

From eco-friendly nutrition to egg replacement: How faba beans are transforming the plant-based market

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If you're not part of the plant-based protein movement yet, you may soon be in the minority. It is predicted that by 2027, plant proteins will constitute 75 per cent of the alternative protein ingredient demand^[1]. Products using these proteins are expected to reach approximately 10 per cent CAGR between 2020-2027^[2], and its global market potential is projected to reach \$11 billion by 2033^[3].

Compared globally, Asia Pacific dominates the plant-based food market, driven by government R&D initiatives and new partnerships between local and international food companies^[4]. Pulses such as faba beans are the rising star ingredients in product launches worldwide, with great potential to help meet the growing global demand for more nutritious and sustainable foods and drinks.

Here are three reasons to include faba beans in your next plant-based meal.

Power-Packed Bean

Consumers are increasingly looking for options that align with their dietary preferences and attitudes. With the planet becoming more fragile, more consumers are seeking a more sustainable diet. According to HealthFocus International, almost 3 in 4 consumers worldwide believe for a food/beverage to be healthy, it must be healthy for both themselves and the environment.^[5] This drives many to switch from animal-derived to plant-based proteins; either completely or at least partially.

A valuable plant-based protein source is the faba bean, also known as fava or broad bean. Not only is it a solid source of protein and dietary fibre, it also provides vitamin C, folates, calcium, phosphorous, iron, and zinc. BENEEO processes the faba beans into a concentrate that has a 60 per cent protein content. It provides excellent emulsifying properties, making it an ideal ingredient to enhance the texture of plant-based burgers, sausages, and [dairy alternatives](#). Thanks to the absence of cholesterol and lower saturated fat content, meat and dairy substitutes are appealing choices for health-conscious consumers.

Egg Replacement With A Similar Mouthfeel

Regulation for egg production might become more strict in 2027 when the EU is expected to [ban keeping poultry in cages](#). Major supermarkets worldwide have already pledged to go cage-free, including Woolworths, Kroger and Walmart by 2025. [Major F&B companies are also abandoning cage eggs](#) McDonald's, Burger King, KFC, Nando's, Subway and many more.

With potentially higher ingredient prices, New Zealand has for instance already seen scarcity on supermarket shelves and [prices of up to NZ\\$15 for a dozen eggs](#). Changes in shopping behaviour present an opportunity for food businesses to stabilise their product base cost such as using faba bean protein for egg replacement.

BENEO's faba bean protein concentrates allow for full or partial egg-replacement in bakery reformulations, while also retaining similar crumb structure and firmness, as well as taste. This versatility makes them ideal to be used in a diverse range of [recipes](#) from muffins and cereal bars, to cakes and meringues.

Beans For A Good Cause

Health-conscious and environmentally aware consumers will be glad to know that incorporating faba beans in their plant-based alternatives can contribute to advancing environmental sustainability. Faba beans, which are pulses, help reduce greenhouse gas emissions at the farm level through ways such as providing nitrogen by themselves, and subsequent plants so that nitrogen fertilisation is not necessary.

Manufacturers who opt for BENEO's faba beans can quip the fact that these are guaranteed non-GMO. BENEO strives to source its faba beans at Farm Sustainability Assessment (FSA) Gold level from German farmers, near the production plant which is currently under construction. The [~50 million facility](#) will focus initially on protein concentrate, starch-rich flour and hulls from faba bean, with the option to process other pulses in the future.

Working together with manufacturers, BENEO recognizes a significant market potential to address a growing worldwide consumer interest in alternative proteins, the environmental impact of animal agriculture, and the benefits of plant-based diets.

[1] Ebner Stolz Management Consultants GmbH (September 2021)

[2] Ebner Stolz Management Consultants GmbH (September 2021)

[3] https://www.factmr.com/connectus/sample?flag=S&rep_id=4507

[4] Research and Markets - Global Plant-Based Food Market (by Type, Distribution Channel, & Region): Insights and Forecast with Potential Impact of COVID-19 (2022-2027)

[5] HealthFocus International Global Sustainability Report 2022