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Tetra Pak launches sunflower protein to empower food and beverage producers

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Tetra Pak announces the launch of sunflower protein, a plant-based ingredient designed to help food and beverage (F&B) producers meet rising consumer demand for plant-based products â?? while maximising existing investments.

Expanding Tetra Pakâ??s portfolio of innovative ingredients, sunflower protein provides a plant-based avenue for F&B producers to capitalise on the booming plant-based food and beverage market, which is forecast to triple in size to $35.9 billion by 20331.

Sunflower protein is particularly versatile due to its neutral, slightly nutty flavour profile, smooth texture and off-white colouring. These attributes mean it can be used to create anything from plant-based iced coffee to yoghurt, ready-to-drink protein drinks and more. With a dosing range of 2 per cent to 7 per cent, sunflower protein offers flexibility in formulation and can easily be adjusted to match specific product requirements, whether boosting protein content, enhancing texture or delivering balanced nutrition.

The addition of sunflower protein to Tetra Pakâ??s ingredient offering further strengthens the company's commitment to supporting food and beverage producers enter and expand within the fast-growing food supplement and nutrition (FSN) category. Through its Product Development Centres, Tetra Pak helps F&B producers accelerate time-to-market and optimise the creation of products that meet the needs of todayâ??s health-conscious consumers.

With 74 per cent of todayâ??s consumers actively seeking products with health claims, sunflower proteinâ??s nutritional profile presents an opportunity for F&B producers to tap into the growing functional food market. Containing up to 50 per cent protein, along with fibre, vitamins and antioxidants, sunflower protein provides an ideal ingredient for functional and fortified products. Sunflower protein demonstrates high in vitro digestibility (98 per cent), indicating an amino acid profile suitable for plant-based formulations.

The global protein market is forecast to surpass $27.48 billion by 20347, while Europeâ??s meal replacement segment alone is set to grow from $2.04 billion in 2024 to $3.91 billion by 2033 (CAGR 7.53 per cent).