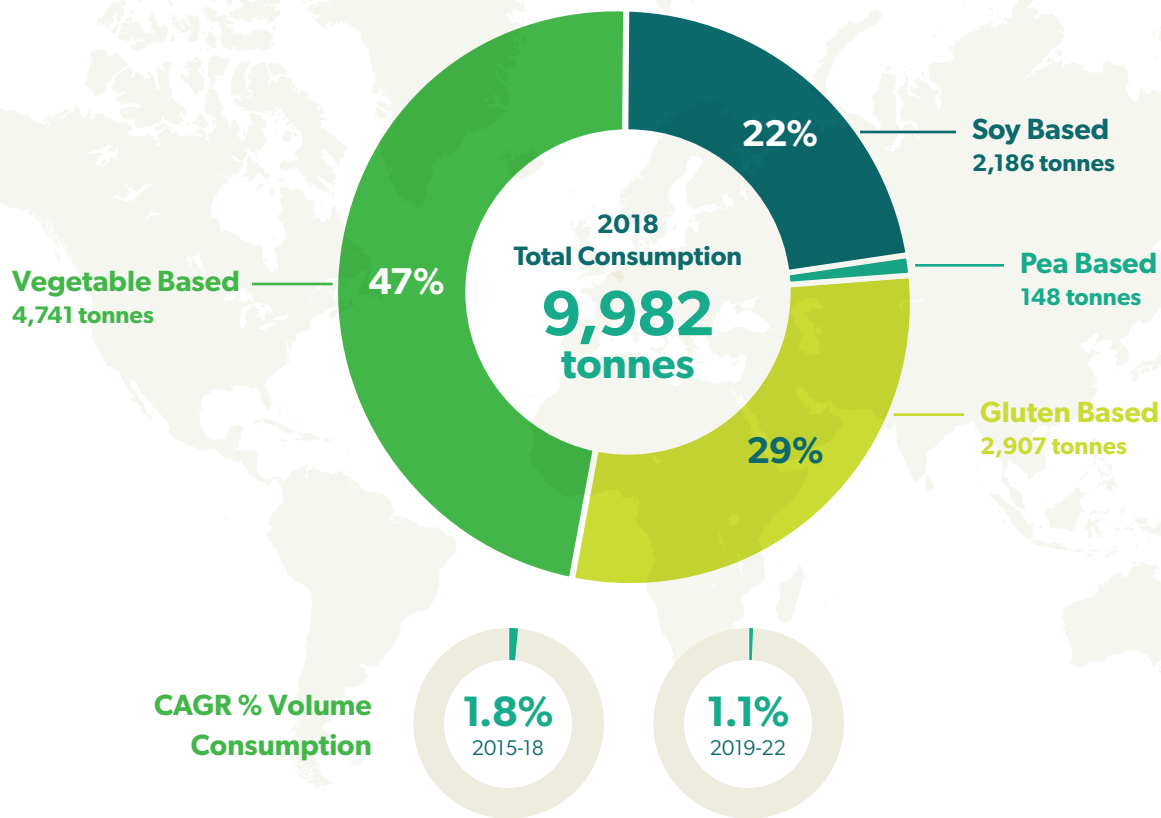




### DEMAND FOR PLANT-BASED PROTEINS IN BELGIUM

Like its European neighbours, the consumption of meat in Belgium is on the decline. This shift is primarily motivated by concerns surrounding the negative impact of meat consumption on health and the environment. This has given rise to new, plant-based sources to compensate for protein deficiencies, including in the areas of plant-based milk alternatives and plant-based ready to eat meals. Learn more about the Belgian market below:



CAGR % Volume Consumption				
Year	Soy Based	Pea Based	Gluten Based	Vegetable Based
2015-18	6.0%	22.2%	-0.2%	0.8%
2019-22	2.9%	12.6%	-0.7%	0.9%

CAGR = Compound Annual Growth Rate

Information provided by Euromonitor: "Evaluating and Prioritizing Domestic and International Opportunities for Plant Proteins Report", commissioned by Protein Industries Canada. ©Euromonitor International Ltd. 2020. All rights reserved.

