GLOBAL PLANT BASED MEAT MARKET: FORECAST TO 2026

ABOUT REPORT OCEAN

Report Ocean provides a full scope of business intelligence solution for solving your toughest challenges. RO is an emerging global expert & pioneer in the market research and provision of exclusive market INTEL. We optimize your decision making by equipping your industry with an accurate & better market research according to your industry demands through our professionally designed qualitative & quantitative research methods

We believe in delivering strategic blueprint of success that will help our Clients to pave their paths of success. Industries we are catering to as below
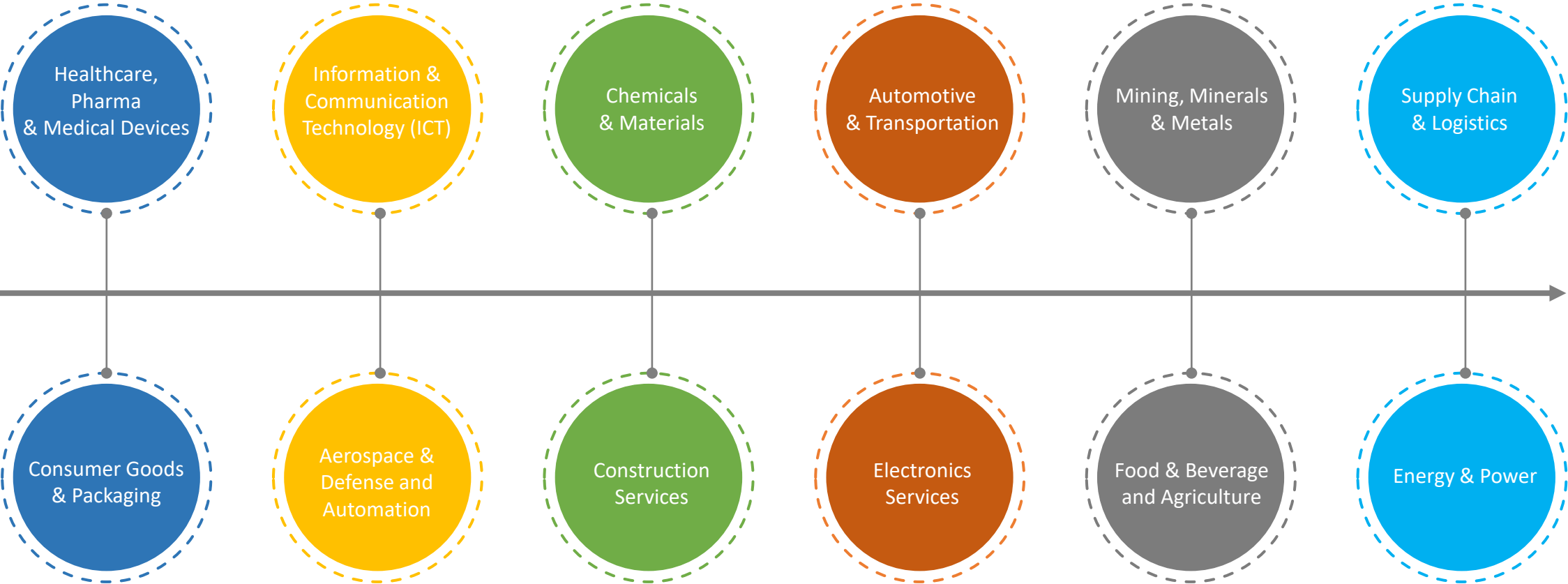
Healthcare, Pharma & Medical Devices

Information & Communication Technology (ICT)

Chemicals & Materials

Automotive & Transportation

Mining, Minerals & Metals

Supply Chain & Logistics

Consumer Goods & Packaging

Aerospace & Defense and Automation

Construction Services

Electronics Services

Food & Beverage and Agriculture

Energy & Power

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Financial Information of non-listed companies will be provided as per the data availability in final deliverable

**The segmentation and the companies are subjected to modification based on in-depth secondary for the final deliverable*

Years Considered For This Report:

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2021 – 2026

Key Questions Answered:

✓ Major factors driving growth of the market

✓ Various trends affecting the market and key market opportunities

✓ Competitive strategies of the key players operating in the market

1.1 Research Objective

➢ To estimate and forecast market size of Global Plant Based Meat market.
➢ To define, describe, forecast, and segment the Plant Based Meat market on the basis of Source, Product, Type, Distribution Channel Industry coupled with region.

➢ To forecast the market size of segments with respect to global market.
➢ To analyze the competitive intelligence of players based on company profiles, key player strategies, and game-changing developments such as launches and acquisitions.

➢ To strategically profile the key players and comprehensively analyze their market shares along with detailing the competitive landscape.
➢ To analyze strategic developments such as joint ventures, mergers and acquisitions, new product developments, and R&D in the market.

➢ Global Plant Based Meat market report provides analysis for the period 2016-2026, wherein 2019 is base year, 2018 is the historical year and the period from 2021 to 2026 is the forecast period

1.2. Product Overview

❑ Plant-based meat products are made to mimic properties found within natural meats and are considered to be Plant baseds. Compared to meat products, plant-based meats— for the most part — offer consumers a more sustainable and environmentally friendly line up of meat alternatives. They are made using plant and other non-animal products to look, taste, and feel like meat products. Examples include: seitan, falafel, tempeh, Tofurky, Beyond Meat burgers, and Mock duck. Plant-based meats are made to resemble meat products in texture, flavour, and appearance. The primary ingredients in plant-based Plant baseds are typically soybeans (and other legumes), wheat gluten, lentils, and tofu, yuba, tempeh, and a variety of nuts

1.3. Market Segmentation

Fig : Global Plant Based Meat Market Segmentation

By Type

- ❑ Beef
- ❑ Chicken
- ❑ Pork
- ❑ Others

By Source

- ❑ Plant
- ❑ Soy
- ❑ Wheat
- ❑ Pea
- ❑ Others

By Product

- ❑ Burger Patties
- ❑ Sausages
- ❑ Strips & Nuggets
- ❑ Meatballs
- ❑ Others

By Distribution Channel

- ❑ Retail Outlets
- ❑ Foodservice
- ❑ E-commerce

By Region

- ❑ North America
- ❑ Europe
- ❑ Asia-Pacific
- ❑ Latin America
- ❑ Middle East & Africa

RESEARCH METHODOLOGY

SYSTEMATIC RESEARCH APPROACH

1 Market Profiling — In-depth secondary research is used to arrive at overall market size, top industry players, top products, industry associations, etc.

2 Formulating Discussion Guide — Formulates a detailed discussion guide in order to conduct expert and industry interviews

3 Developing List of Respondents — List of industry players service provider and industry experts

4 Data Collection — Conducts interviews with industry experts, industry players, distributors, and retailers

5 Data Validation — Data is validated by triangulation method, wherein primary, secondary, and 's analysis contribute to the final data

6 Data Analysis — The data is scrutinized using MS-Excel, to obtain qualitative and quantitative insights about the industry

7 Delivery — Delivers industry insights and information in the required format (PDF)

Data Collection → Data Filter & Analysis → Research & Intelligence → Actionable Insights → Business Solution

- Identifying key opinion leaders
- Questionnaire design
- In-depth interviews
- Coverage across value chain

Primary Research | Desk Research | Company Analysis

- Key Industry Experts
- Channel Study
- Developments
- Market Changing aspects/Dynamics
- Products
- Conclusion

- Market Participants
- Key Strengths
- Product Portfolio
- Mapping as per Value Chain
- Key Focus Segments

Primary Research	Secondary Research	Paid Publications
Survey	Company Websites	Factiva
LinkedIn	Company Annual Reports	Morningstar
Zoominfo	White Papers	GBI
Operationforce	Financial Reports	Genios
OneSource		Meltwater

Source: Secondary Research, Expert Interviews and Report Ocean Analysis

2. RESEARCH METHODOLOGY

Key Vendors --------→ **1**
- Company A
- Company B
- Company C
- Company D

Vendor Portfolio Analysis --------→ **2**
- Product Solutions and services offering
- Annual Turnover

Market Share (%) of Key Vendors --------→ **3**
Key vendors comprising XX% of total market

Total Market Size --------→ **4**
Total Market= x% of key vendors+ x% of other/remaining vendors

Data Validation:
- Industry Expert Inputs
- Primary Research
- Secondary Research
- Discussion with Key Opinion Leaders
- Response Analysis and Data Triangulation

2. RESEARCH METHODOLOGY

2.3.1. Secondary Research

The research process began with obtaining historical market sizes of the entire Global Plant Based Meat Market and the share of each type of segmentation, through exhaustive secondary research to understand the potential of the market under the prevailing market environment during the past years. The growth rate of the market and its segments was studied with a comparative approach to understand the impact of factors that shaped the market during the recent past. The next step involved the study of present market environment that is influencing the Global Plant Based Meat Market and its expected long-term impact. Weightage was given to several forces that are expected to affect the Plant Based Meat market, during the forecast period. Based on the interim analysis, the market numbers were formulated for each of the forecast years for every segment.

