

# 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

***Innovative protein products from plants***



Yeast and fungi

***New protein ingredients***



Byproducts from pasta, bread, & beer

***A circular economy will be created by upcycling side streams***

# Presenters for today's webinar



**Dr Kai-Brit Bechtold**

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Scientist at ProVeg



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Director at Proveg



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# Existing corporate plant-based sales targets

## TESCO

**Sales increase of 300%**  
of plant-based-meat  
products by 2025.



# Existing corporate plant-based sales targets

## UNILEVER

A new annual **global sales target of \$1.2 bn** from plant-based meat and dairy within the next 5 to 7 years.



# Existing corporate plant-based sales targets

## IKEA

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



# Content

1. Introduction
2. Results
  - a. Plant-based sector overview
  - b. Plant-based deep dive
    - i. Plant-based meat
    - ii. Plant-based milk
    - iii. Plant-based cheese
    - iv. Plant-based yoghurt
    - 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



Belgium



Denmark



France



Germany



Italy



The Netherlands



Poland



Romania



Spain

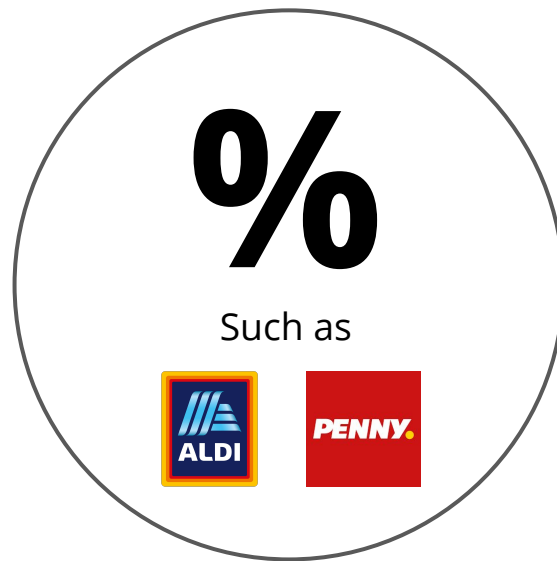


United Kingdom

# Two channels



**Total for sector, including  
discounters**

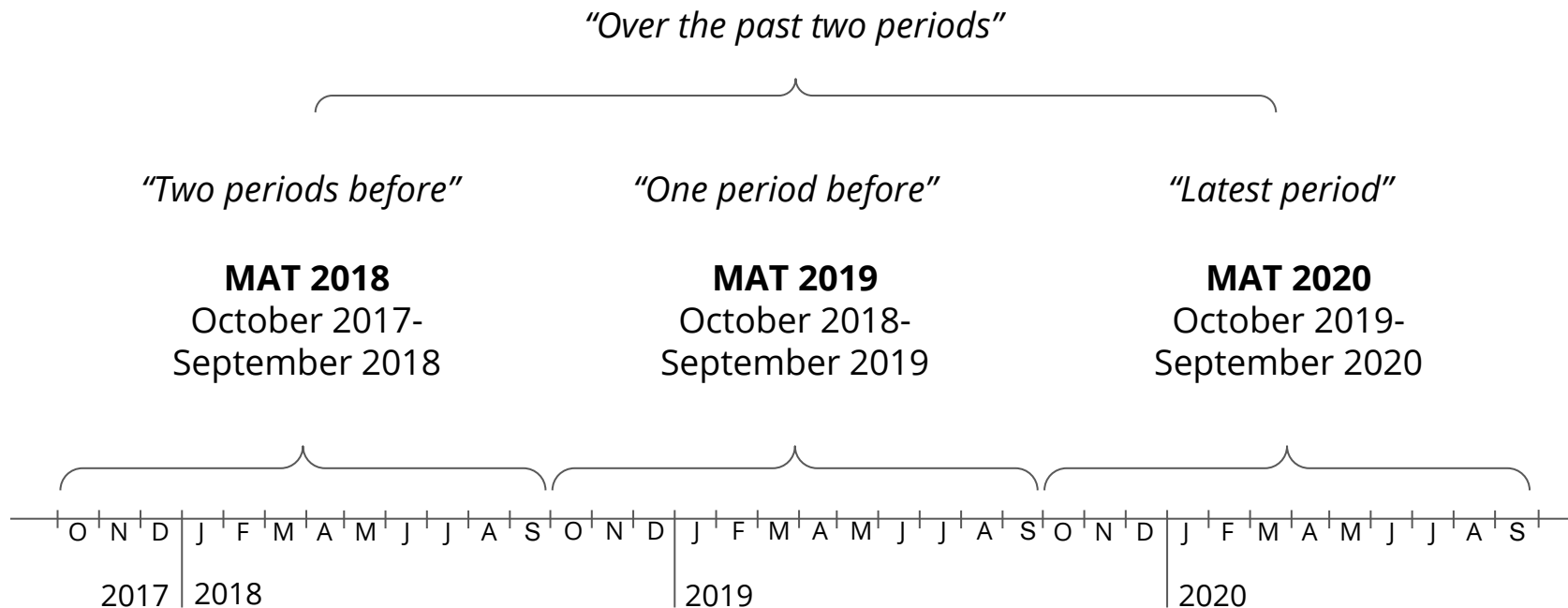


**Total for  
discounters**

# Sales values across Europe



# Three periods (MATs = Moving Annual Totals)



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

Source: Nielsen MarketTrack.

# Six food categories



Plant-based meat



Plant-based cheese



Plant-based milk



Plant-based fish



Plant-based yoghurt



Plant-based ice cream

# Plant-based sector overview

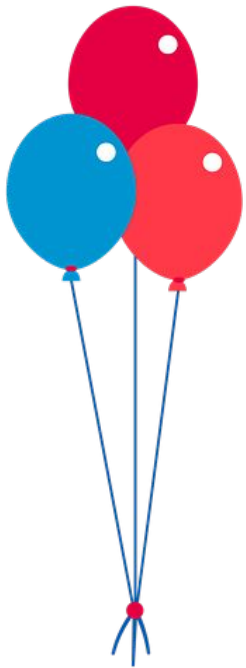
*“The European plant-based-food sector experienced tremendous growth over the last two periods.”*



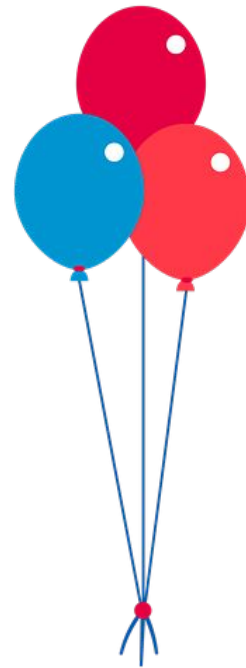
**Poll: please vote!**

What growth rate would you expect to see for the European plant-based-food sector over the past two periods?

Correct answer:



