
 - 3.1.9 Meat/Poultry/Seafood and Meat Alternative Products
 - 3.1.10 RTE/RTC Food Products
 - 3.1.11 Snacks
 - 3.1.12 Sport/Performance Nutrition
 - 3.1.13 Animal Feed
 - 3.1.14 Personal Care and Cosmetics
- 3.2 Protein Consumption Trends
 - 3.2.1 Plant
- 3.3 Production Trends
 - 3.3.1 Plant
- 3.4 Regulatory Framework
 - 3.4.1 United Kingdom
- 3.5 Value Chain & Distribution Channel Analysis

4 MARKET SEGMENTATION (includes market size in Value in USD and Volume, Forecasts up to 2029 and analysis of growth prospects)

- 4.1 Protein Type
 - 4.1.1 Hemp Protein

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- 4.1.2 Pea Protein
- 4.1.3 Potato Protein
- 4.1.4 Rice Protein
- 4.1.5 Soy Protein
- 4.1.6 Wheat Protein
- 4.1.7 Other Plant Protein
- 4.2 End User
 - 4.2.1 Animal Feed
 - 4.2.2 Food and Beverages
 - 4.2.2.1 By Sub End User
 - 4.2.2.1.1 Bakery
 - 4.2.2.1.2 Beverages
 - 4.2.2.1.3 Breakfast Cereals
 - 4.2.2.1.4 Condiments/Sauces
 - 4.2.2.1.5 Confectionery
 - 4.2.2.1.6 Dairy and Dairy Alternative Products
 - 4.2.2.1.7 Meat/Poultry/Seafood and Meat Alternative Products
 - 4.2.2.1.8 RTE/RTC Food Products
 - 4.2.2.1.9 Snacks
 - 4.2.3 Personal Care and Cosmetics
 - 4.2.4 Supplements
 - 4.2.4.1 By Sub End User
 - 4.2.4.1.1 Baby Food and Infant Formula
 - 4.2.4.1.2 Elderly Nutrition and Medical Nutrition
 - 4.2.4.1.3 Sport/Performance Nutrition

5 COMPETITIVE LANDSCAPE

- 5.1 Key Strategic Moves
- 5.2 Market Share Analysis
- 5.3 Company Landscape
- 5.4 Company Profiles (includes Global Level Overview, Market Level Overview, Core Business Segments, Financials, Headcount, Key Information, Market Rank, Market Share, Products and Services, and Analysis of Recent Developments).
 - 5.4.1 A. Costantino & C. SpA
 - 5.4.2 Archer Daniels Midland Company
 - 5.4.3 Cargill Incorporated
 - 5.4.4 Ingredion Incorporated
 - 5.4.5 International Flavors & Fragrances Inc.
 - 5.4.6 Kerry Group PLC
 - 5.4.7 Lantmannen
 - 5.4.8 Roquette Frere
 - 5.4.9 Tereos SCA

6 KEY STRATEGIC QUESTIONS FOR PROTEIN INGREDIENTS INDUSTRY CEOS

7 APPENDIX

- 7.1 Global Overview
 - 7.1.1 Overview

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- 7.1.2 Porter's Five Forces Framework
- 7.1.3 Global Value Chain Analysis
- 7.1.4 Market Dynamics (DROs)
- 7.2 Sources & References
- 7.3 List of Tables & Figures
- 7.4 Primary Insights
- 7.5 Data Pack
- 7.6 Glossary of Terms

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