Belgians opt for plant-based sources to compensate for protein deficiency due to lower meat intake

2018 total consumption of plant-based protein products

9,979 tonnes

2018 total population

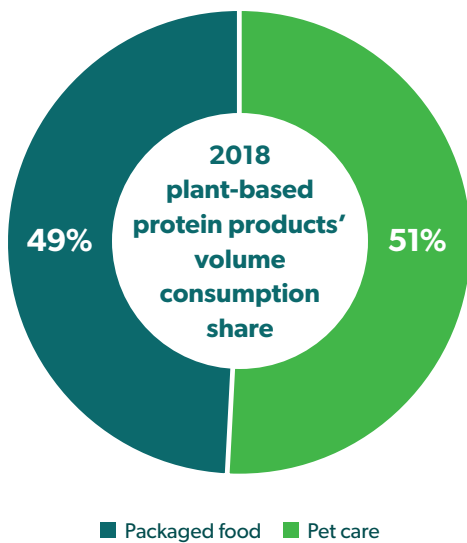
11,376,100

2018 foodservice consumption of proteins, plant and animal-based

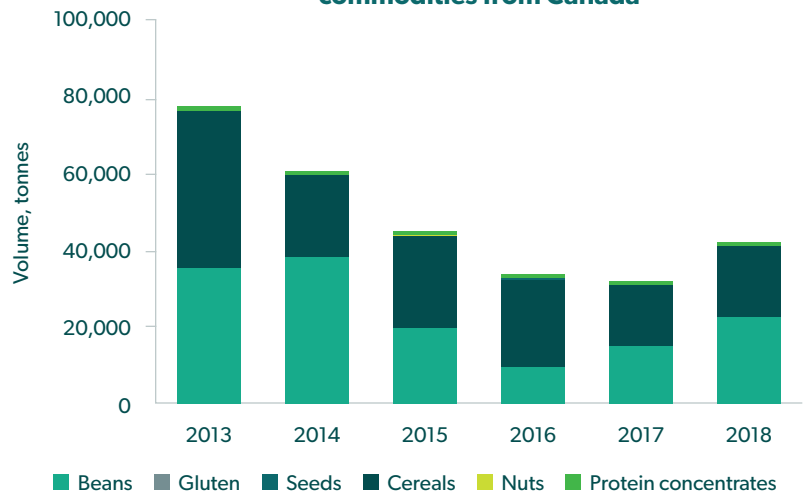
42,995 tonnes

2013-18 CAGR import volume of plant-based proteins from Canada

-11.7%



2013-18 import of plant-based protein commodities from Canada



Points of Comfort

- According to a 2019 EVA vzw<sup>1</sup> survey, 44% of the respondents consumed less meat in Belgium than in 2017. This brings forth significant opportunities for plant-based protein alternatives in the country as consumers look to **maintain their protein intake levels despite lower meat consumption.**

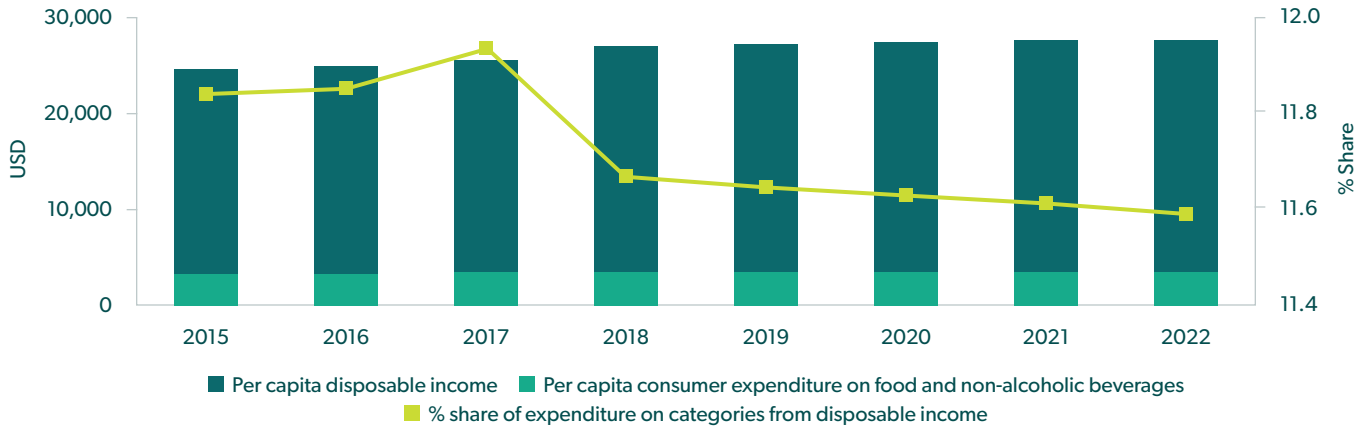
Points of Concern

- Belgium showcases a steady decline of bean-based plant-protein commodities from Canada. This could potentially be attributed to a rising awareness amongst Belgians about **soybean's unsustainable production**, leading to environmental damage such as deforestation and soil erosion.