2.3.2. Primary Research

Various industry experts including presidents, vice-presidents, managers, directors, organization executives, regulatory departments and other key people of the Global Plant Based Meat Market were interviewed. The third step involved validation of hypothesis through segmented primary research with the key opinion leaders in the industry, including the company representatives, experts service providers and other industry experts. The primary research helped in assessing the gathered and assumed data with the real-time experience of industry representatives. This also led to modification in certain assumptions that were taken during the process of preliminary research. The analysts arrived at solid data points after the completion of primary research process. In the fourth step, the market engineering was conducted, where the data points collected through secondary and primary sources were compiled to compute the final market sizes.

2. RESEARCH METHODOLOGY

Breakdown of Primary Research Respondents, By Region

xx% — Secondary Research
XX% — Primary Research

NORTH AMERICA

xx% — Secondary Research
XX% — Primary Research

EUROPE

XX% — Secondary Research
XX% — Primary Research

ASIA-PACIFIC

XX% — Secondary Research
XX% — Primary Research

MIDDLE EAST & AFRICA

XX% — Secondary Research
XX% — Primary Research

LATIN AMERICA

● **Primary Research**

● **Secondary Research**

Source: Secondary Research, Expert Interviews and Report Ocean Analysis

2. RESEARCH METHODOLOGY

Qualitative Primary Research `01`

Qualitative Secondary Research `02`

- ✓ Online forums/blogs
- ✓ Online communities
- ✓ Online chat with KOLs/experts
- ✓ Target Information: Insights on market trends, market impact factors, marketing and awareness programs etc.

- ✓ XXXXXXXXXXXXXXXXXXXXXXXXX
- ✓ XXXXXXXXXXXXXXXXXXXXXXXXX
- ✓ XXXXXXXXXXXXXXXXXXXXXXXXX
- ✓ XXXXXXXXXXXXXXXXXXXXXXXXX
- ✓ XXXXXXXXXXXXXXXXXXXXXXXXX

Quantitative Primary Research `03`

Quantitative Secondary Research `04`

- ✓ Online-web (CATI/CAWI/CAPI)
- ✓ Telephonic and video conference
- ✓ Interviewee Location: Multiple respondents across
- ✓   the regions
- ✓ Target Information: validation of secondary findings; cross-verification of other primary interviews

- ✓ Proprietary third party databases
- ✓ In-house data repository
- ✓ Company sites
- ✓ Annual Reports/SEC Filings
- ✓ Investor presentations
- ✓ Equity & Stock
- ✓ (Security Insiders, Security Journals)

2. RESEARCH METHODOLOGY

2.4. Market Breakdown & Data Triangulation

DATA TRIANGULATION APPROACH

Data triangulation technique was used to showcase the process of using data from two or more sources. The approach was used to validate the data sets and information that were useful in the overall analysis and create actionable insights.

Secondary Research Approach

Primary Research Approach

The desk research activity was structured based on the scope of the study and the entire study was clustered into various data sets.

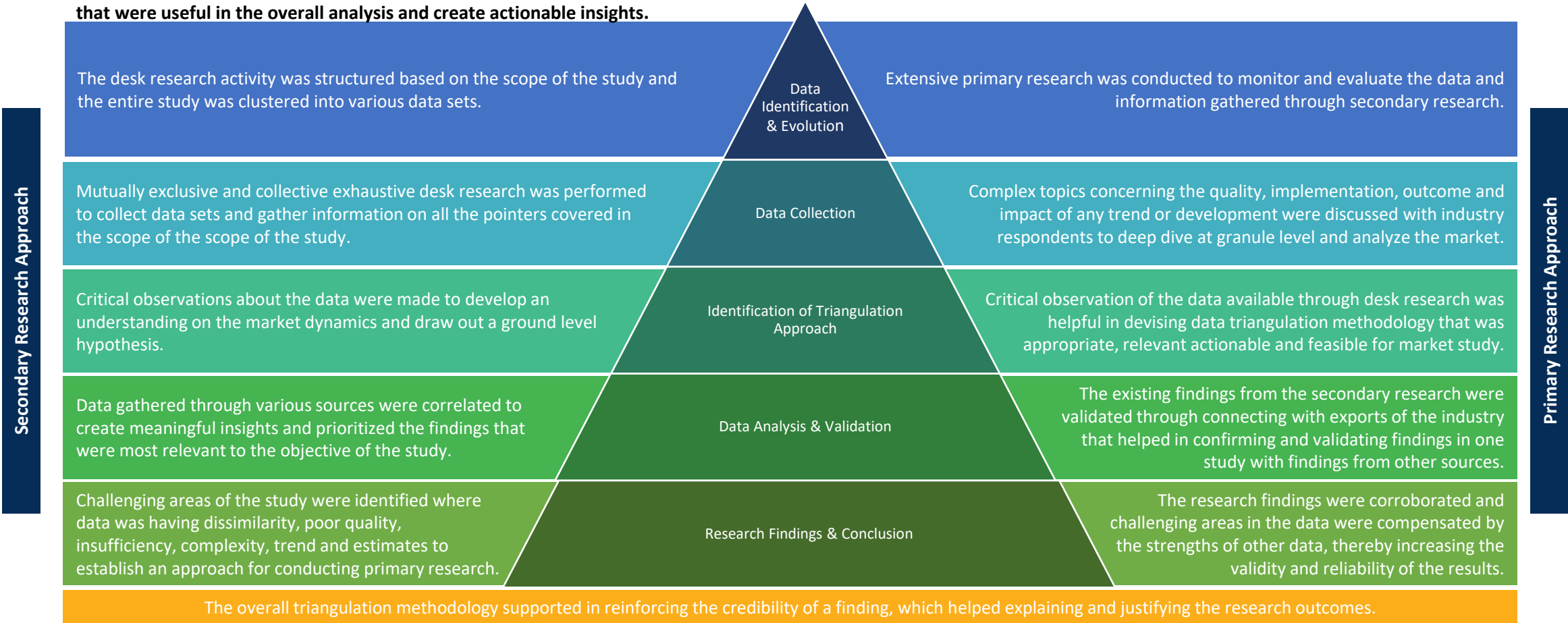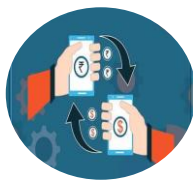Extensive primary research was conducted to monitor and evaluate the data and information gathered through secondary research.

Data Identification & Evolution

Mutually exclusive and collective exhaustive desk research was performed to collect data sets and gather information on all the pointers covered in the scope of the scope of the study.

Complex topics concerning the quality, implementation, outcome and impact of any trend or development were discussed with industry respondents to deep dive at granule level and analyze the market.

Data Collection

Critical observations about the data were made to develop an understanding on the market dynamics and draw out a ground level hypothesis.

Critical observation of the data available through desk research was helpful in devising data triangulation methodology that was appropriate, relevant actionable and feasible for market study.

Identification of Triangulation Approach

Data gathered through various sources were correlated to create meaningful insights and prioritized the findings that were most relevant to the objective of the study.

The existing findings from the secondary research were validated through connecting with exports of the industry that helped in confirming and validating findings in one study with findings from other sources.

