

ADM reveals its Alternative Protein Outlook

10 February 2022 | News

ADM, a global leader in nutrition that powers many of the world's top food, beverage, health and wellness brands, released its alternative protein outlook.



The protein outlook is a deeper dive into one of the seven top consumer trends identified by the company for 2022.

ADM, a global leader in nutrition that powers many of the world's top food, beverage, health and wellness brands, released its alternative protein outlook.

The protein outlook is a deeper dive into one of the seven top consumer trends identified by the company for 2022. The findings, based on research from the company's proprietary Outside VoiceSM consumer insights platform, reveal what's next for protein alternatives, which are expected to climb to a staggering \$125 billion by 2030.

Leticia Goncalves, president of Global Foods for ADM, who oversees the company's focus on high-growth business, explains, "In the last 12 months, the number of plant-based meat, cheese and dairy products available to consumers has more than doubled. Innovation driven by future-forward brands like Air Protein, Future Meat Technologies, Nature's Fynd, in partnership with larger industry players such as ADM, are transforming the way we will feed a growing global population sustainably. Products aimed at meeting the heightened demand for health-forward solutions that can deliver on evolving consumer taste and texture expectations will continue to come to market over the next decade."

New products will be heavily influenced by the seven emerging trends highlighted below, including the continued development of new protein sources, the introduction of varying product formats and a redoubled commitment to sustainable practices, from ingredient sourcing to packaging and distribution.