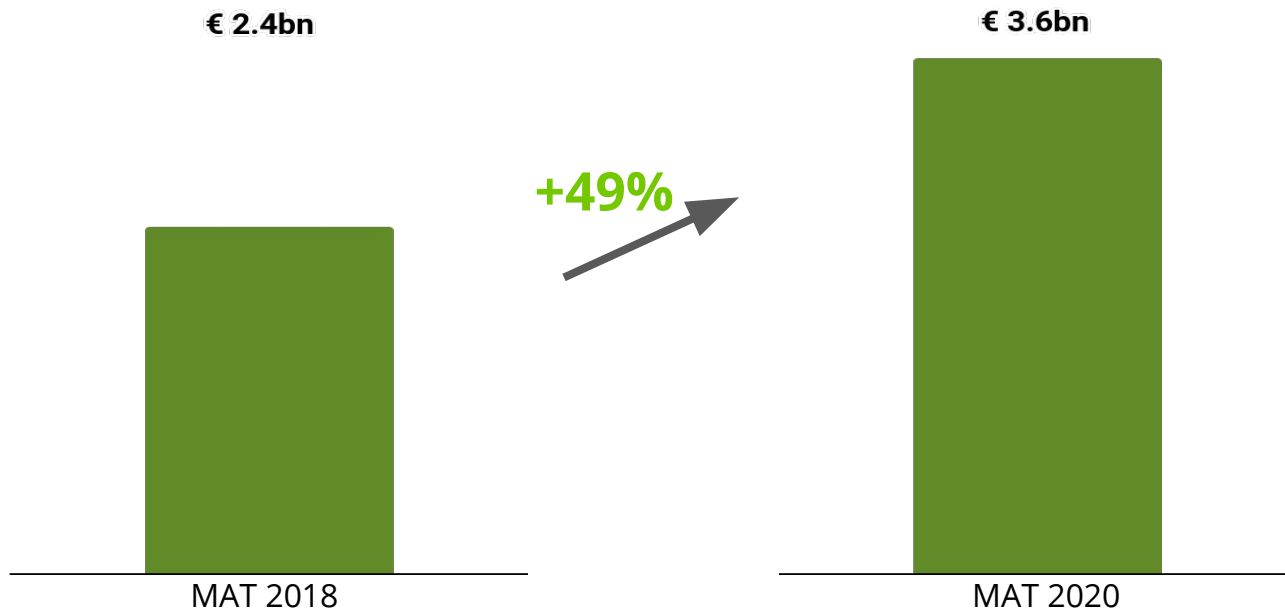
49%



# Tremendous growth is visible in Europe - the sector grew by 49% over the last two periods.



**Total European plant-based-food sector\***



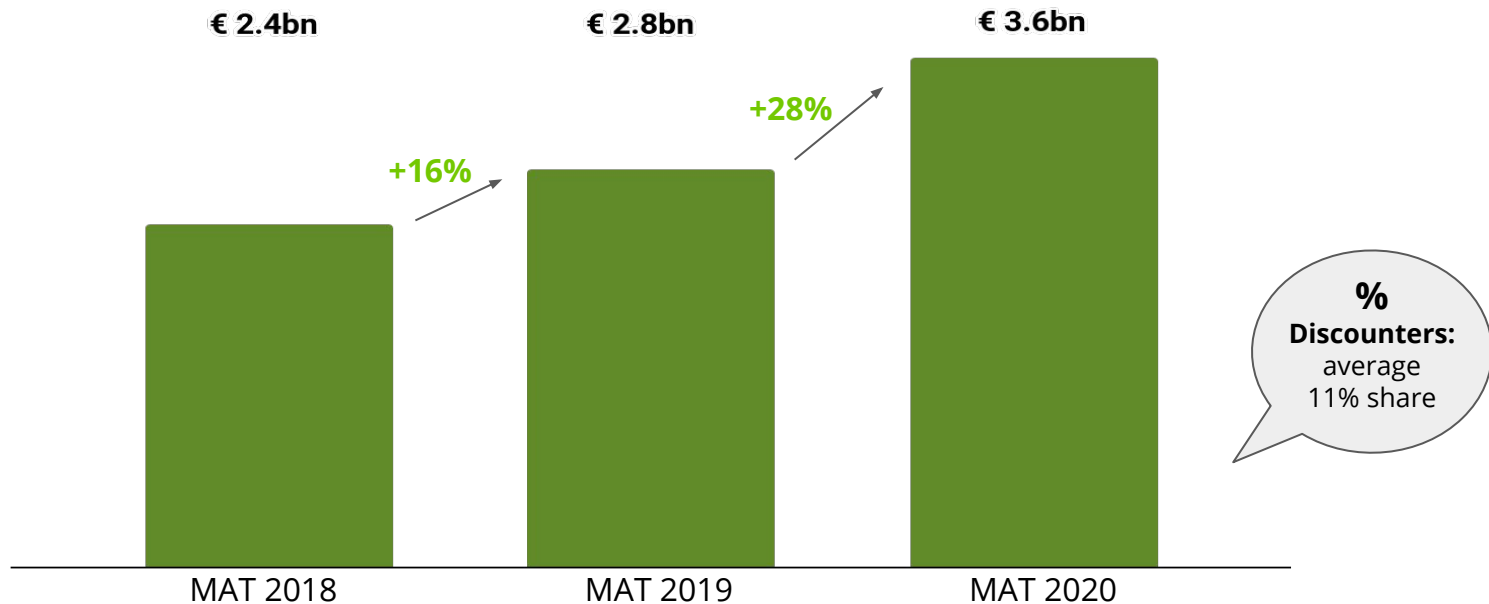
\*Total market incl. discounters, AU (Plant-based (PB) meat, milk, yoghurt)+BE (PB meat, milk, yoghurt)+DK (PB meat, milk, yoghurt, cheese, ice cream)+FR (PB meat, milk, yoghurt)+GER (PB meat, milk, yoghurt, cheese, ice cream, fish)+IT (PB meat, milk, yoghurt, cheese, ice cream)+NL (PB meat, milk, yoghurt, 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

Source: Nielsen MarketTrack.

# Tremendous growth is visible in Europe - the sector grew by 28% in the last period.



Total European plant-based-food sector\*



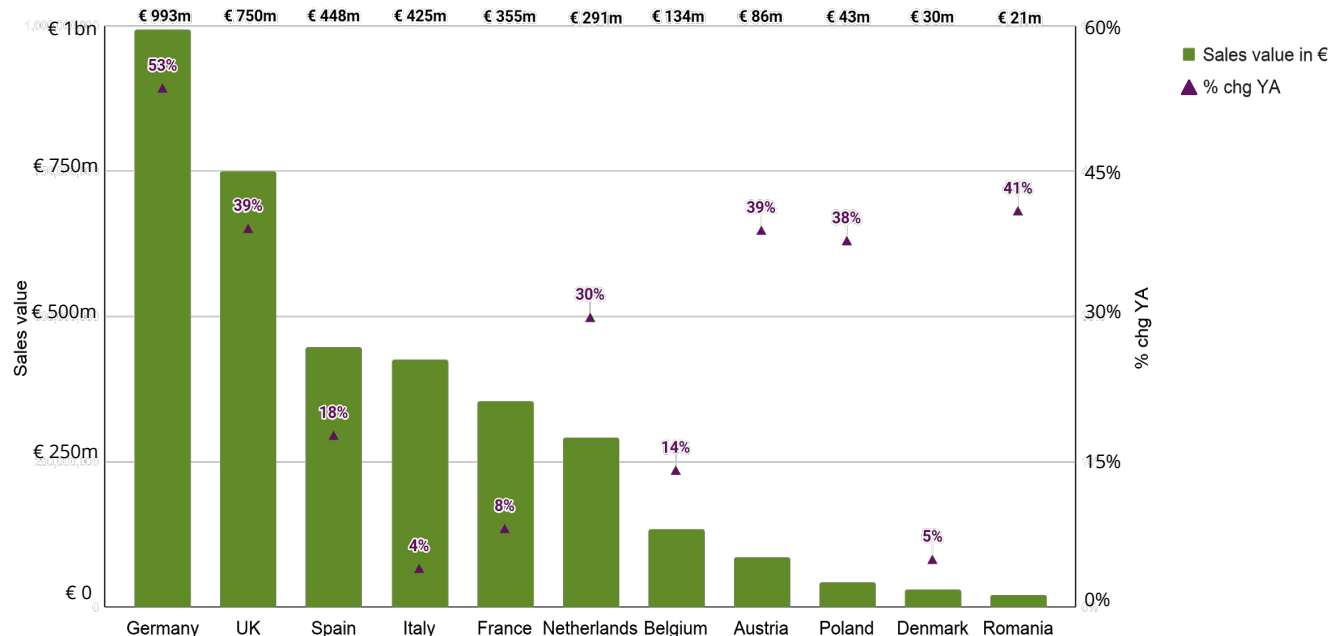
\*Total market incl. discounters, AU (Plant-based (PB) meat, milk, yoghurt)+BE (PB meat, milk, yoghurt)+DK (PB meat, milk, yoghurt, cheese, ice cream)+FR (PB meat, milk, yoghurt)+GER (PB meat, milk, yoghurt, cheese, ice cream, fish)+IT (PB meat, milk, yoghurt, cheese, ice cream)+NL (PB meat, milk, yoghurt, 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. 2019 vs. 2020

Source: Nielsen MarketTrack.