Data Analysis & Validation

Challenging areas of the study were identified where data was having dissimilarity, poor quality, insufficiency, complexity, trend and estimates to establish an approach for conducting primary research.

The research findings were corroborated and challenging areas in the data were compensated by the strengths of other data, thereby increasing the validity and reliability of the results.

Research Findings & Conclusion

The overall triangulation methodology supported in reinforcing the credibility of a finding, which helped explaining and justifying the research outcomes.

2.5. Assumptions & Limitations

Currency Value

All the forecasts are done with the revenue and volume calculated under the standard assumption that the globally accepted currency - the U.S. Dollar's value remains constant over the next six years.

Exchange Rates And Currency

For conversion of various currencies to USD, average historical exchange rates were used according to the year specified. For all historical and current exchange rates required for calculations & currency conversions - OANDA - website was used in this research study.

Niche Market Segments

For niche market segments where accurate data of the respective time line was not available, the data was calculated using trend line analysis. In some instances, where mathematical and statistical models could not be applied to arrive at the number, generalization of specific related trends to that particular market was done.
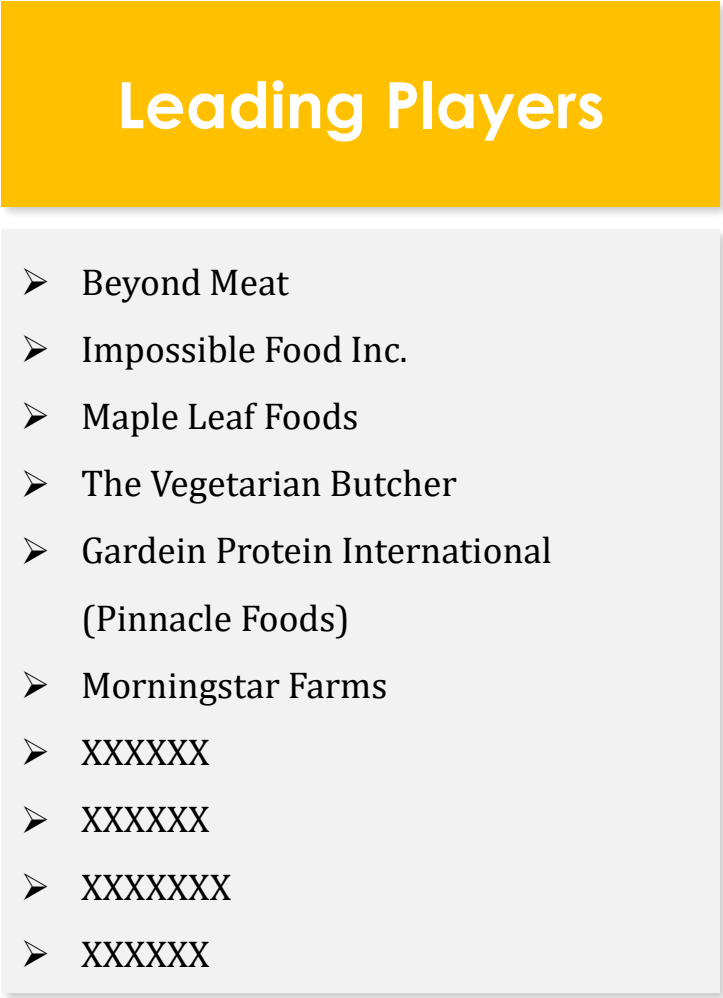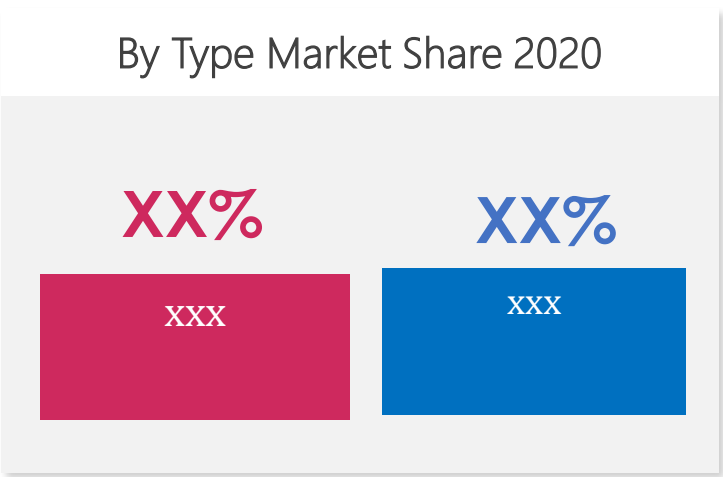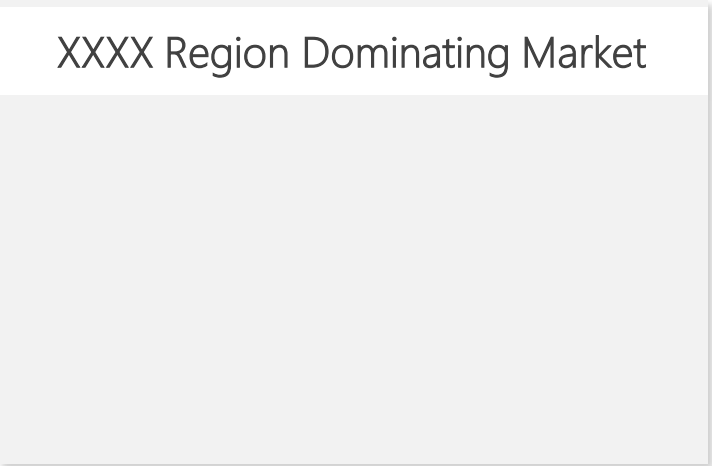
Qualitative Analysis

The qualitative analysis done from the quantitative data arrived at is solely based on the understanding of the market and its trends by the team of experts involved in making this report.
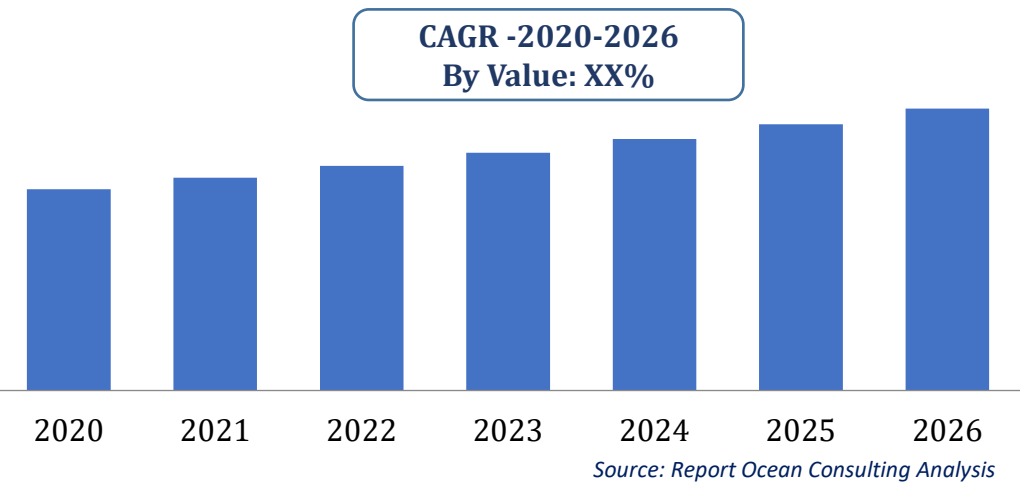
EXECUTIVE SUMMARY
CHAPTER 3

3. Executive Summary

USD XXXX Million

Global Plant Based Meat Market Size in 2019

XX % { CAGR 2020-2026 }

XXXX Region Dominating Market

USD XXX Million

Product segment Market Size in 2019

XX % { CAGR 2020-2026 }

By Type Market Share 2020

XX%   **XX%**

xxx   xxx

Leading Players

➢ Beyond Meat

➢ Impossible Food Inc.