<sup>1</sup>Short for 'Ethical Vegetarian Alternative', it is a 2000 non-profit established Belgian organization that promotes plant-based diets

Information provided by Euromonitor: "Evaluating and Prioritizing Domestic and International Opportunities for Plant Proteins Report", commissioned by Protein Industries Canada. ©Euromonitor International Ltd. 2020. All rights reserved.

2015-22 per capita expenditure on packaged food and non-alcoholic beverages as a share of disposable income



## Belgians’ growing health and environmental awareness fuels demand for plant-based proteins

### Consumers’ growing awareness about negative impact of meat on health boosts demand for plant-based meat

Due to the growing trend of flexitarianism<sup>1</sup>, many Belgians are shifting away from meat. This shift is primarily motivated by concerns surrounding the negative **impact of meat consumption on health and the environment**. As consumers are reducing their meat intake, demand for plant-based meat is growing. In line with this, despite growing from a small base, **plant-based protein ready meals witnessed a value CAGR of 25.9% over 2015-19**. These products are largely positioned as a convenient, healthier and vegan solution to meat consumption.

### Presence of certified labels makes packaged food more appealing to consumers

Plant-based protein foods manufacturers have begun to showcase **vegan labels on their products in an attempt to drive sales**. This is done with the help of non-profit organizations such as EVA vsw<sup>2</sup> and EVU, with the latter having introduced the V-Label in 1996. Lidl, a supermarket retailer, started selling EVA certified vegan pizza product ranges such as Alfredo pizzas in 2019.

### Concerned with sustainability of soybean production, consumers opt for plant-based milk sourced from non-soy sources

Aggressively marketed by brands like Alpro, free from dairy variants witnessed a strong value **CAGR of 9.8%** over 2014-19. While soy was previously the most widely used ingredient in dairy alternative products, concerns about the sustainability of production techniques used for cultivating soybeans has caused demand to slowed down. Consumers are now rapidly shifting to other plant-based alternatives such as **coconut, oats, almonds, cashews, etc.**

### Leading plant-based milk producers maintain their dominance by launching a wide range of products

In 2019, the brand Alpro had a 55.6% value share dominance in the plant-based milk market in Belgium. This was largely driven by its **wide array of milk alternative products** including 17 soy-based drinks and 11 alternatives including oats, rice and hazelnut. Alpro strives to maintain its dominance by **investing in new product ranges**. This is also reflected by its recent launch of the Alpro barista range. Marketed as a milk-replacement for coffee, the product was launched in three different formats of oats, soya and almonds.

<sup>1</sup>Consumers alternate between vegetarian diet and a diet containing meat

<sup>2</sup>Short for 'Ethical Vegetarian Alternative', it is a non-profit established organisation which is the Belgian representative of the European Vegetarian Union (EVU)

Surge in new and successful product launches driven by consumer appeal for meat-like substitutes.



### Incredible Burger, by Garden Gourmet

**Protein ingredients:** Soy, Wheat

**What's happening:** Mimicking actual meat

Launched by Nestlé under its brand Garden Gourmet in 2019, the plant-based burger uses beetroot, bell pepper and carrot extracts to **mimic the look and feel of an actual beef burger**. The plant-based meat product was created through a collaboration between culinary chefs and alternative protein researchers.

---



### BeneoPro W-Tex (textured wheat protein), by Beneo

**Protein ingredients:** Wheat

**What's happening:** A better plant-based protein base

The ingredients manufacturer Beneo launched its textured wheat protein powder in 2018. It was launched to be used in plant-based protein production because of its **stable texture and neutral taste**. In 2019, Beneo also opened a EUR4.3 million textured wheat protein production plant in Belgium.

---



### Giniling, by WTH Foods

**Protein ingredients:** Mung bean, Texturised vegetable protein

**What's happening:** Taste, availability and price

Giniling, a plant-based meat alternative to ground beef, was launched in 2019 by WTH Foods (Worth The Health Foods). The product is being sought after by consumers for its **better taste, ease of availability and affordable pricing** when compared to other meat alternatives.

---