# Germany had the highest PB sales, followed by the UK. All countries showed huge growth.



Total European plant-based-food sector, by country, for MAT 2020\*



\*Total market incl. discounters, AU (Plant-based (PB) meat, milk, yoghurt)+BE (PB meat, milk, yoghurt)+DK (PB meat, milk, yoghurt, cheese, ice cream)+FR (PB meat, milk, yoghurt)+GER (PB meat, milk, yoghurt, cheese, ice cream, fish)+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 € and growth rates, MAT Sep/Oct (between CW39 and CW42 depending on country) 2020

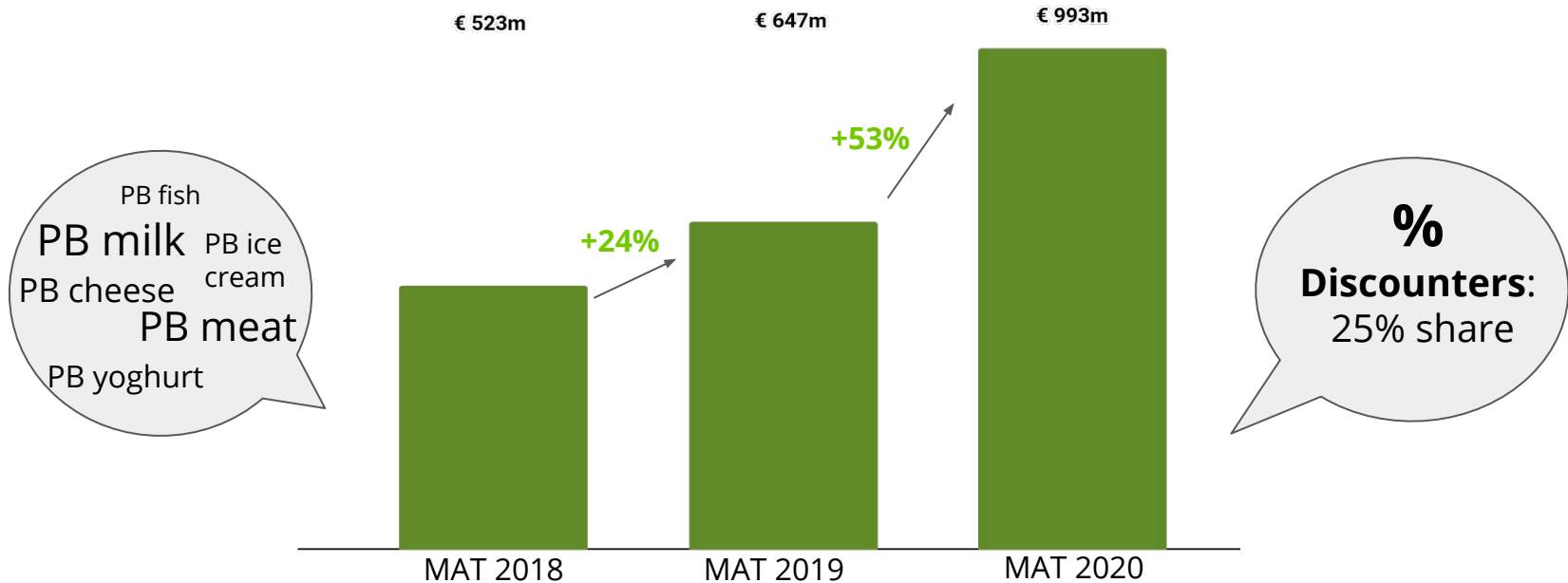
Source: Nielsen MarketTrack.

**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\*



\*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

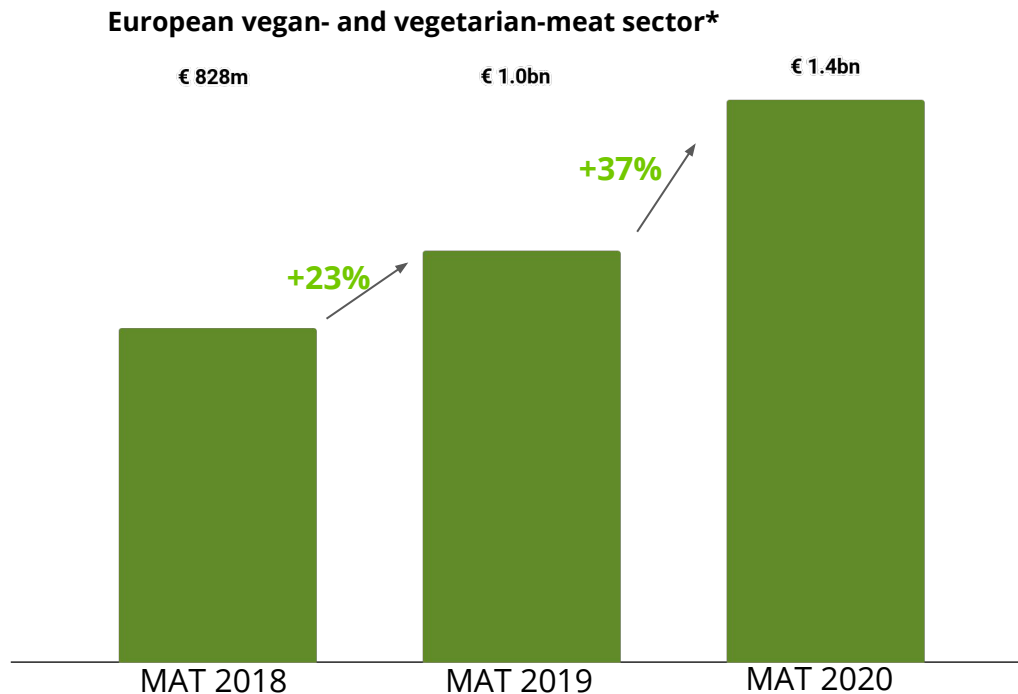
Source: Nielsen MarketTrack.

# Plant-based meat

*"Growth of 76% over the most recent period in Germany."*



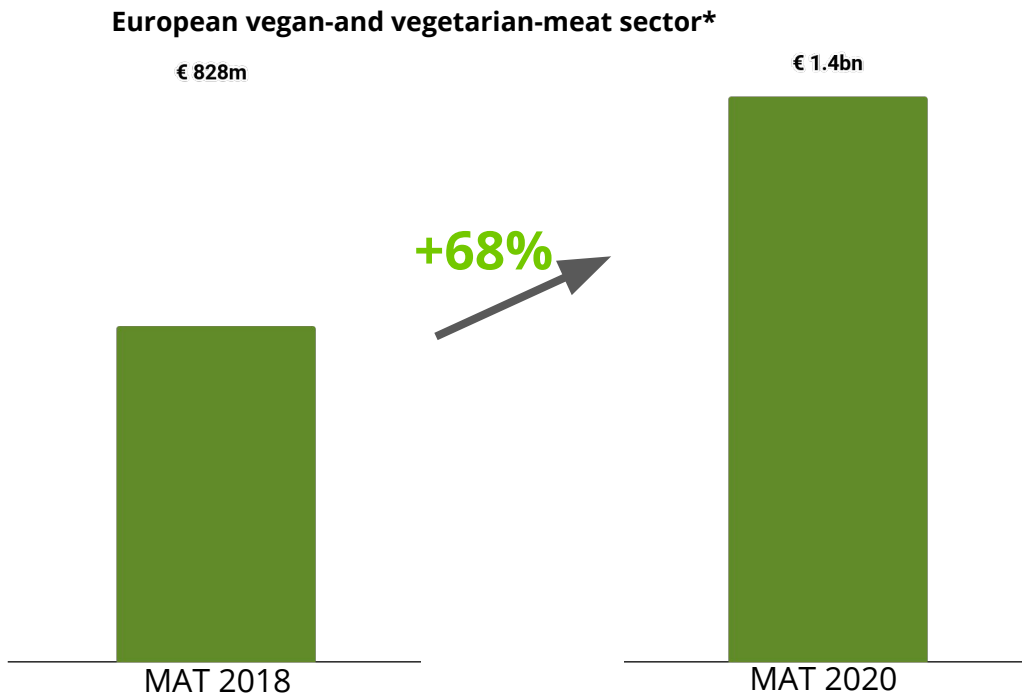
# The European PB meat sector showed strong double-digit growth, especially in last period.



\*Total market incl. discounters, 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; Spain only MAT Sep/Oct 2019 and 2020.

Source: Nielsen MarketTrack.

# Over the last two periods, the plant-based-meat sector grew by 68%.



\*Total market incl. discounters, 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; Spain only MAT Sep/Oct 2019 and 2020.

Source: Nielsen MarketTrack.