➢ Maple Leaf Foods

➢ The Vegetarian Butcher

➢ Gardein Protein International (Pinnacle Foods)

➢ Morningstar Farms

➢ XXXXXX

➢ XXXXXX

➢ XXXXXXX

➢ XXXXXX

3. Executive Summary

Fig : Global Plant Based Meat Market Size, By Value (USD Million)

CAGR -2020-2026
By Value: XX%

2020 2021 2022 2023 2024 2025 2026

Source: Report Ocean Consulting Analysis

Fig : Global Plant Based Meat Market By Product, By Value (in %), 2019

Commercial

Individual

Source: Report Ocean Consulting

Driver

- ✓ Growing Vegan and Flexitarian Population Across the World
- ✓ Upsurge in Demand from Sports Nutrition Industry
- ✓ Increasing Inclination Towards Healthier Plant baseds

Restraint

- ✓ High processing cost of Plant based
- ✓ XXXXXXXXXXXXXXXXXXXXXXXXXXXXX

➤ XXXXXXXXXXXXXXXXXXXXXX
➤ XXXXXXXXXXXXXXXXXXXXXX
➤ XXXXXXXXXXXXXXXXXXXXXX
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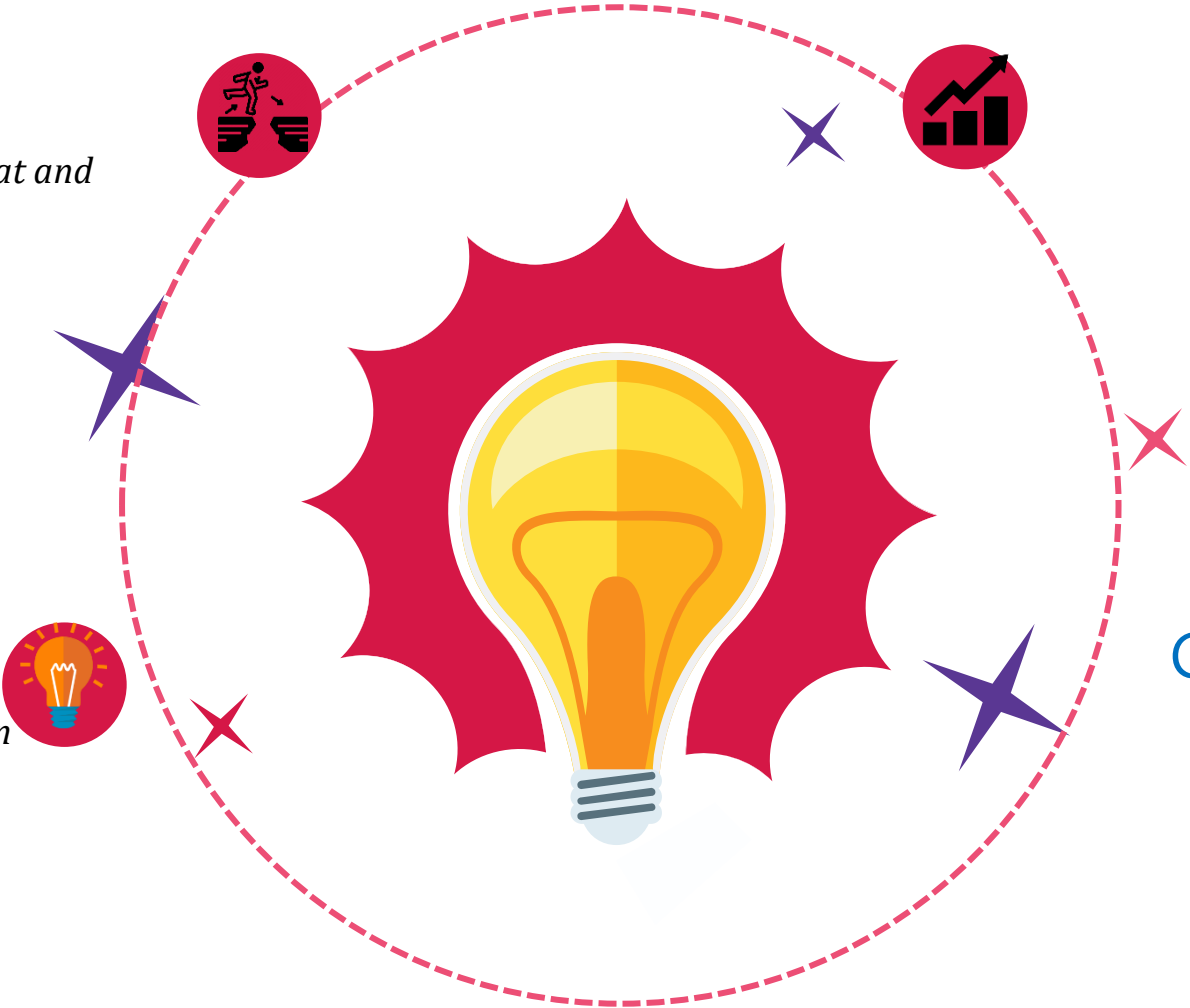# GLOBAL PLANT BASED MEAT MARKET: INDUSTRY INSIGHTS

CHAPTER 4

4.1. Global Plant Based Meat Market: Growth Drivers

Restraint

➢ *Rising Market of Cultured Meat and Insect Protein*

➢ XXXXXXXXXXXXXXXXXX

Driver

➢ Increasing Demand from Sports Nutrition Industry

➢ Increasing Inclination Towards Healthier Plant baseds

Opportunity

➢ *Technological Advancement in Extrusion and Processing*

➢ XXXXXXXXXXXXXXXXXX

Challenges

➢ *Perception of Taste*

➢ XXXXXXXXXXXXXXXXXXXXXXXXXXXX

4.1.1. Global Plant based Market: Drivers

1

- *A vegan diet fits well into an athlete's training plan as it tends to be higher in carbohydrates, which is essential for athletes. Vegan sources of protein include quinoa, peanut butter, protein-enriched pasta, brown rice, tofu, soymilk, nuts, tempeh, beans, and peas.*
- *Vegan food includes numerous health benefits such as rich in certain nutrients, helps in weight management, protect against certain cancer, lowers risk of heart diseases, reduce pain from arthritis, and many others. Owing to an increase in awareness about the health benefits associated with the consumption of Plant baseds, most athletes are now switching to vegan diets.*
- *The Game Changers, a new pro-vegan documentary, dismisses myths on the necessity of meat consumption to ensure best athletic performance. This has led to many players and celebrities switching to vegan diets*

