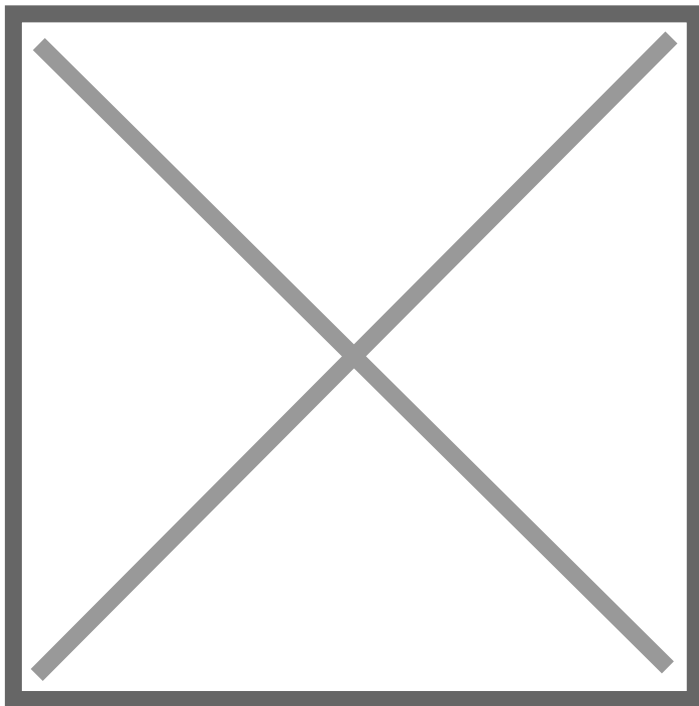


Consumers seek more protein for health and taste in 2025

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People are eating more protein than ever before, with 61 per cent of Americans increasing their protein intake in 2024 versus just 48 per cent who did so in 2019. These are only a few of the major findings from Cargill's 2025 Protein Profile, an annual trends report that provides a comprehensive look at trends in protein consumption for the year ahead.

This year's report also found that animal proteins like beef, chicken and eggs are the preferred protein sources for most consumers due to their taste, nutrition and versatility. The research from Cargill's North American Food Business Marketing and Insights team reveals that more than 75 per cent of people typically include animal protein in their evening meals, with 74 per cent saying eating meat is an important part of their diet.

At the same time, how we consume protein is also evolving. Social media is driving food experimentation from secret menus at food service chains to high-protein diets with the influence of diet trends, including carnivore diets. Inflation is reshaping how value is defined, and snacking is fueling protein's expansion across the category. As a result, brands, retailers and foodservice operators must adapt to meet these changing demands by delivering protein-forward solutions that balance affordability, quality and innovation.