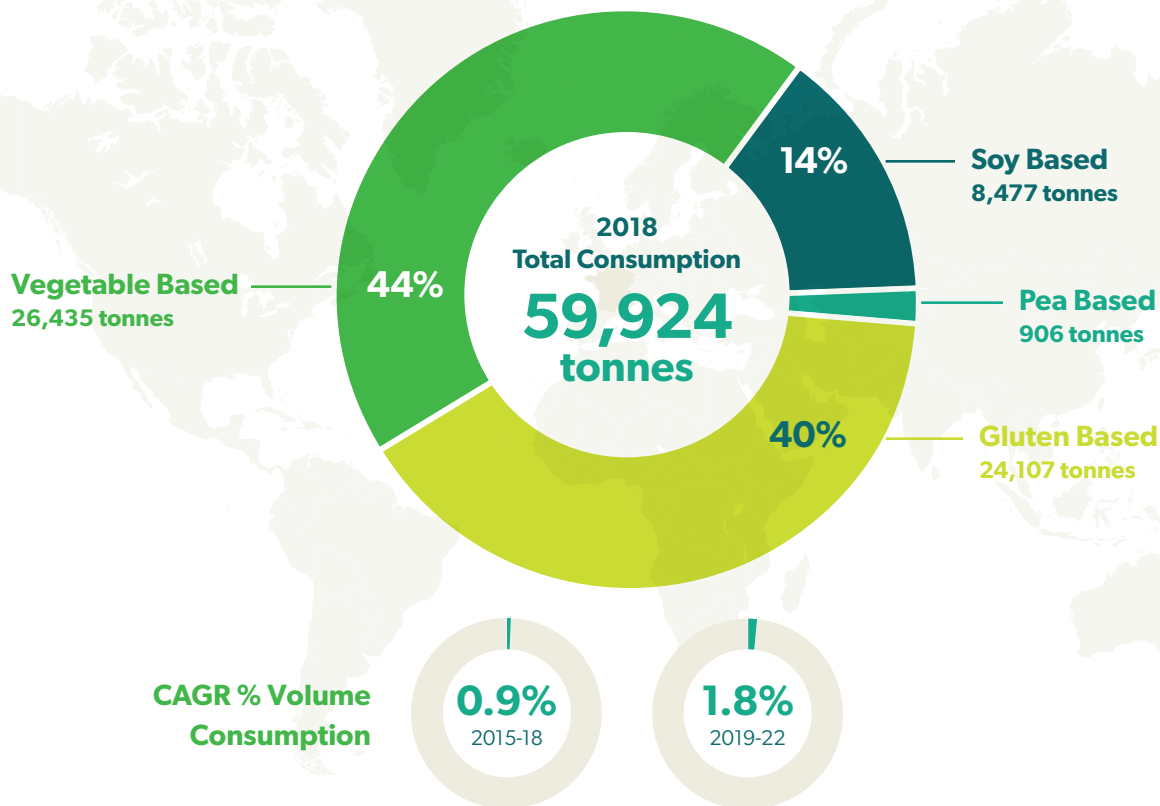




DEMAND FOR PLANT-BASED PROTEINS IN FRANCE

As consumer trends towards vegetarian and veganism grow in the country, an increasing number of French consumers are avoiding meat in their diet. In 2017, over one-quarter of French consumers indicated a reduction in meat intake. Plant-based dairy alternatives are growing at a steady pace, while start-up incubators for plant-based companies are boosting collaborations and novel product developments. Read more about these trends below:



CAGR % Volume Consumption				
Year	Soy Based	Pea Based	Gluten Based	Vegetable Based
2015-18	3.4%	20.8%	-0.2%	0.6%
2019-22	2.5%	11.6%	1.6%	1.4%

