



Plant-Based Eating and Alternative Proteins in Middle East and Africa

March 2022

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INTRODUCTION

Scope

Key findings

Culture of meat and dairy consumption differs across MEA

Plant-based eating and alternative proteins in depth

Dairy and meat and seafood alternatives steadily rising

MEA consumers' attitudes are amenable towards plant-based diets

Biggest reason for plant-based eating is health

Meat analogues' market shift from vegetarians to flexitarians

Foodservice offerings boost interest for meat analogues

Foodservice companies at the forefront for meat substitutes

Shelf stable packaging promotes growth of milk alternatives

Oats and blends see most dynamic growth

Local plant-based brands move in to close the price gap with dairy

Cell-based meat has the potential to be popular

Israel and Qatar race for sale of cell-based meat

Cell-based dairy likely to be more acceptable

New protein frontiers

Continued success for plant-based eating is forecast

Key takeaways

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