Great success in the plant-based-meat sector:

# RÜGENWALDER MÜHLE

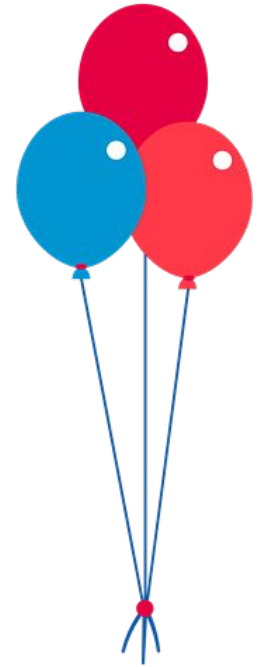
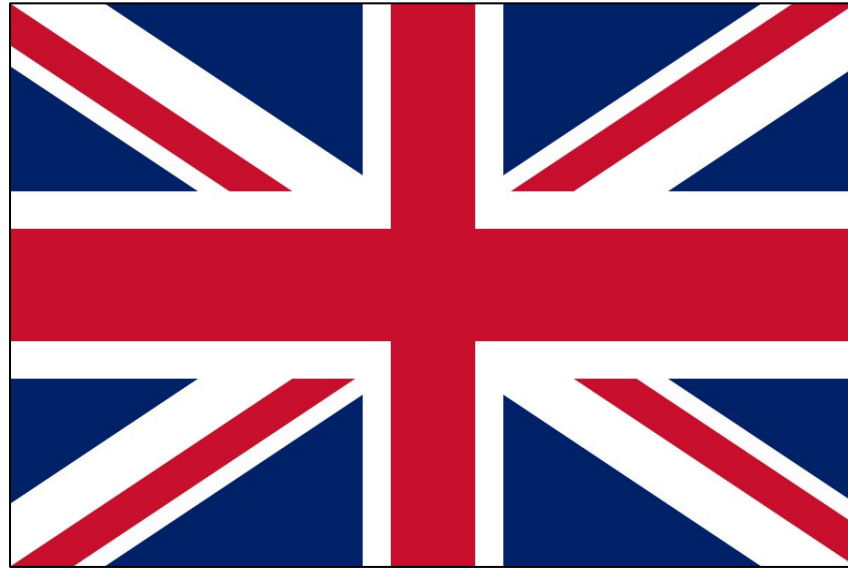
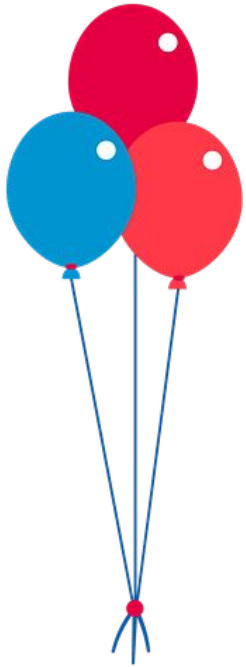
Now **more revenue from meat alternatives** than from animal-based sausages and cold cuts.



**Poll - please vote!**

Which country do you think leads  
the plant-based-meat sector in terms of sales value?

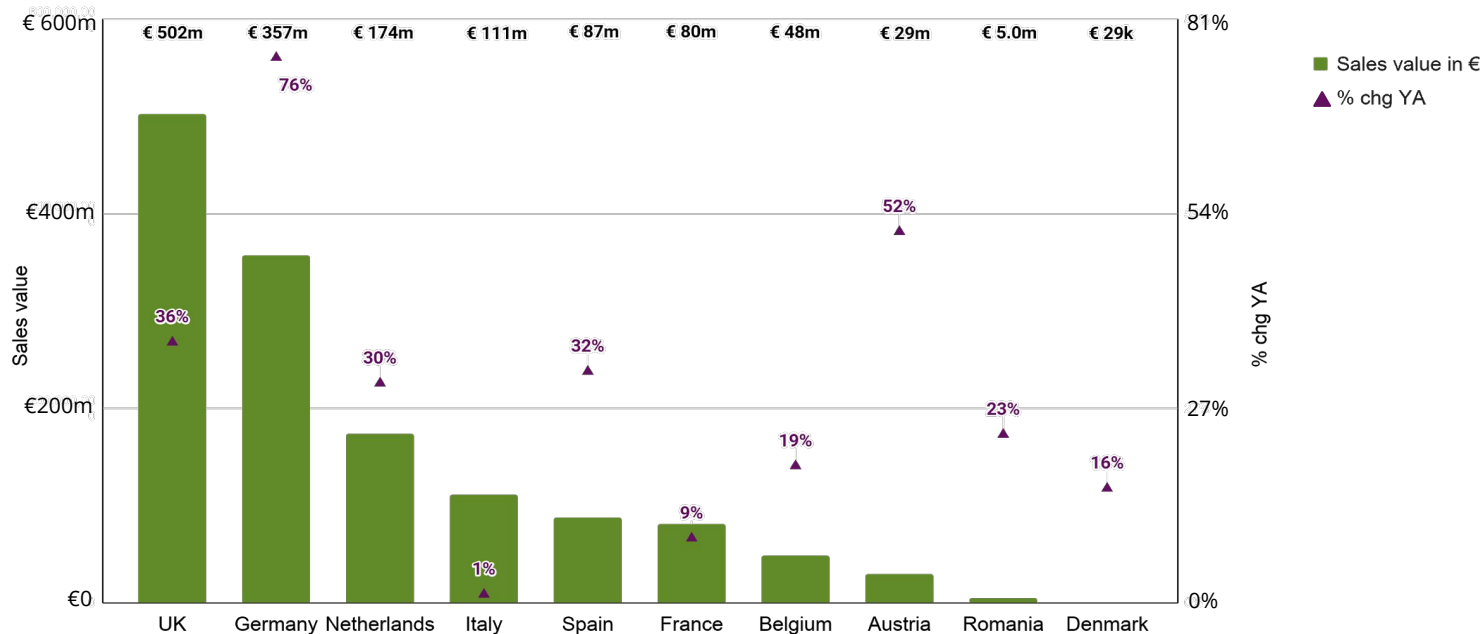
Correct answer:



# UK showed highest PB-meat sales, followed by Germany. The latter also had huge growth.



European vegan- and vegetarian-meat sector, by country, for MAT 2020\*



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

Source: Nielsen MarketTrack.

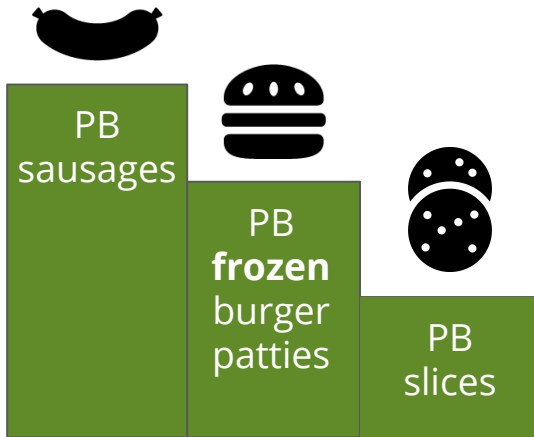
# PB sausages, burger patties, and cold cuts lead the sector in the UK and Germany



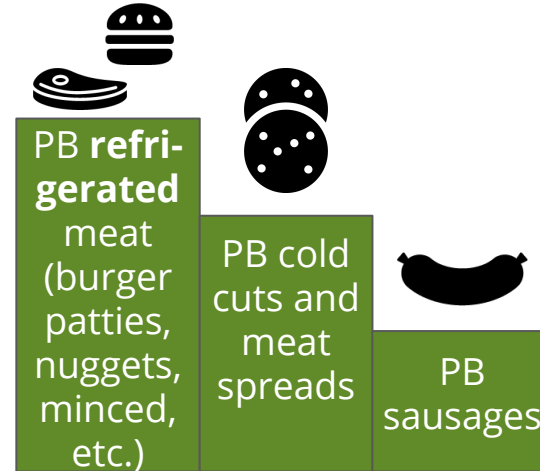
Top three vegan- and vegetarian-meat market segments in countries with the highest sales value\*