Cause : Numerous Health benefits

Food choice is strongly linked with human health and the health of our environment, with excessive meat consumption often viewed as detrimental for both factors. People nowadays specifically emphasize a shift towards a more 'plant-based' diet, encouraging foods like legumes, nuts, seeds, tofu, and fortified soy beverages as it has plenty of benefits. The focus on plant-based proteins has reduced the health issues compared to consumption of meat.
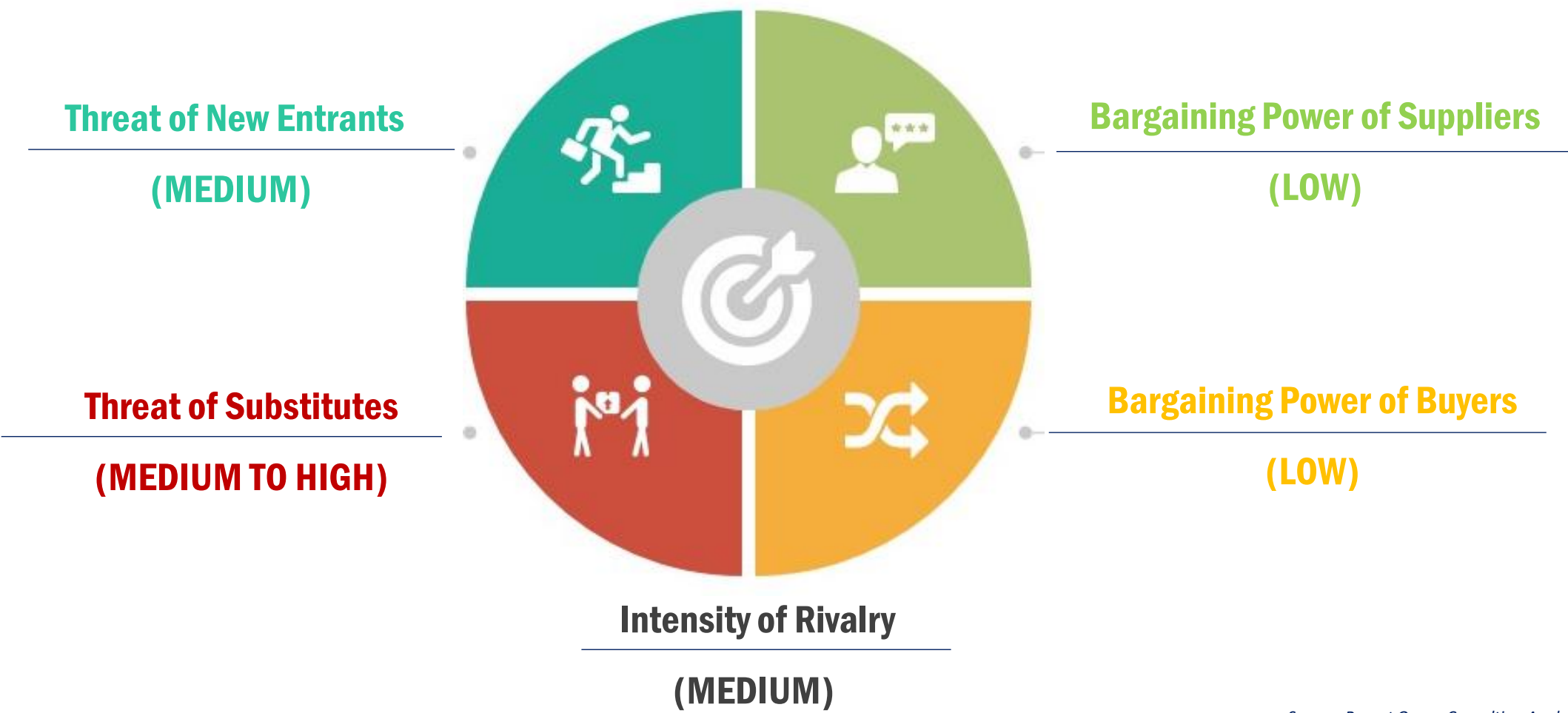
4.2. Recent Development

August 2020

➢ XXXXXXXXXXXXXXXXXXXXXXXXXXXX

May 2019

➢)xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxr XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

2017

➢ XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

4.5. Porters Five Forces Analysis

Fig : Porters Five Forces Analysis

Threat of New Entrants

(MEDIUM)

Bargaining Power of Suppliers

(LOW)

Threat of Substitutes

(MEDIUM TO HIGH)

Bargaining Power of Buyers

(LOW)

Intensity of Rivalry

(MEDIUM)

Source: Report Ocean Consulting Analysis

4.5. Porters Five Forces Analysis

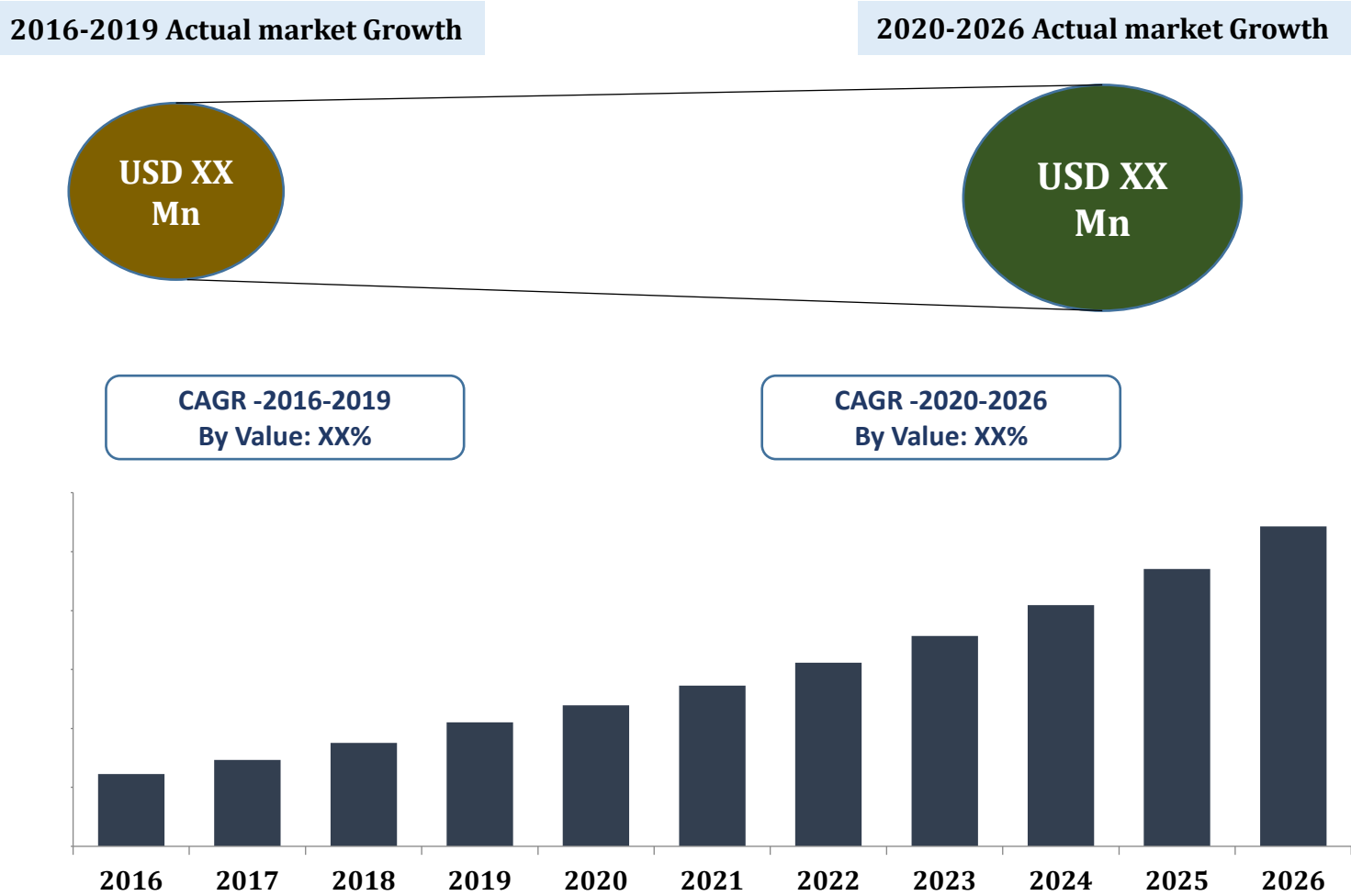|	
Intensity of Rivalry (MEDIUM)	XXXXXXXXXXXXXXXx
Bargaining Power of Suppliers (LOW)	XXXXXXXXXXXXXXXx
Threat of New Entrants (Medium)	XXXXXXXXXXXXXXXx
Threat of Substitutes (MEDIUM TO HIGH)	XXXXXXXXXXXXXXXx
Bargaining Power of Buyers (LOW)	XXXXXXXXXXXXXXXx

GLOBAL Plant Based Meat MARKET OVERVIEW, BY VALUE (USD MILLION)

CHAPTER 5

5.1.1. Global Plant Based Meat Market Size & Forecast

Fig : Global Plant Based Meat Market Size, By Value (USD Million), 2016-2026

2016-2019 Actual market Growth	2020-2026 Actual market Growth

USD XX Mn

USD XX Mn

CAGR -2016-2019
By Value: XX%

CAGR -2020-2026
By Value: XX%

The global Plant Based Meat market is anticipated to rise at a significant rate during the forecast period. Based on which the global Plant Based Meat market is anticipated to rise with a CAGR of XX% during the forecast period and expected to reach to USD XXX million during the forecast period. An increasing number of consumers are demanding plant-based meat, either for medical reasons or as a healthy lifestyle. As a result, the demand for plant-based meat continues to expand. Additionally, continuous efforts in research & development by plant-based meat manufacturers, in terms of better aroma, texture, longer shelf life, and better nutritious profiles, is projected to escalate the growth of global plant-based meat market in the coming years

