Plant-based foods in Europe: How big is the market?
What is the Smart Protein Project?

One of the most innovative plant-based projects

A collaboration of 33 partners from more than 20 countries

4 years in duration (2020-2024)

An EU-funded research project (Horizon 2020) with a €9+ million budget

**Objective:** innovative, cost-effective, and resource-efficient EU-produced plant proteins from:

- Chickpeas, lentils, quinoa, & fava beans
- Yeast and fungi
- Byproducts from pasta, bread, & beer

**Innovative protein products from plants**

**New protein ingredients**

**A circular economy will be created by upcycling side streams**
Presenters for today's webinar

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South Africa Country Director at ProVeg

info@smartproteinproject.eu
Sales increase of 300% of plant-based-meat products by 2025.

Source: www.tescoplc.com; Logo copyrights: Tesco PLC.
A new annual global sales target of $1.2 bn from plant-based meat and dairy within the next 5 to 7 years.
IKEA

50% of restaurant meals and 80% of packaged foods to be plant-based by 2025.

Source: www.ikea.com; Logo copyrights: IKEA.
Content

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2. Results
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      v. Plant-based fish
3. Recommendations
4. Q&A
Introduction

“Finally, we get to see the tremendous growth of plant-based food in Europe over the last few periods, shown in concrete numbers.”
11 countries

Austria  The Netherlands
Belgium  Poland
Denmark  Romania
France  Spain
Germany  United Kingdom
Italy

Source: Nielsen MarketTrack.
Two channels

Total for sector, including discounters

Source: Nielsen MarketTrack.
Sales values across Europe

Source: Nielsen MarketTrack.
Three periods (MATs = Moving Annual Totals)

"Over the past two periods"

"Two periods before"
MAT 2018
October 2017-September 2018

"One period before"
MAT 2019
October 2018-September 2019

"Latest period"
MAT 2020
October 2019-September 2020

The specific calendar week may vary from CW39 to CW42 depending on country.

Source: Nielsen MarketTrack.
Six food categories

- Plant-based meat
- Plant-based milk
- Plant-based yoghurt
- Plant-based cheese
- Plant-based fish
- Plant-based ice cream

Including subcategories. Data availability varies between countries.

Source: Nielsen MarketTrack.
Plant-based sector overview

“The European plant-based-food sector experienced tremendous growth over the last two periods.”
What growth rate would you expect to see for the European plant-based-food sector over the past two periods?
Correct answer: 49%
Tremendous growth is visible in Europe - the sector grew by 49% over the last two periods.

Total European plant-based-food sector*

<table>
<thead>
<tr>
<th>Year</th>
<th>Value (€)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAT 2018</td>
<td>2.4bn</td>
</tr>
<tr>
<td>MAT 2020</td>
<td>3.6bn</td>
</tr>
</tbody>
</table>

+49%

Source: Nielsen MarketTrack.

*Total market incl. discounters, AU (Plant-based (PB) meat, milk, yoghurt)+BE (PB meat, milk, yoghurt)+DK (PB meat, milk, yoghurt)+FR (PB meat, milk, yoghurt)+GER (PB meat, milk, yoghurt, cheese, ice cream)+IT (PB meat, milk, yoghurt, cheese, ice cream)+NL (PB meat, milk, yoghurt, cheese)+PL (PB milk)+RO (PB meat, milk)+SP (PB meat, milk, yoghurt)+UK (PB meat, milk, yoghurt, cheese, bakery), sales value in €, MAT Sep/Oct (between CW39 and CW42 depending on country) 2018 vs. 2020
Tremendous growth is visible in Europe - the sector grew by 28% in the last period.

*Total European plant-based-food sector*

<table>
<thead>
<tr>
<th>Year</th>
<th>Value</th>
<th>Growth %</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>€ 2.4bn</td>
<td></td>
</tr>
<tr>
<td>2019</td>
<td>€ 2.8bn</td>
<td>+16%</td>
</tr>
<tr>
<td>2020</td>
<td>€ 3.6bn</td>
<td>+28%</td>
</tr>
</tbody>
</table>

*Source: Nielsen MarketTrack.*
Germany had the highest PB sales, followed by the UK. All countries showed huge growth.

Note: Keep in mind that not all categories are available in each country! Only comparisons within categories are truly conclusive.
Incredible growth in Germany, especially in the most recent period.