UK



Germany



\*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

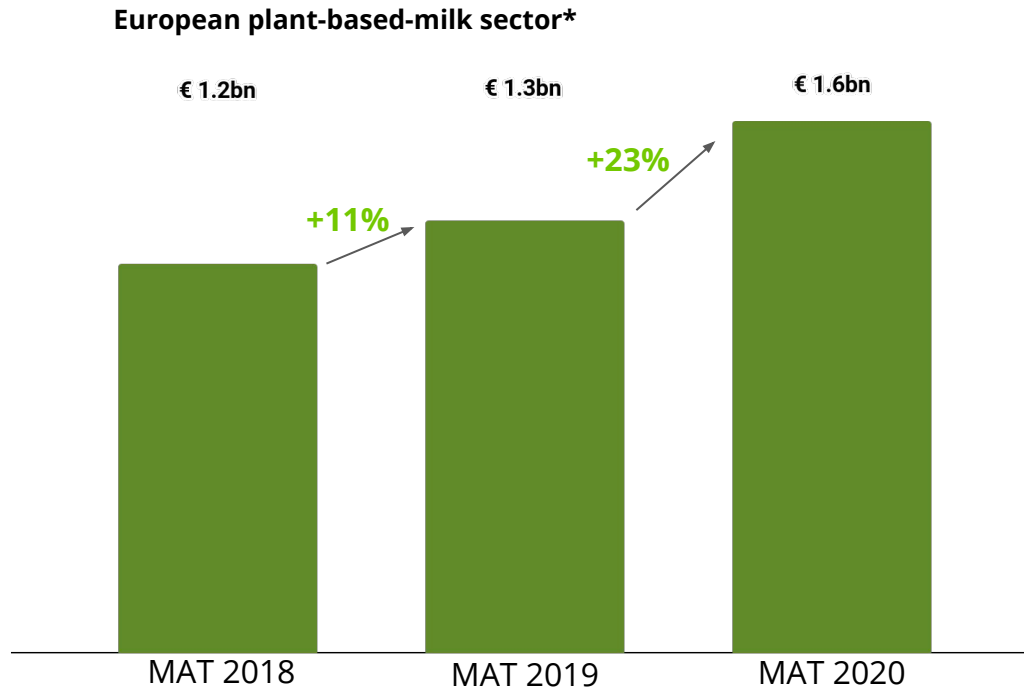
\*Total market incl discounter, AU+BE+DK+FR+GER+IT+NL+RO+SP+UK, sales value in € and growth rates, plant-based (vegan and vegetarian) meat, MAT Sep/Oct (between CW39 and CW42 depending on country) 2018 vs 2019 vs 2020.

# Plant-based milk

*“Oat milk is on fire, with huge sales values and growth rates.”*



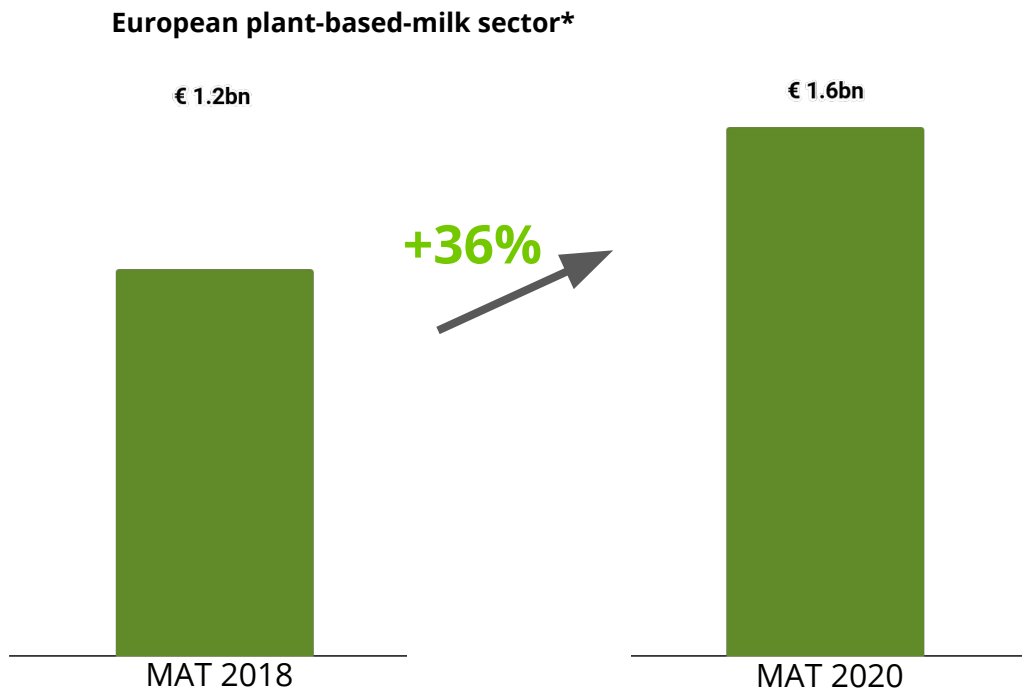
# The PB-milk sector recorded huge sales value and continues to show double-digit growth.



\*Total market incl. discounters, AU+BE+DK+FR+GER+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 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+GER+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.

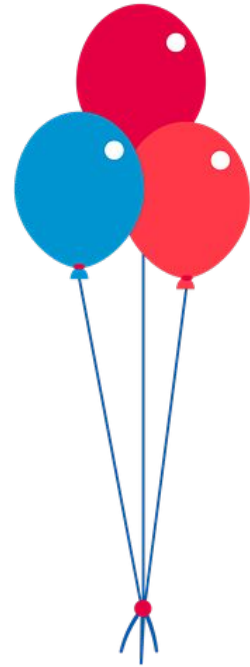
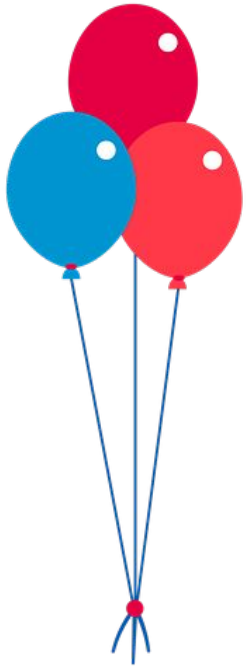
Source: Nielsen MarketTrack.

**Poll - please vote!**



Which country do you think leads  
the plant-based-milk sector in terms of sales value?

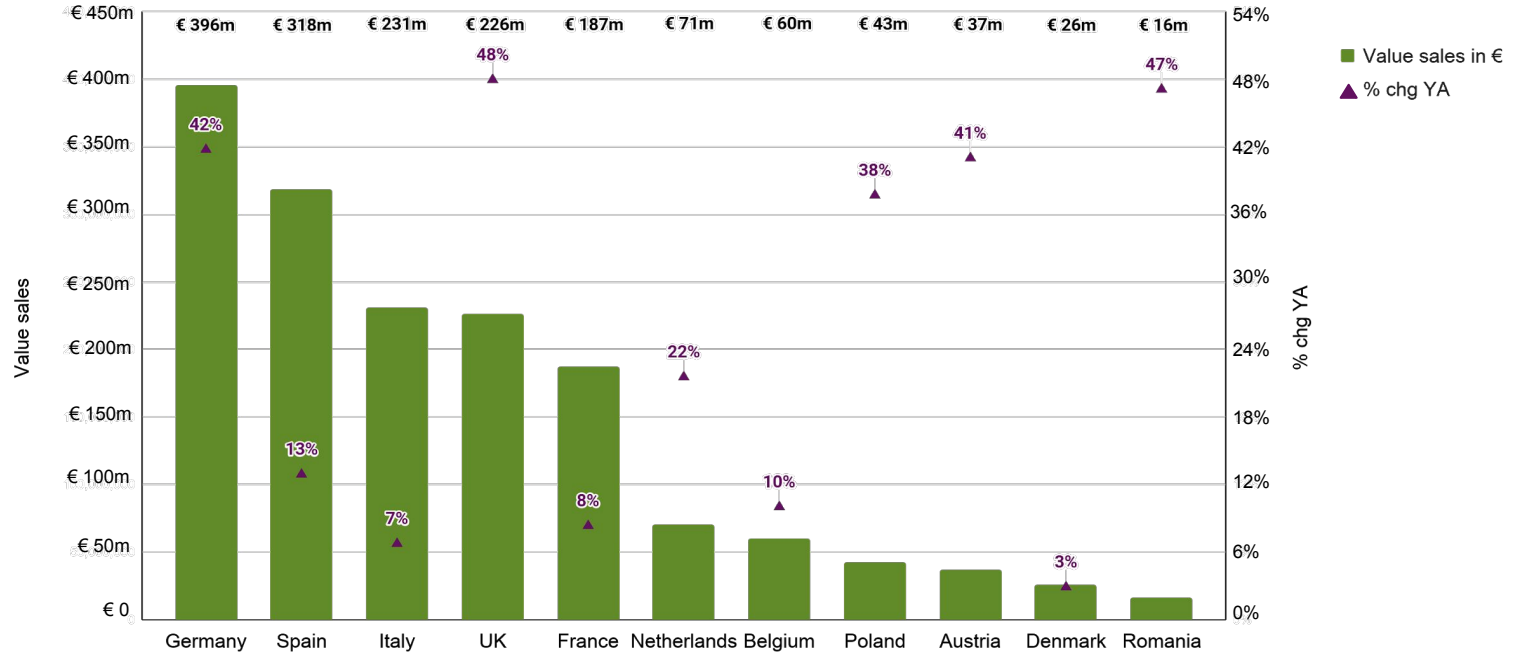
Correct answer:



# Highest sales in Germany, followed by Spain. There is tremendous growth in all countries.



European plant-based-milk sector, by country, for MAT 2020\*



\*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.