CAGR = Compound Annual Growth Rate

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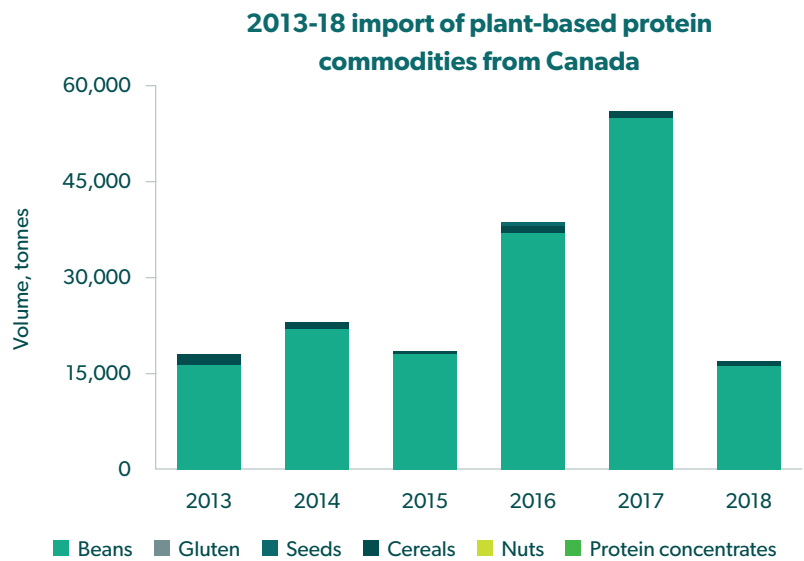
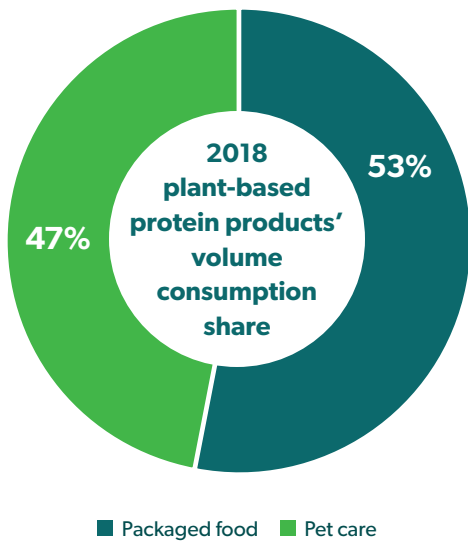
France exhibits significant reduction in meat consumption in line with strengthening vegan trend

2018 total consumption of plant-based protein products
59,907 tonnes

2018 total population
64,725,100

2018 foodservice consumption of proteins, plant and animal-based
234,235 tonnes

2013-18 CAGR import volume of plant-based proteins from Canada
-1.4%



Points of Comfort

- As consumer trends towards vegetarian and veganism grow, an increasing number of consumers are avoiding meat in their diet. 26.5% of respondents had reduced their meat intake in 2017 compared to only 21.9% in 2015¹.

Points of Concern

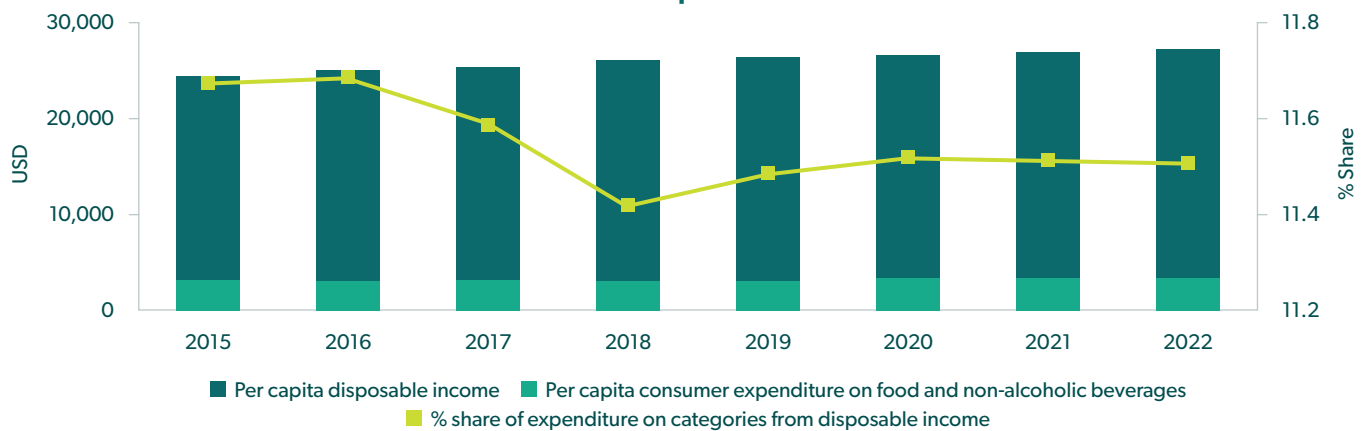
- Owing to a rising intolerance of gluten amongst the French, consumers are increasingly avoiding gluten-based products. 6.1% of respondents avoided gluten products, compared to 4.9% in 2015².

