

Insects for Dinner: Examining True Potential

November 2020

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Scope

Key findings

THE EDIBLE INSECT TARGET GROUP

The high-protein trend remains strong into 2020

Low acceptability and willingness to pay in Europe and North America

European target group combining insect acceptance and protein demand

Young males more likely to prefer bars and powders as protein source

SCORECARD: COUNTRY POTENTIAL

Estimating edible insect potential by country using proxy data

Thailand, China and US most attractive for edible insect business

Asian Pacific insect consumption: modernise or fade

Middle East and Africa and Asia Pacific set to drive protein demand

Insects grow faster and more sustainably in a warm climate

The legal approach to insects as food is evolving

PRODUCT LAUNCHES AND REAL APPLICATIONS

Insect protein-based launches more active than ever

Insect sports protein fights on two fronts against whey and soy

Meat substitutes with insect protein have not been successful

For pets: eating insects aligns well with many animals' natural behaviour

Complete nutrition pet food with insects already available

POTENTIAL

Low climate impact from growing insects but feed is an issue

Potential applications for insect-based ingredient protein

Potential proteinification uses could threaten long-term profitability

Insect production set to become increasingly price competitive

Summary: top four applications of insect protein

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