

Bridging India's Protein Gap with Fermented Yeast Protein

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Nutrazen has introduced Simply Pure Fermented Yeast Protein in India



Dr Abhinav Sharma, Founder, Nutrazen

India's growing focus on protein adequacy, preventive nutrition and sustainable food solutions is creating demand for alternative protein sources beyond conventional dairy and plant proteins. Fermentation-based proteins are emerging as one such opportunity, offering potential benefits in protein quality, digestibility and versatility across everyday nutrition formats.

Against this backdrop, Nutrazen has introduced Simply Pure Fermented Yeast Protein in India, positioning fermented yeast as a next-generation protein source for consumers seeking dairy-free, convenient and sustainable nutrition. The company sees applications extending beyond sports nutrition to daily protein supplementation, functional foods, healthy ageing and meal-replacement formats.

In this interview with NUFFOODS Spectrum, Dr Abhinav Sharma, Founder, Nutrazen, and Co-Founder & Director, The Longevity Center (TLC), discusses the science and fermentation process behind Simply Pure Fermented Yeast Protein, its nutritional profile and comparison with established protein sources such as pea, soy and rice. He also outlines Nutrazen's target consumer segments, plans for expanding its fermented protein portfolio and the potential for fermented proteins to become a mainstream category in India's everyday nutrition market.

What is driving Nutrazen's decision to introduce fermented yeast protein in India, and how do you see this protein source fitting into the country's rapidly evolving plant-based nutrition market?

India has a clear protein adequacy gap, while consumers increasingly want non-dairy, easy-to-digest and sustainable protein options. At Nutrazen, we see fermented yeast protein as a next-generation alternative that can complement—not replace—existing pea, soy and rice proteins with a high-quality, complete amino acid profile.

Could you explain the fermentation process used to produce Simply Pure Fermented Yeast Protein and how it contributes to the product's nutritional profile, particularly its complete amino acid composition?

Simply Pure Fermented Yeast Protein is produced through a controlled fermentation process in which yeast is grown using carefully selected nutrient substrates, then harvested and processed into a protein-rich ingredient. This process creates a naturally complete protein source containing all nine essential amino acids, while helping deliver a product designed for good digestibility and everyday use.

How does fermented yeast protein compare with established plant-based protein sources, such as pea, soy, and rice protein, in terms of protein quality, digestibility, taste, and consumer acceptance?

Pea, soy and rice proteins each have strengths, but they may have limitations in amino acid balance, taste, texture or individual tolerance. Fermented yeast protein offers a complete amino acid profile in a single source and can provide a smoother, less beany taste experience than many legume proteins. Consumer acceptance will depend on education, taste, affordability and demonstrating tangible benefits in daily use. Well-formulated yeast protein is being positioned with protein-quality scores comparable to high-quality complete proteins, although product-specific validation remains important.

With consumers becoming increasingly interested in clean-label, sustainable, and convenient nutrition, what role does fermented yeast protein play in addressing these expectations?

Fermented yeast protein aligns well with these expectations because it is dairy-free, lactose-free, versatile and suitable for convenient formats such as powders, shakes, meal replacements and functional foods. It also represents a resource-efficient fermentation-led approach to protein production, which is increasingly relevant for conscious consumers.

Who are the key consumer segments Nutrazen is targeting with Simply Pure Fermented Yeast Protein, and how is the company working to expand protein consumption beyond traditional fitness and sports-nutrition users?

We are targeting active adults, vegetarians and flexitarians, consumers with dairy intolerance, busy professionals, women seeking better daily nutrition, and adults focused on healthy ageing and muscle maintenance. We aim to make protein part of everyday preventive nutrition—not something consumed only by gym-goers or athletes.

What are Nutrazen's plans for expanding its fermented protein portfolio in India, and do you see opportunities for fermented proteins to become a mainstream category within everyday nutrition?

We see strong potential to expand fermented protein into multiple accessible formats, including flavoured daily protein, functional blends, nutrition shakes, healthy-ageing formulations and food-based applications. Over time, we believe fermented proteins can become a mainstream everyday category, especially if brands deliver on four essentials: great taste, digestive comfort, transparent science and accessible pricing. India's market is already seeing fermented yeast protein enter both sports-nutrition and everyday-food formats, which supports this broader opportunity.