¹Euroonitor Passport consumer Lifestyles data 1,820 respondents (2017)

²Euroonitor Passport consumer Lifestyles data 1,820 respondents (2017)

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



Availability of wide array of products, owing to industry collaboration, supports growth of veganism

Veganism on a rise in the country as evidenced by increasing number of Google searches on related terms

French consumers have been ahead of the curve in **shunning meat and dairy**, with their consumption dropping to 46g of meat per day in 2018 against 160g per day in 1998. Additionally, the country's vegan market grew by around 24% in 2018 in value terms. The shift in consumer diets is majorly due to growing **vegan and flexitarian trends**. These have rapidly gained popularity over the last few years as evidenced by **Google searches for the word 'veganism'** in the country **tripling since 2015**.

Startup incubators for plant-based protein companies boost collaborations and novel product developments

Product innovation in the field of plant-based proteins have received a boost from the collaborative efforts of organizations such as Le Village by the French bank Crédit Agricole. Le Village works as a **collaborator with agricultural partners**, such as Vegepolys Valley¹, Eureden² and several other **vegan alternative startups** to recognize and promote innovation in this space. It also boosts plant-based startups through annually organized European Plant Protein Awards.

Despite higher prices, plant-based milks show increased adoption owing to consumers seeking sustainability and ethicality

France exhibited a **strong value growth in plant-based milk consumption** over 2014-19. Both soy and non-soy based variants have grown at 17.5% and 24.6% value CAGRs respectively over 2014-19. Despite the higher prices for plant-based drinks in the country, French consumers still prefer these products because of **rising concerns over the detrimental environmental impact of meat production and unethical treatment of animals for sourcing animal produce**.

Dairy alternatives, particularly soy-based yogurt, fueling strong demand for plant-based yogurt

France's **dairy-free** market was the second largest market globally, **with a value of 206 million USD in 2019**. Despite the large market size, the country still has room to grow in plant-based yogurt because of the demand for plant-based alternatives. **Soy-based yogurt brands**, such as Sojasun with 29.0% value market share in 2019, still **dominate** the overall plant-based yogurt market — established by its early market entry in 1985.

¹Vegepolys Valley is a competitiveness cluster gathering together firms, research and training centres in the agriculture field with some innovative projects to strengthen the firms' competitiveness

²Eureden is a cooperative group bringing together more than 20,000 farmer-cooperators under one umbrella

³A summit organized by Bridge2Food, primarily focused on networking, collaboration and knowledge sharing amongst plant-based protein companies

Bridge2Food: founded in 2002 and focused on creating new international networks between food specialists and promoting knowledge sharing within the Industry by organizing seminars, conferences, courses and webinars around fast-moving food categories such as the ones based on vegetable proteins

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Brands shifting from conventional offerings to provide variety of plant-protein based options



A Bicylette, by Eural Poitouaine

Protein ingredients: Oats, Almonds, Rice

What's happening: Demand for alternatives to soy

Eural Poitouaine's brand, A Bicylette, was launched in 2018. The yogurt was launched in different ingredients such as oat, almond and rice, tapping into the **demand for varieties of plant-based yogurt other than soy**. Targeting the rising number of flexitarians, the product offers a solution to soy intolerances.



Plain flavour minced style, by Live Loving Foods

Protein ingredients: Fava Beans

What's happening: Multiple dishes in innovative formats

Live Loving Foods won the LIFE Protein Award¹ in 2018 due to the launch of plant-based protein **in innovative formats** such as Gyros, Keftedes and Tandoori. The brand's online store also offers Vegan Panna Cotta and ChocoChip Cookies, making the manufacturer a **one-stop solution for all plant-based food needs**.



Chocolate spread, by Tartimouss!

Protein ingredients: Oats, Peas, Sunflower seeds

What's happening: Affordable and healthier fava beans

Chocolate spread by Tartimouss! won the Bold Legumes award at the Prot' Eat competition in 2018. It gained attention for being **economically priced** due to lower cost of fava beans. Along with affordability, the presence of just **three healthy ingredients** also drives consumer appeal for this product.

¹Prot' Eat food innovation competition, hosted by The Group d'Etude et de Promotion des Protéines Végétales (Group for the Study and Promotion of Vegetable Proteins)