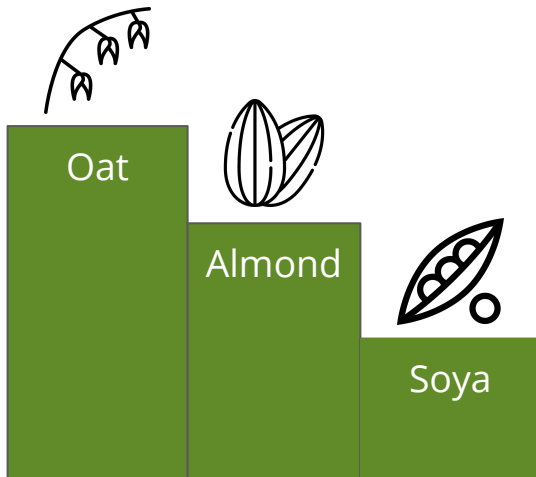
# Oat, almond, and soya are the most successful segments in Spain and Germany.



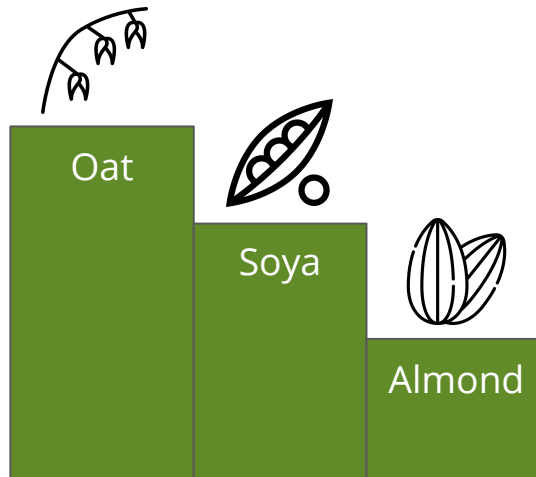
Top three plant-based-milk segments in countries with the highest sales value\*



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)

# Plant-based cheese

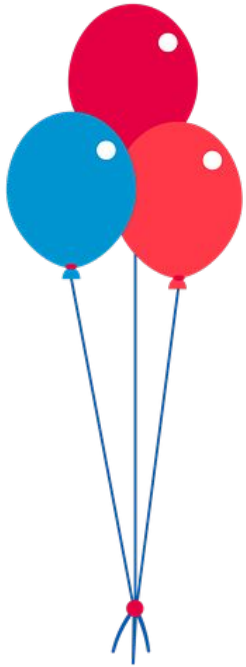
*"The plant-based-cheese sector is still in its infancy, with huge potential for more varieties in all countries."*



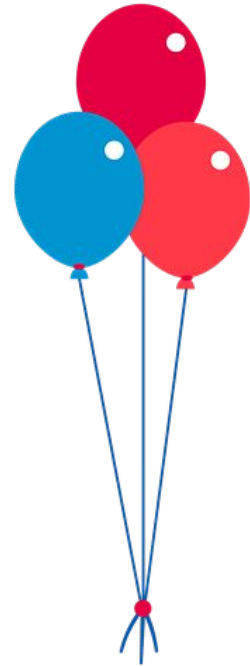
## Poll - please vote!

What growth rate would you expect to see for the plant-based-cheese sector over the past two periods?

Correct answer:



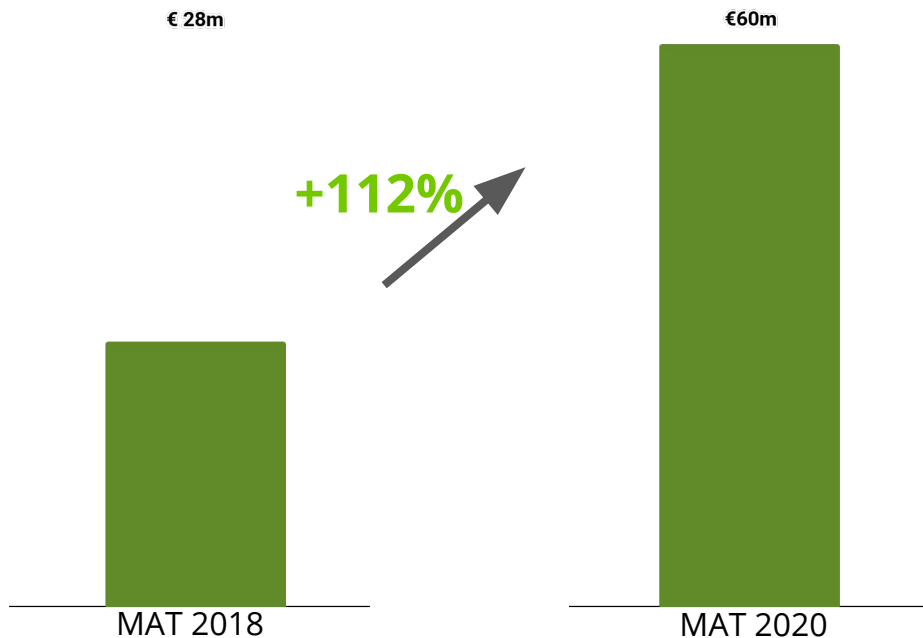
112%



# Triple-digit growth over the last two periods.



## European plant-based-cheese sector\*



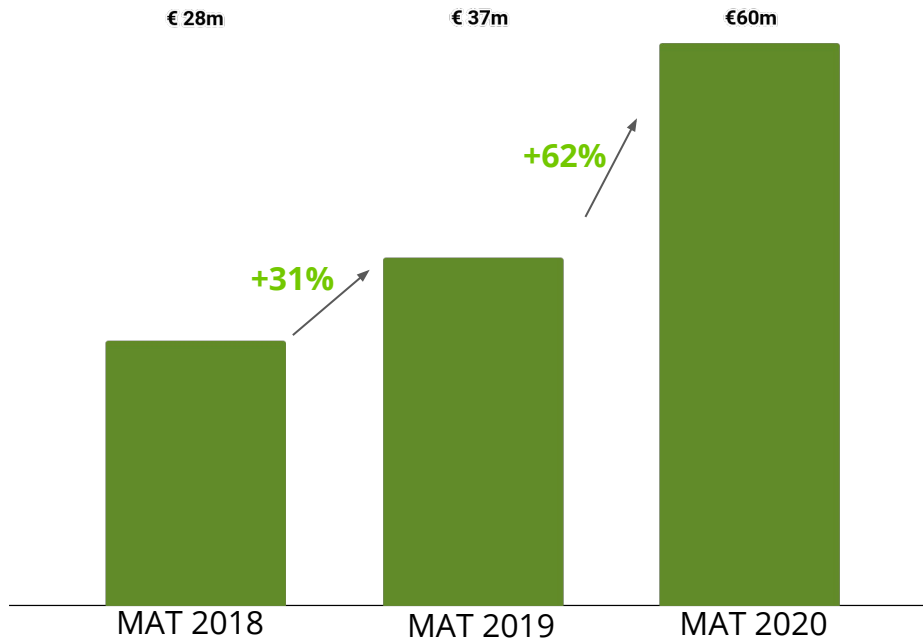
\*Total market incl. Discounters, DK+GER+IT+NL+UK, sales value in €, MAT Sep/Oct (between CW39 and CW42 depending on country) 2018 vs 2019 vs 2020

Source: Nielsen MarketTrack.