German plant-based-food sector*

<table>
<thead>
<tr>
<th></th>
<th>MAT 2018</th>
<th>MAT 2019</th>
<th>MAT 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>PB fish</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PB milk</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PB ice cream</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PB cheese</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PB meat</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>PB yoghurt</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

€ 523m          € 647m          € 993m

+24%             +53%               

Discounters: 25% share

*Total market incl. discounters, Germany, plant-based (PB) meat (vegan and vegetarian), PB milk, PB yoghurt, PB cheese, PB ice cream, PB fish, sales value in €, MAT CW39 2018 vs 2019 vs 2020

Source: Nielsen MarketTrack.
Plant-based meat

“Growth of 76% over the most recent period in Germany.”
The European PB meat sector showed strong double-digit growth, especially in last period.

*European vegan- and vegetarian-meat sector*

<table>
<thead>
<tr>
<th>Year</th>
<th>Sales Value (€)</th>
<th>Growth Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAT 2018</td>
<td>€ 828m</td>
<td>+23%</td>
</tr>
<tr>
<td>MAT 2019</td>
<td>€ 1.0bn</td>
<td>+37%</td>
</tr>
<tr>
<td>MAT 2020</td>
<td>€ 1.4bn</td>
<td></td>
</tr>
</tbody>
</table>

*Total market incl. discounters, AU+BE+DK+FR+IT+NL+RO+SP+UK, sales value in € and growth rates, plant-based (vegan and vegetarian) meat, MAT Sep/Oct (between CW39 and CW42 depending on country) 2018 vs 2019 vs 2020; Spain only MAT Sep/Oct 2019 and 2020.

Source: Nielsen MarketTrack.
Over the last two periods, the plant-based-meat sector grew by 68%.

European vegan-and vegetarian-meat sector*

MAT 2018: € 828m
MAT 2020: € 1.4bn

+68%

Source: Nielsen MarketTrack.

*Total market incl. discounters, AU+BE+DK+FR+IT+NL+RO+SP+UK, sales value in € and growth rates, plant-based (vegan and vegetarian) meat, MAT Sep/Oct (between CW39 and CW42 depending on country) 2018 vs 2019 vs 2020; Spain only MAT Sep/Oct 2019 and 2020.
Great success in the plant-based-meat sector:

RÜGENWALDER MÜHLE

Now more revenue from meat alternatives than from animal-based sausages and cold cuts.

Source: www.ruegenwalder.de; Picture copyrights: Rügenwalder Mühle.
Which country do you think leads the plant-based-meat sector in terms of sales value?
Correct answer:
UK showed highest PB-meat sales, followed by Germany. The latter also had huge growth.

![Graph showing European vegan- and vegetarian-meat sector, by country, for MAT 2020*](Source: Nielsen MarketTrack.)
PB sausages, burger patties, and cold cuts lead the sector in the UK and Germany

Top three vegan- and vegetarian-meat market segments in countries with the highest sales value*

**UK**
- PB sausages
- PB frozen burger patties
- PB slices

**Germany**
- PB refrigerated meat (burger patties, nuggets, minced, etc.)
- PB cold cuts and meat spreads
- PB sausages

*Total market incl discounter, GER+UK, sales value in € and growth rates, plant-based (vegan and vegetarian) meat, MAT Sep/Oct (between CW39 and CW42 depending on country) 2020.

Source: Nielsen MarketTrack.
Plant-based prepared meats are on the rise.

Plant-based-meat market segments with highest sales value and growth rates*

**Already huge sales:**
- Plant-based refrigerated meat
- Plant-based burger patties
- Plant-based sausages

**Highest growth rates:**
- Plant-based frozen meat
- Plant-based burger patties
- Plant-based prepared meats (e.g. nuggets, stir-fry, minced, etc.)
- Plant-based sausages

*Total market incl discounter, AU+BE+DK+FR+GER+IT+NL+RO+SP+UK, sales value in € and growth rates, plant-based (vegan and vegetarian) meat, MAT Sep/Oct (between CW39 and CW42 depending on country) 2018 vs 2019 vs 2020.

Source: Nielsen MarketTrack.
Plant-based milk

“Oat milk is on fire, with huge sales values and growth rates.”
The PB-milk sector recorded huge sales value and continues to show double-digit growth.

**European plant-based-milk sector***

<table>
<thead>
<tr>
<th>Year</th>
<th>Sales Value (€)</th>
<th>Change</th>
<th>MAT 2018</th>
<th>MAT 2019</th>
<th>MAT 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>1.2bn</td>
<td>+11%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2019</td>
<td>1.3bn</td>
<td>+23%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2020</td>
<td>1.6bn</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Total market incl. discounters, AU+BE+DK+FR+GER+IT+NL+RO+SP+UK, sales value in €, plant-based milk (plain and flavoured), MAT Sep/Oct (between CW39 and CW42 depending on country) 2018 vs 2019 vs 2020.

Source: Nielsen MarketTrack.
Over the past two periods, the plant-based-milk sector grew by 36%.