2016 2017 2018 2019 2020 2021 2022 2023 2024 2025 2026

Source: Report Ocean Consulting

7.2.1. Global Plant Based Meat Market Share & Forecast, By Source

Fig : Global Plant Based Meat Market Share (%), By Source, By Value, 2016-2026
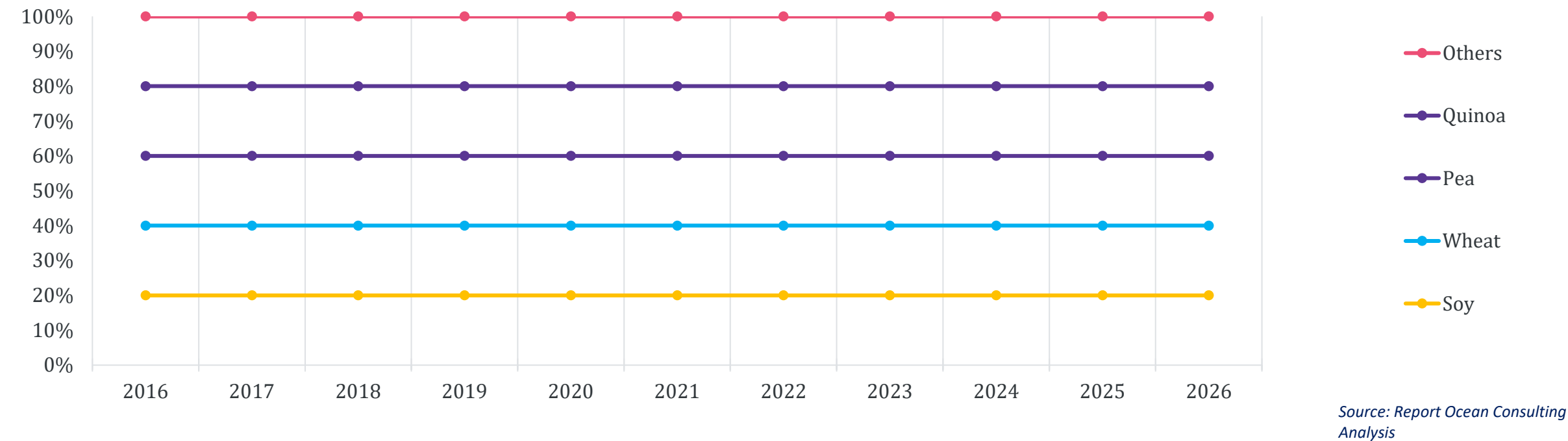
Source: Report Ocean Consulting Analysis

Based on Type, the Plant Based Meat market segmented into Presentation maker Soy, Wheat, Pea, Quinoa, and Others.. XXXX segment is leading the market with valuation of USD Million in 2019 with a growing CAGR of XX% during the forecast period 2020-2026. Plant-based protein ingredients have proved to be a better substitute for meat products. This is due to their high protein content and texture, which improves the taste of the final goods. Owing to their high protein content, the soy protein market accounted for the highest market share owing to the growing demand for alternative soy-based meat products, such as pork, beef, and chicken

5.2.1. Global Plant Based Meat Market Share & Forecast, By Source

Table: Global Plant Based Meat Market Size (USD Million), By Source, By Value, 2016-2026

Type	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Soy											
Wheat											
Pea											
Quinoa											
Others											

XXXX sector booming the demand of Plant based market with the market share of XX% in 2019.

CAGR XX%
(2020-2026)

XXXX segment contributes XX% in Plant based market in 2019.

CAGR XX%
(2020-2026)

Source: Report Ocean Consulting Analysis

5.2.2. Global Plant Based Meat Market Share & Forecast, By Product

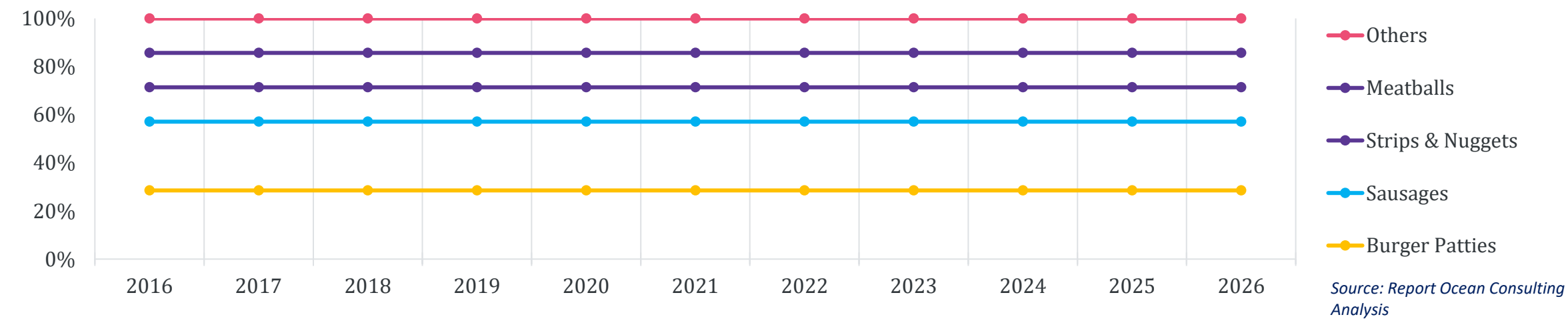**Fig : Global Plant Based Meat Market Share (%), By Product, By Value, 2016-2026**

Source: Report Ocean Consulting Analysis

Table: Global Plant Based Meat Market Size (USD Million), By Product, By Value, 2016-2026

Product	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Burger Patties											
Sausages											
Strips & Nuggets											
Meatballs											
Others											

Source: Report Ocean Consulting Analysis

5.2.3. Global Plant Based Meat Market Share & Forecast, By Type

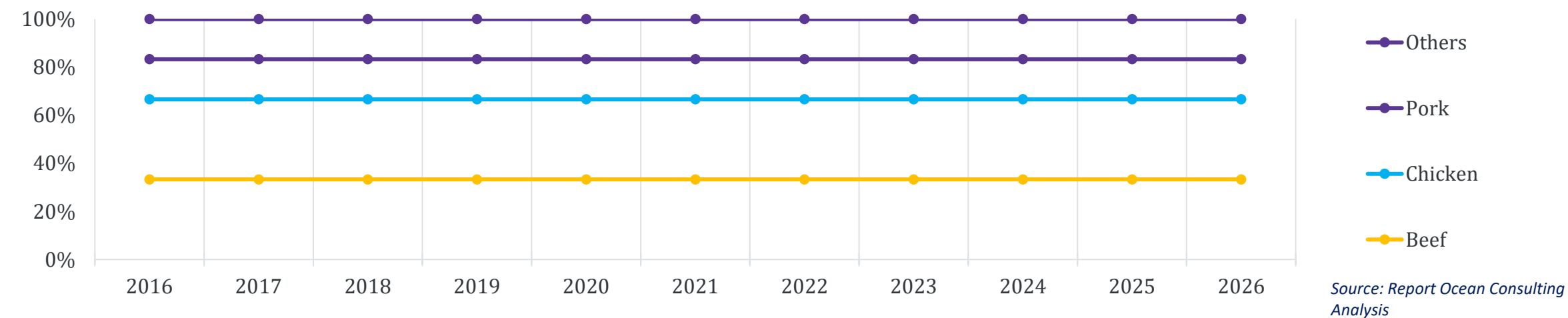**Fig : Global Plant Based Meat Market Share (%), By Type, By Value, 2016-2026**

Source: Report Ocean Consulting Analysis

Table: Global Plant Based Meat Market Size (USD Million), By Type, By Value, 2016-2026

Type	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Beef											
Chicken											
Pork											
Others											