# Growth rate doubled in the most recent period, increasing from 31% to 62%.



## European plant-based-cheese sector\*



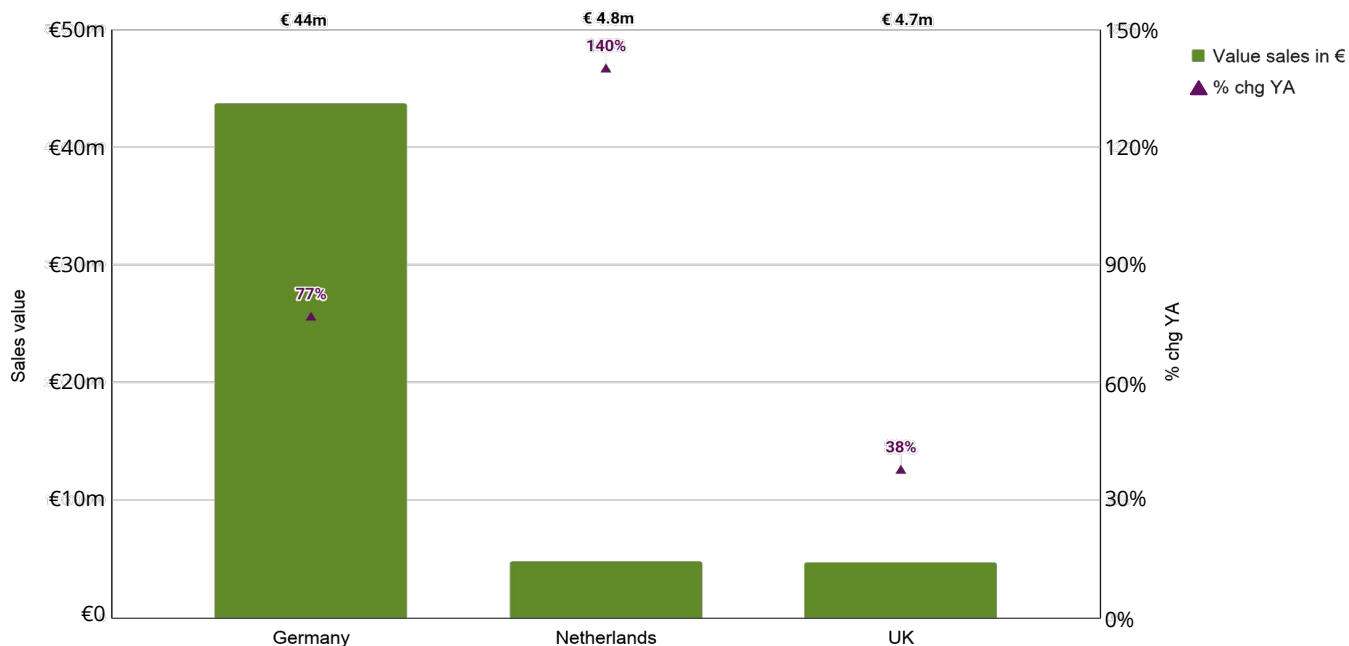
\*Total market incl. Discounters, DK+GER+IT+NL+UK, sales value in €, MAT Sep/Oct (between CW39 and CW42 depending on country) 2018 vs 2019 vs 2020

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

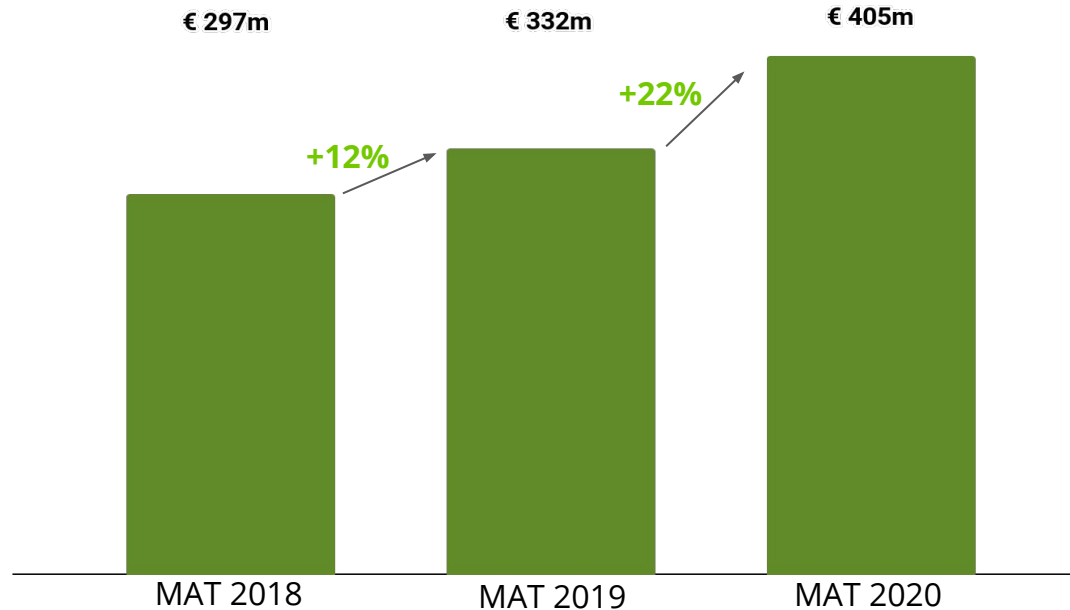
*"The plant-based-yoghurt sector experienced double-digit growth in almost all countries over the most recent period."*



# Plant-based yoghurt showed strong growth in terms of sales value.



European plant-based-yoghurt sector\*



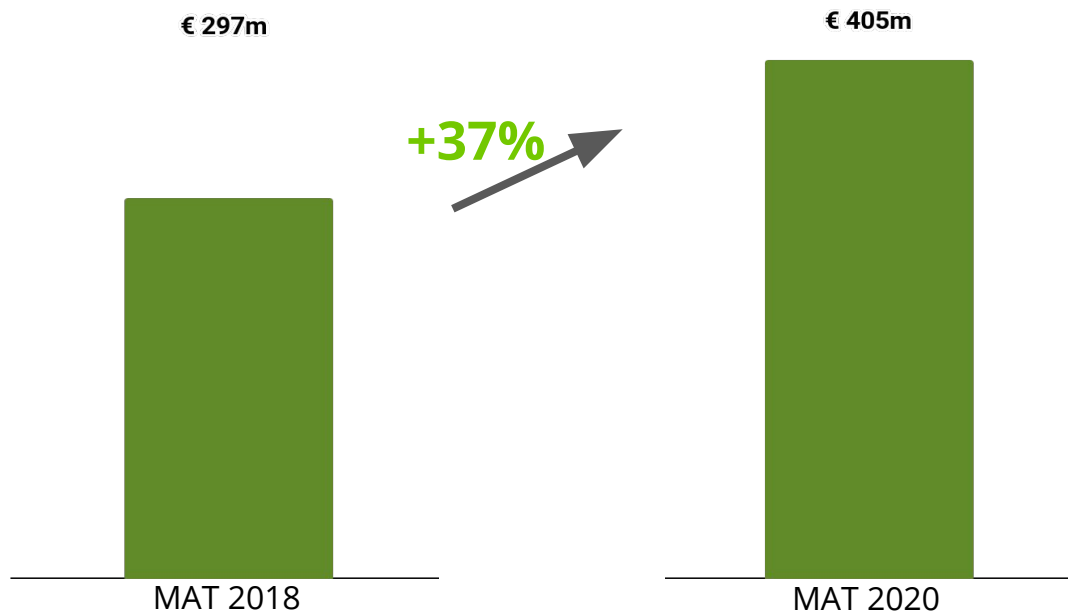
\*Total market incl. discounters, AU+BE+DK+FR+GER+IT+NL+SP+UK, sales value in €, MAT Sep/Oct (between CW39 and CW42 depending on country) 2018 vs 2019 vs 2020

Source: Nielsen MarketTrack.