*Total market incl. discounters, AU+BE+DK+FR+IT+NL+PL+RO+SP+UK, sales value in €, plant-based milk (plain and flavoured), MAT Sep/Oct (between CW39 and CW42 depending on country) 2018 vs 2020.

Source: Nielsen MarketTrack.
Poll - please vote!

Which country do you think leads the plant-based-milk sector in terms of sales value?
Correct answer:
Highest sales in Germany, followed by Spain. There is tremendous growth in all countries.

*Total market incl. discounter, AU+BE+DK+FR+GER+IT+NL+PL+RO+SP+UK, sales value in € and growth rates, plant-based milk (plain and flavoured) by country, MAT Sep/Oct (between CW39 and CW42 depending on country) 2020.

Source: Nielsen MarketTrack.
Oat, almond, and soya are the most successful segments in Spain and Germany.

Top three plant-based-milk segments in countries with the highest sales value*

Germany

Spain

*Total market incl. discounters, GER+SP, sales value in €, plant-based milk (plain and flavoured), MAT Sep/Oct (between CW39 and CW42 depending on country) 2020.

Source: Nielsen MarketTrack.
Oat is on fire, leading in sales values and growth rates. There is increasing product variety.

Plant-based-milk segments with highest sales values and growth rates*

Already huge sales:
- Oat
- Soya
- Almond

Highest growth rates:
- Oat: +100%
- Almond
- Spelt
- Other (e.g. cashew, hazelnut, blends)

*Total market incl. discounters, AU+BE+DK+FR+GER+IT+NL+PL+RO+SP+UK, sales value in € and growth rates, plant-based milk (plain and flavoured), MAT Sep/Oct (between CW39 and CW42 depending on country) 2018 vs 2019 vs 2020.

Source: Nielsen MarketTrack.
Plant-based cheese

“The plant-based-cheese sector is still in its infancy, with huge potential for more varieties in all countries.”
Poll - please vote!

What growth rate would you expect to see for the plant-based-cheese sector over the past two periods?
Correct answer: 112%
Triple-digit growth over the last two periods.

European plant-based-cheese sector*

<table>
<thead>
<tr>
<th></th>
<th>MAT 2018</th>
<th>MAT 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>€28m</td>
<td></td>
<td>€60m</td>
</tr>
</tbody>
</table>

+112%

*Total market incl. Discounters, DK+GER+IT+NL+UK, sales value in €, MAT Sep/Oct (between CW39 and CW42 depending on country) 2018 vs 2019 vs 2020

Source: Nielsen MarketTrack.
Growth rate doubled in the most recent period, increasing from 31% to 62%.

*Total market incl. Discounters, DK+GER+IT+NL+UK, sales value in €, MAT Sep/Oct (between CW39 and CW42 depending on country) 2018 vs 2019 vs 2020

Source: Nielsen MarketTrack.
The Netherlands had the highest PB-cheese growth, with sliced cheese leading the sector.

Top three countries with highest plant-based cheese growth rates for MAT 2020*

*Total market incl. discounters, sales value in € and growth rates, MAT Sep/Oct (between CW39 and CW42 depending on country) 2020, top three countries with highest growth rates for plant-based cheese among GER, NL, UK, IT, DK.

Source: Nielsen MarketTrack.
Plant-based yoghurt

“The plant-based-yoghurt sector experienced double-digit growth in almost all countries over the most recent period.”
Plant-based yoghurt showed strong growth in terms of sales value.

**European plant-based-yoghurt sector***

<table>
<thead>
<tr>
<th>Year</th>
<th>Sales Value (€)</th>
<th>Growth (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAT 2018</td>
<td>€ 297m</td>
<td>+12%</td>
</tr>
<tr>
<td>MAT 2019</td>
<td>€ 332m</td>
<td>+22%</td>
</tr>
<tr>
<td>MAT 2020</td>
<td>€ 405m</td>
<td></td>
</tr>
</tbody>
</table>

Source: Nielsen MarketTrack.

*Total market incl. discounters, AU+BE+DK+FR+GER+IT+NL+SP+UK, sales value in €, MAT Sep/Oct (between CW39 and CW42 depending on country) 2018 vs 2019 vs 2020*
Strong double-digit growth over the past two periods.

European plant-based-yoghurt sector*

*Total market incl. discounters, AU+BE+DK+FR+GER+IT+NL+SP+UK, sales value in €, MAT Sep/Oct (between CW39 and CW42 depending on country) 2018 vs 2019 vs 2020

Source: Nielsen MarketTrack.
The sector is led by Germany, followed by France. Germany also had the fastest growth.

Source: Nielsen MarketTrack.