Source: Report Ocean Consulting Analysis

5.2.4. Global Plant Based Meat Market Share & Forecast, By Distribution Channel

Fig : Global Plant Based Meat Market Share (%), By Distribution Channel, By Value, 2016-2026
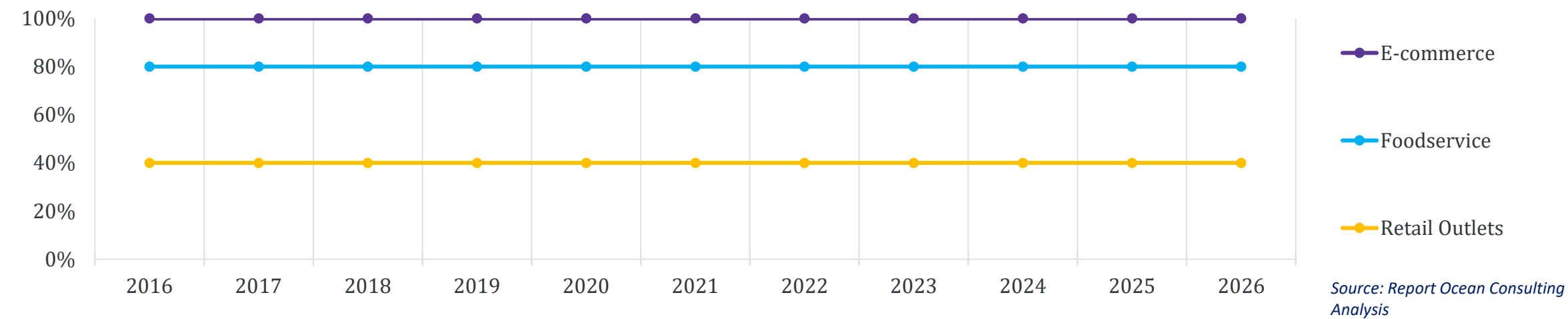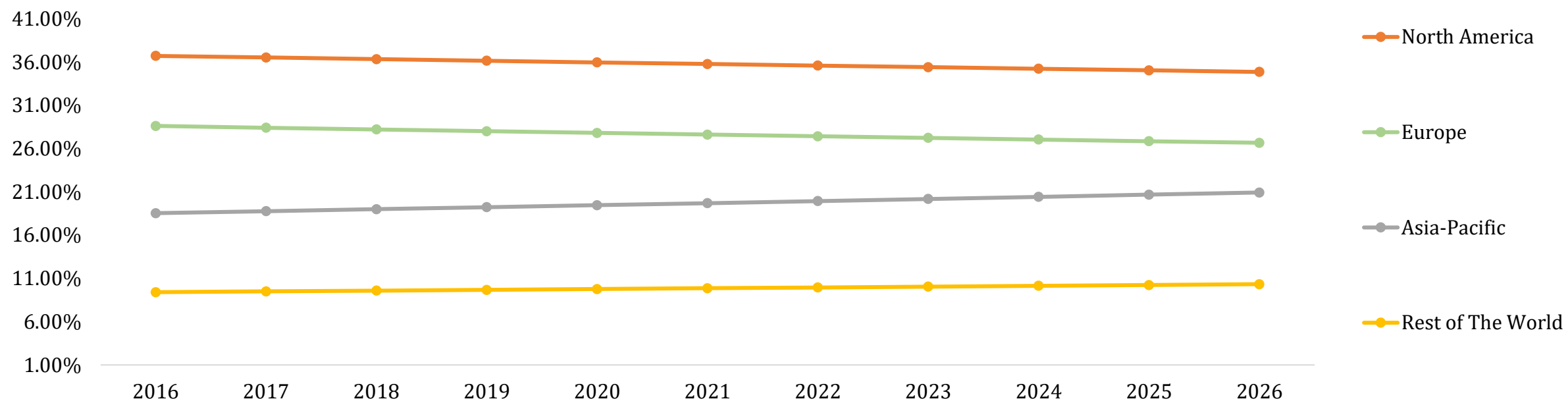
Table: Global Plant Based Meat Market Size (USD Million), By Distribution Channel, By Value, 2016-2026

Type	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Retail Outlets											
Foodservice											
E-commerce											

5.2.5. Global Plant Based Meat Market Share & Forecast, By Region

Fig: Global Plant Based Meat Market Share (%), By Region, By Value, 2016-2026

By geography, the global Plant Based Meat Market segregated into North America, Europe, Asia Pacific, Rest of the world.

5.2.5. Global Plant Based Meat Market Share & Forecast, By Region

Table: Global Plant Based Meat Market Size. By Region, By Value (USD Million), 2016-2026

Region	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
North America											
Europe											
Asia-Pacific											
Rest of The World											

Source: Report Ocean Consulting Analysis

North America Contributing with XX% market share in 2019

CAGR XX% (2020-2026)

Europe regional sector Contributing with XX% market share in 2019

CAGR XX% (2020-2026)

Asia-Pacific region Contributing with XX% market share in 2019
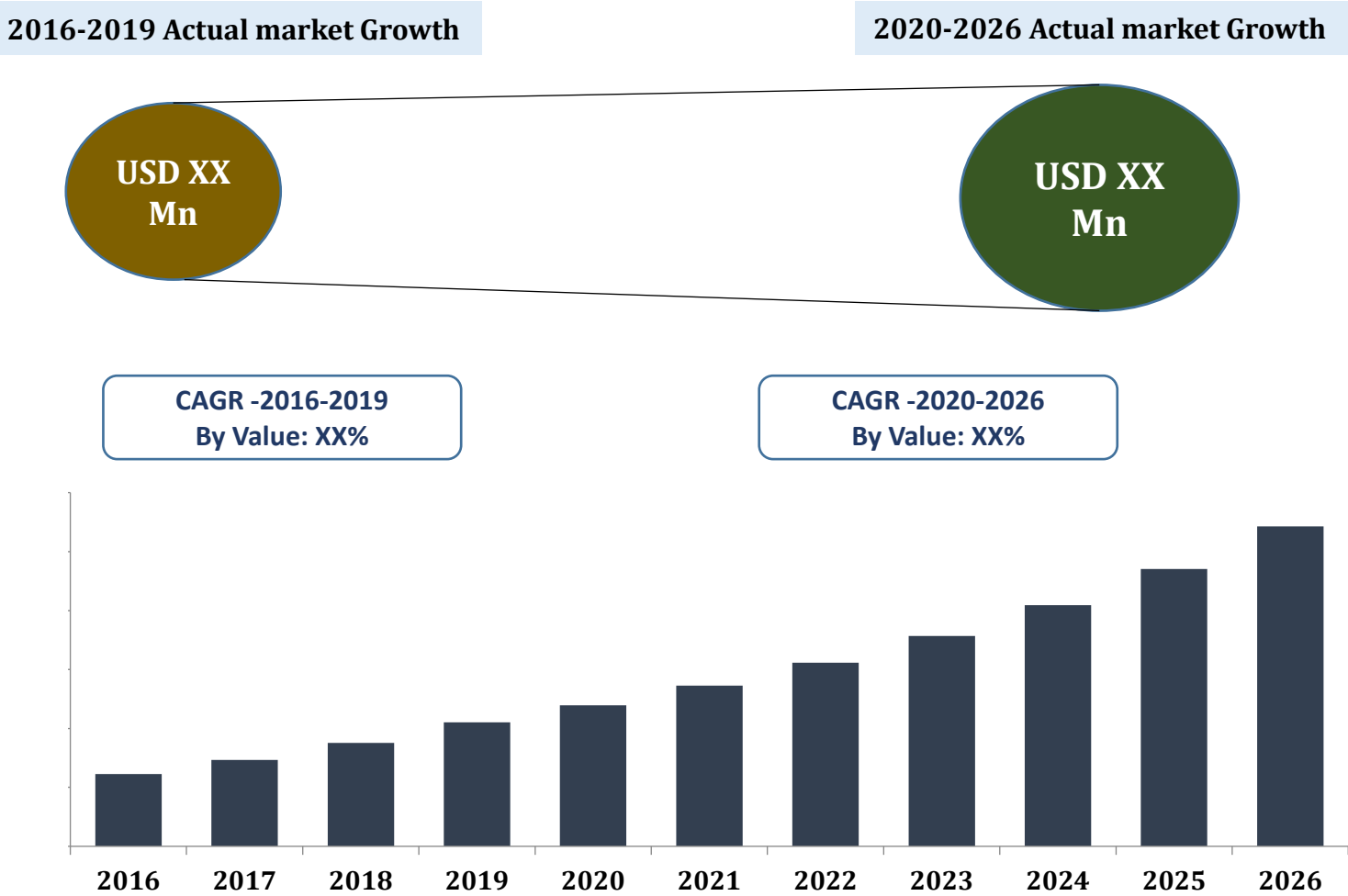
CAGR XX% (2020-2026)

