



Plant Protein
Study and Promotion Group

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New 2019 product listing study

Plant protein is booming!

- Exclusive figures -

In 2019, there has never been so much plant protein on our shelves. Since 1989, the GEPV (Plant Protein Study and Promotion Group) has been keeping an eye on the number of food products containing plant protein. This year, their product listing study celebrates its 30th birthday.

“The plant protein market is growing. It was worth €6.9 bn in 2013 and could reach €10 bn this year,”¹ explains Marie-Laure Empinet, president of the GEPV.

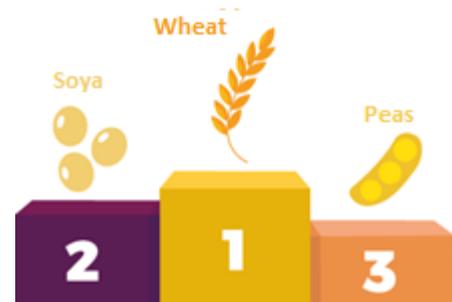
The plant protein trend

Whereas in 1989 only 300 products containing plant protein were listed, in 2019, there are more than 5,400 products, i.e. almost 20 times as many!

Wheat and soya are the most frequently used plant proteins, followed by peas, broad beans and lupin.

While wheat and soya are the plant proteins with the greatest presence in food products, peas are going through a real boom period. They are present in 478 products in 2019 as opposed to only 42 in 2001. This data illustrates a real demand for protein diversity.

“Consumers are looking for more diversification in the food they eat. The wide range of plant proteins on offer, which all complement one another, fully meets this market demand,” observes Marie-Laure Empinet, president of the GEPV.



¹ Business insight, *Global protein ingredients market, 2012-2018*

Plant proteins are to be found in all store sections!

They are present in absolutely all store sections. At the top of the list are the delicatessen section (22%), the sweet groceries section (18%) and the bakery section (17%).

The frozen food section comes in fourth place, followed by the savoury groceries section (11%) and the meat-poultry-fish section (11%).



“Plant proteins are taking up more space on shelves but we have observed a definite peak in the delicatessen section with the rise of vegetarian and vegan products. These products are increasingly sought after by consumers due to the substantial rise in the number of flexitarians. In 2017, approximately one third of households² said they were flexitarian³. This trend is gathering momentum,” observes Hubert Bocquelet, General Delegate of the GEPV.

The dietary transition has begun

Consumers are looking for a new kind of nutritional balance and plant protein is the key to the dietary transition that has already begun.

Consumers are increasingly preoccupied by the quality of their food. Plant protein-based products are the key. 26.4% of the products studied this year make nutritional claims such as “rich in proteins” or “high in fibre” and 39.4% carry quality criteria and labels such as the “organic” label or “made in France”.

Plant proteins are recognised for their nutritional properties. *“They limit the amount of saturated fatty acids,”* says Hubert Bocquelet, General Delegate of the GEPV.

“Combined together, they also provide all of the essential amino acids”.

This explains the success of new alternatives to meat. They have a similar texture, look and taste to meat but contain no animal products. These products offer an alternative to French people who would like to strike a balance between the plant and animal proteins they eat.



² Kantar Wordpanel, *Le flexitarisme : les Français et la consommation de produits d'origine animale*, 2017

³ Flexitarianism : a diet that includes vegetarian meals without eliminating meat completely. This means that new foods are added to the diet, rather than excluding foods (<https://www.bbcgoodfood.com/howto/guide/what-flexitarian-diet>)

Study approach

- The study was conducted in Beauvais (Oise French department) and in Paris over a period of 10 weeks.
- 26 stores were analysed: hypermarkets, supermarkets, hard discount stores, click and collect stores, organic stores, vegan stores, convenience stores, frozen food stores, sport stores, health stores.
- Several thousand products were studied.
- The samples were representative of consumption at national level.

About GEPV

The GEPV (Plant Protein Study and Promotion Group) association was founded in 1976. Its members are manufacturers involved in the production, distribution or marketing of plant protein in France. It develops informational, technical and educational tools and makes them available to the general public and food industry professionals.

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