*Total market incl. discounters, AU+BE+DK+FR+GER+IT+NL+SP+UK, sales value in € and growth rates, MAT Sep/Oct (between CW39 and CW42 depending on country) 2020
Plant-based soya yoghurt dominates the plant-based-yoghurt sector.

Leading plant-based-yoghurt flavours in Europe in terms of sales value*

- Soya
- Coconut
- Other (e.g. oat, almond, lupine, cashew)

*Total market incl. discounters, AU+BE+DK+FR+GER+IT+NL+SP, sales value in €, MAT Sep/Oct (between CW39 and CW42 depending on country) 2020

Source: Nielsen MarketTrack.
Plant-based fish

“Plant-based fish shows the highest growth rate among all categories in Germany, with 623% over the past two periods.”
PB fish showed huge growth and even had its first sales in discounters in the latest period.

German plant-based-fish sector*  

- **MAT 2018:** €261k (149% growth)  
- **MAT 2019:** €650k (190% growth)  
- **MAT 2020:** €1.9m  

*Discounters: first sales in MAT 2020 (€241k), share of 13%*

*Total market incl. discounters, Germany, sales value in €, plant-based fish, MAT CW39 2018 vs 2019 vs 2020*

Source: Nielsen MarketTrack.
Huge growth of plant-based fish sales.

German plant-based-fish sector growth rate*

623%

*Total market incl. discounters, Germany, sales value in €, plant-based fish, MAT CW39 2018 vs 2020

Source: Nielsen MarketTrack.
Huge growth of plant-based fish sales.

German plant-based-fish sector*

MAT 2018: €261k
MAT 2020: €1.9m

+623%

Source: Nielsen MarketTrack.

*Total market incl. discounters, Germany, sales value in €, plant-based fish, MAT CW39 2018 vs 2020
There is room for improvement in terms of plant-based-fish products.

Flavour

Price

Iodine

ω-3

B12

D₃

Nutritional value

Source: Consumer Advice Centre Hessen.
Recommendations

“Plant-based meat, plant-based fish, and plant-based cheese show the greatest potential.”
The way forward #1: Huge growth - take the opportunity

Tremendous growth of 49% was visible over the two periods in the European plant-based-food sector.

Take the opportunity – you can expect huge sales!
Plant-based milk and plant-based meat have reached high sales and show amazing growth rates.

Consider developing even more plant-based options in the plant-based-meat and plant-based-milk categories.
The plant-based-meat sector shows amazing growth rates, especially in the frozen and prepared-meal categories.

Focus on the development of **whole cuts of meat**, as well as on **convenient**, easy-to-prepare, and long-lasting products.
The plant-based milk sector is still not saturated, with oat and new variants showing the highest growth rates.

Think about new ingredients such as spelt or nuts in the plant-based-milk sector.
The way forward #5: plant-based cheese

Plant-based cheese has been skyrocketing in the Netherlands, revealing a growth rate of 140% here and in Germany one of 77%.

Try to launch convincing plant-based-cheese *varieties* in many more countries.
In Germany, plant-based fish is on fire, with a 623% growth rate over the past two periods and even the first sales in discounters.

Plant-based fish is one of the most lucrative plant-based-food categories of the future – include plant-based fish in your product range!
The way forward:

<table>
<thead>
<tr>
<th></th>
<th>Recommendations</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Take the opportunity - you can expect <strong>huge sales</strong>!</td>
</tr>
<tr>
<td>#2</td>
<td>Consider developing even <strong>more plant-based options</strong> in the plant-based-meat and plant-based-milk categories.</td>
</tr>
<tr>
<td>#3</td>
<td>Focus on the development of <strong>whole cuts of meat</strong>, as well as on <strong>convenient</strong>, easy-to-prepare, and long-lasting products.</td>
</tr>
<tr>
<td>#4</td>
<td>Think about <strong>new ingredients</strong> like spelt or nuts in the plant-based-milk sector.</td>
</tr>
<tr>
<td>#5</td>
<td>Try to launch convincing <strong>plant-based-cheese varieties</strong> in many more countries.</td>
</tr>
<tr>
<td>#6</td>
<td>Plant-based fish is one of the <strong>most lucrative</strong> plant-based-food categories of the future - include plant-based fish in your product range!</td>
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</table>
Download the
Smart Protein Plant-based Food Sector Report

FREE

For more information on the Smart Protein Project and to subscribe to the project newsletter, please visit:

www.smartproteinproject.eu

To stay informed about plant-based developments, please visit:

www.proveg.com/corporate-updates

**PLANT BASED SECTOR NEWS HIGHLIGHTS**

Monthly summary of the latest developments in the plant-based food sector.

**FOOD INDUSTRY & RETAIL NEWSLETTER**

Receive the latest expertise and insights from the ProVeg Food Industry & Retail team.
Thank you for attending our webinar!

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