# Strong double-digit growth over the past two periods.



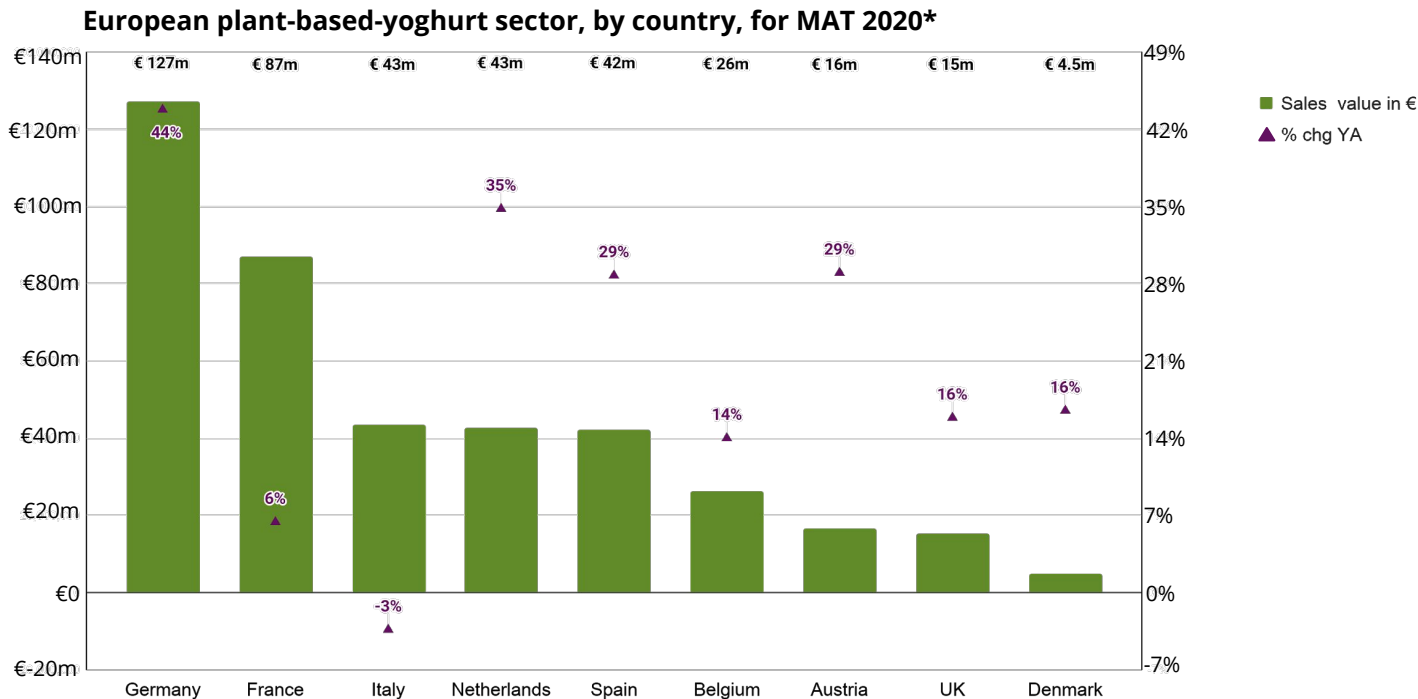
## European plant-based-yoghurt sector\*



\*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.



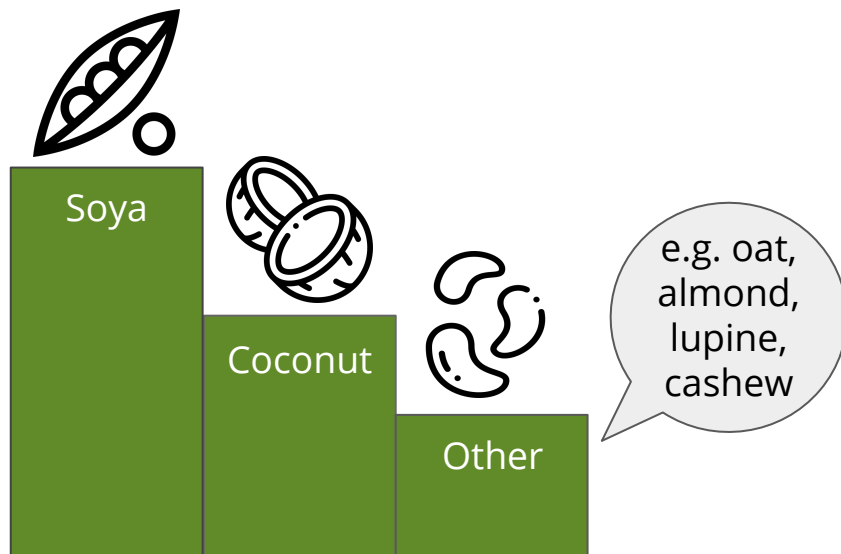
\*Total market incl. discounters, AU+BE+DK+FR+GER+IT+NL+SP+UK, sales value in € and growth rates, MAT Sep/Oct (between CW39 and CW42 depending on country) 2020

Source: Nielsen MarketTrack.

# Plant-based soya yoghurt dominates the plant-based-yoghurt sector.



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



\*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

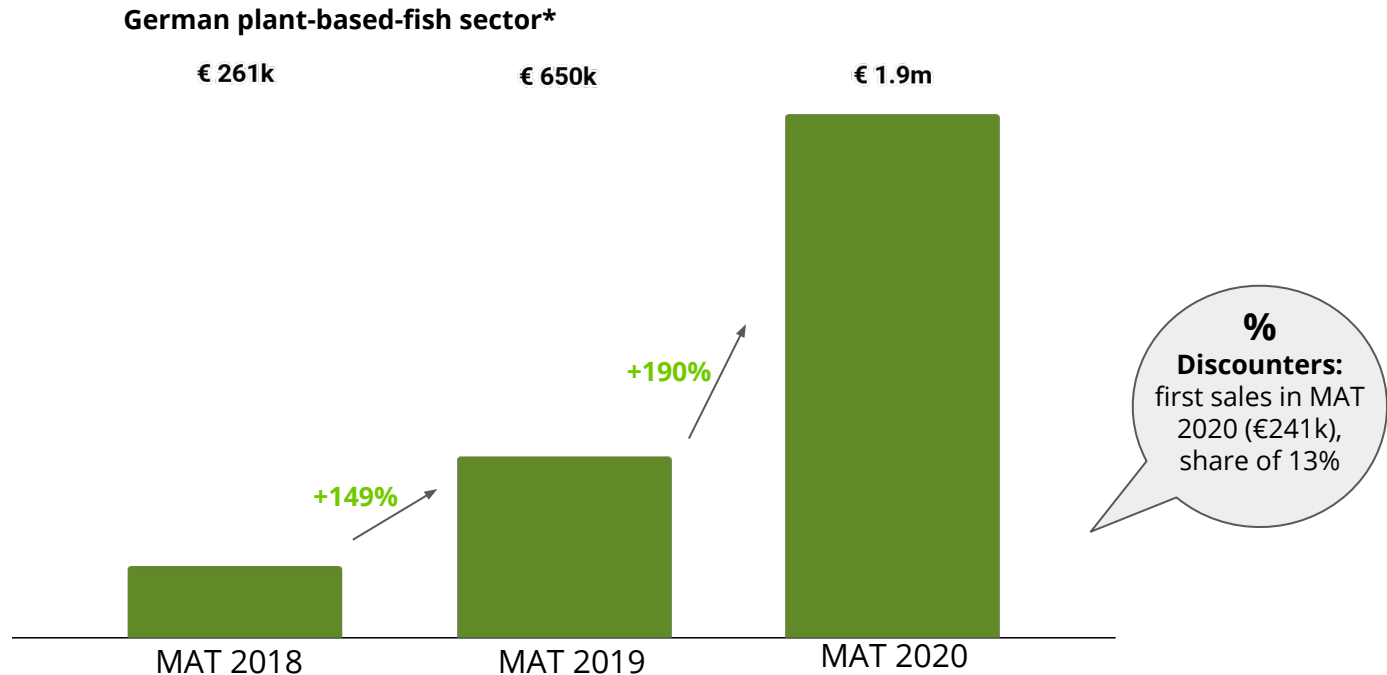
Source: Nielsen MarketTrack.

# 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.



\*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\*

€ 261k

€ 1.9m

+623%

MAT 2018

MAT 2020

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

Source: Nielsen MarketTrack.

There is room for improvement in terms of plant-based-fish products.



Flavour



Price

$\omega$ -3  
Iodine  
B12  $D_3$

Nutritional value

# Recommendations

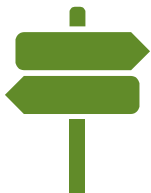
*“Plant-based meat, plant-based fish, and plant-based cheese show the greatest potential.”*



# 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!

# The way forward #2: leading plant-based categories



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 way forward #3: plant-based meat



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 way forward #4: plant-based milk



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%.

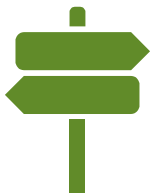


Try to launch convincing plant-based-cheese **varieties** in many more countries.

# The way forward #6: plant-based fish










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:

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



Download the

Smart Protein Plant-based Food Sector Report

**FREE**

<https://smartproteinproject.eu/plant-based-food-sector-report/>



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**[www.smartproteinproject.eu](http://www.smartproteinproject.eu)**

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

**[www.proveg.com/corporate-updates](http://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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