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US Collection

Plant & Cultured Cell- Based Meat Alternatives: United States

October 2020



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About This Report

Scope

This report forecasts for 2020 and 2024 US plant-based meat sales in nominal US dollars. Total sales are segmented by type in terms of:

- beef
- chicken
- pork
- veggie/fruit specified (such as black bean burger)
- non-specified meat (e.g., vegetarian hot dogs/links that do not specify an animal name such as pork, beef, or chicken)
- turkey
- seafood
- other meat such as products that imitate the meat of animals such as duck, rabbit, lamb, and goat

To illustrate historical trends, total plant-based meat sales are provided for 2018 and 2019.

The market for cultivated (or cell-based, lab-cultured) meat products is also forecasted for 2024 and 2029.

Plant-based meat products in the scope of this report include alternatives to meat that attempt to replicate the flavor, function, and/or texture of meat with plant proteins. Such products made with mushroom or algae proteins are also counted as plant-based meat products in this report because they have the same function and similar processing methods.

Although tofu, tempeh, and seitan may be used as meat substitutes by some consumers, they are excluded from the scope of this report if they are not sold in a meat form or specifically imitating meat. This means that a vegetarian or vegan version of an animal product that uses these ingredients (e.g., Tofurky plant-based roast, which is a product made from tofu that specifically imitates turkey) is included in this report, but packages of tofu are not.

Similarly, the value of plant-based meals or prepared foods containing plant-based meat (e.g., frozen meals, pizza, burritos) are not included in this report because they contain a number of ingredients and components that are not plant-based meat.

Freedonia quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of

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datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or r^2 . The most stable data series relative to the trend carries an r^2 value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

A full outline of report items by page is available in the Table of Contents.

Sources

Plant & Cultured Cell-Based Meat Alternatives: United States (FF10066) is based on *Meat, Poultry & Seafood Alternatives: Outlook for Plant-Based & Cultured Cell-Based Consumer Products*, a comprehensive industry study published by Packaged Facts. The information contained that report was developed from primary and secondary research sources. Primary research included interviews with food and beverage market experts; participation in and attendance at food industry events; and extensive internet canvassing.

Analysis draws largely on two primary sources of consumer data:

- The first source is the August 2020 Packaged Facts National Online Consumer Survey, which includes a panel of 1,500 US adults (age 18 and older) that is balanced to the national population on primary demographic measures such as age cohort, gender, geographic region, marital status, race/ethnicity, presence or absence of children in the household, and household income.
- The second source of primary consumer data in this report is the International Food Information Council Foundation's 2020 and 2019 Food & Health Surveys, which provide valuable insight into consumers' perspectives on food purchasing decisions, diet and lifestyle choices, and health benefits of foods, along with other pertinent topics.

Other primary and secondary sources consulted for this report include trade associations, environmental and animal-welfare advocacy groups, and third-party credentialing organizations, as well as trade, business, and consumer publications.

The US Food and Drug Administration and US Department of Agriculture websites provided information on consumption data and regulations affecting foods.

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

Industry Codes

Table 6 | NAICS & SIC Codes Related to Plant & Cultured Cell-Based Meat Alternatives

NAICS/SCIAN 2017		SIC	
North American Industry Classification System		Standard Industrial Classification	
111411	Mushroom Production	0182	Food Crops Grown Under Cover
112519	Other Aquaculture	0919	Miscellaneous Marine Products
311612	Meat Processed From Carcasses	2013	Sausages and Other Prepared Meat Products
311615	Poultry Processing	2015	Poultry Slaughtering and Processing
311710	Seafood Product Preparation and Packaging	2092	Prepared Fresh or Frozen Fish and Seafoods
424470	Meat and Meat Product Merchant Wholesalers	5144	Poultry and Poultry Products
445110	Supermarkets and Other Grocery (except Convenience) Stores	5147	Meats and Meat Products
445210	Meat Markets	5411	Grocery Stores

Source: US Census Bureau

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Resources

Packaged Facts

Amazon Strategies and the Amazon Shopper
Consumer and Corporate Food Gifting in the U.S.
Food Carryout & Delivery
Food Carryout and Delivery: Special COVID-19 Consumer Insights
Meal Kits: Trends and Opportunities in the U.S.
Meat, Poultry & Seafood Alternatives: Outlook for Plant-Based & Cultured Cell-Based Consumer Products
Office Coffee Service in the U.S: Market Trends and Opportunities
Online Grocery Shopping in the U.S.
U.S. Beverage Market Outlook 2020: Grocery Shopping & Personal Consumption in the Coronavirus Era
U.S. Food Market Outlook 2020: Home Cooking, Grocery Shopping, & Food Trends in the Age of Coronavirus

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Demographics: United States
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E-Commerce: United States
Fast Food: United States
Fresh Produce Retail: United States
Frozen Foods Retail: United States

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Global Food E-Commerce

Grain-Based Foods: United States

Meat & Poultry Products: United States

Nutritional Bars & Shakes: United States

Processed Food: United States

Restaurants & Foodservice: United States

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Automatic Merchandiser

Convenience Store News

Ecommerce Magazine

Food Business News

FoodNavigator-USA

Grocery Dive

Prepared Foods

Progressive Grocer

Refrigerated & Frozen Foods

Nation's Restaurant News

Restaurant Business

Supermarket News

Agencies & Associations

American Frozen Food Institute

The Food Industry Association

The Good Food Institute

International Food Information Council

National Cattlemen's Beef Association

National Frozen & Refrigerated Foods Association

National Restaurant Association

North American Meat Institute

Organic Trade Association

Plant Based Foods Association

United States Census Bureau

United States Department of Agriculture

United States Food and Drug Administration