EUROPE PLANT BASED MEAT MARKET OVERVIEW CHAPTER 7

7.1.1. Europe Plant Based Meat Market Size & Forecast

Fig : Europe Plant Based Meat Market Size, By Value (USD Million), 2016-2026

2016-2019 Actual market Growth

2020-2026 Actual market Growth

USD XX Mn

USD XX Mn

CAGR -2016-2019
By Value: XX%

CAGR -2020-2026
By Value: XX%

2016 2017 2018 2019 2020 2021 2022 2023 2024 2025 2026

Source: Report Ocean Consulting

Europe Plant Based Meat Market has gained the momentum in recent years with a CAGR of XX%, in value terms, over the forecast period 2020-2026, and expected to reach at USD XX Million by 2026.
XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

7.2.1. Europe Plant Based Meat Market Share & Forecast, By Source

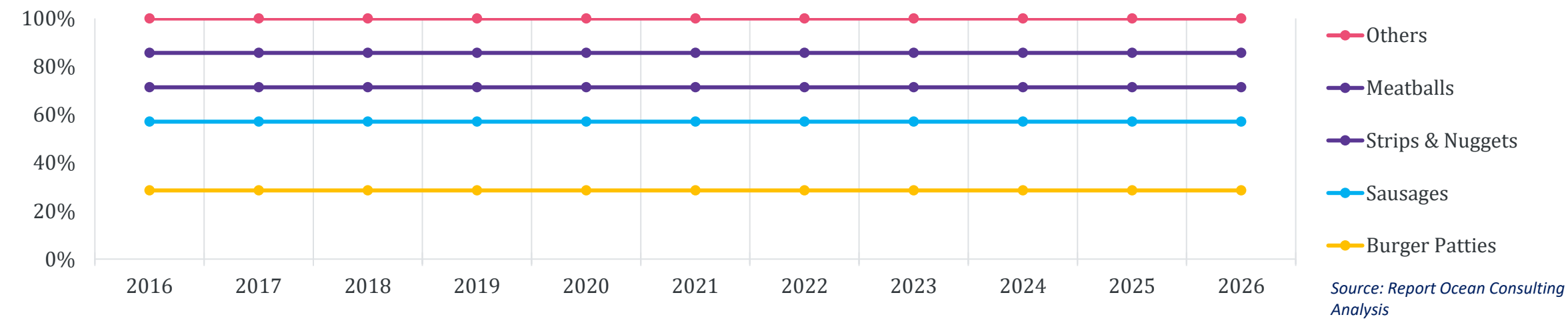**Fig : Europe Plant Based Meat Market Share (%), By Source, By Value, 2016-2026**
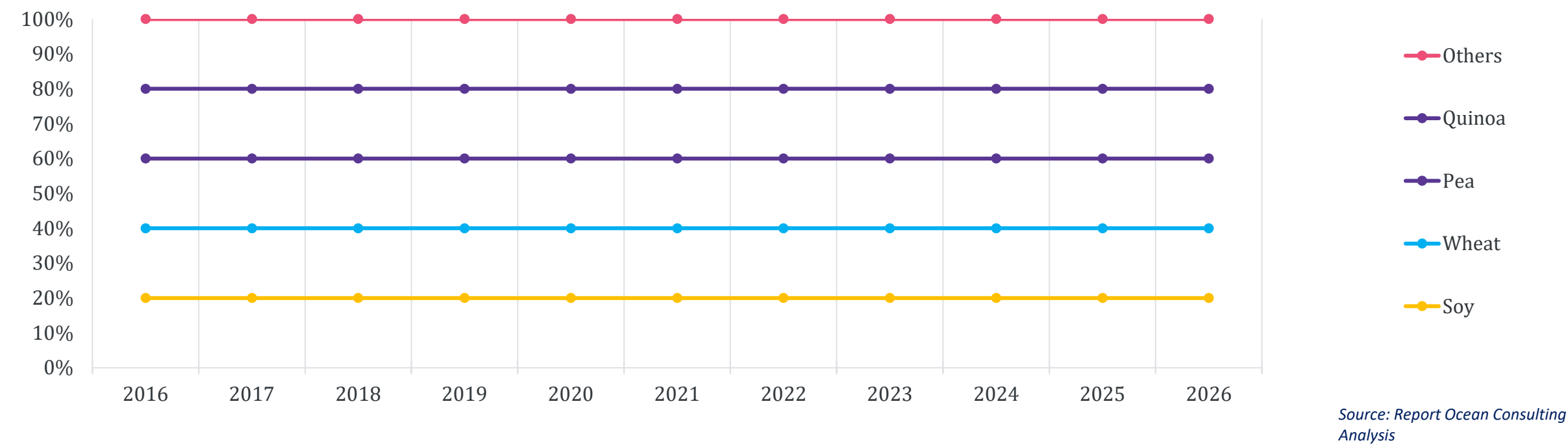
Source: Report Ocean Consulting Analysis

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7.2.1. Europe Plant Based Meat Market Share & Forecast, By Source

Table: Europe Plant Based Meat Market Size (USD Million), By Source, By Value, 2016-2026

Type	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
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Wheat											
Pea											
Quinoa											
Others											

XXXX sector booming the demand of Plant based market with the market share of XX% in 2019.

CAGR XX%
(2020-2026)

XXXX segment contributes XX% in Plant based market in 2019.

CAGR XX%
(2020-2026)

Source: Report Ocean Consulting Analysis

7.2.2. Europe Plant Based Meat Market Share & Forecast, By Product

Fig : Europe Plant Based Meat Market Share (%), By Product, By Value, 2016-2026
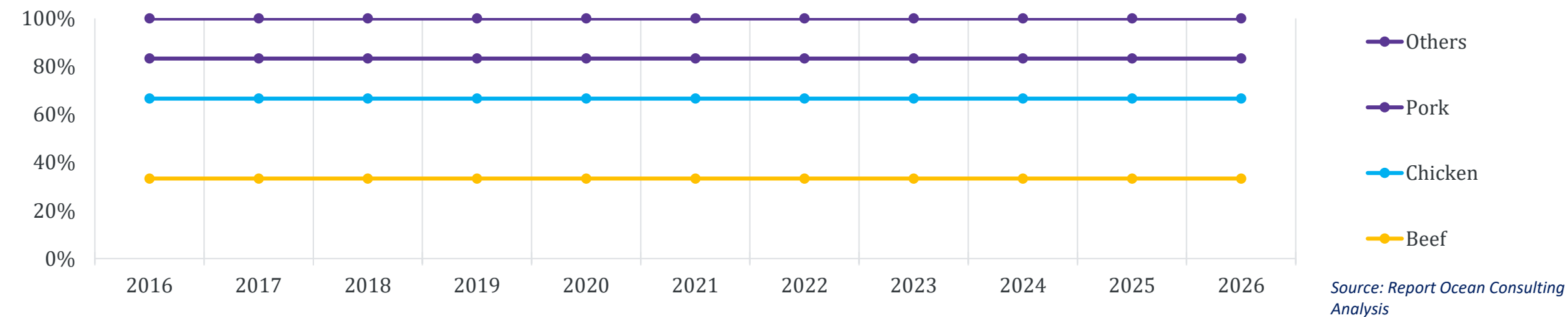

Source: Report Ocean Consulting Analysis

Table: Europe Plant Based Meat Market Size (USD Million), By Product, By Value, 2016-2026

Product	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Burger Patties											
Sausages											
Strips & Nuggets											
Meatballs											
Others											

Source: Report Ocean Consulting Analysis

7.2.3. Europe Plant Based Meat Market Share & Forecast, By Type

Fig : Europe Plant Based Meat Market Share (%), By Type, By Value, 2016-2026

Source: Report Ocean Consulting Analysis
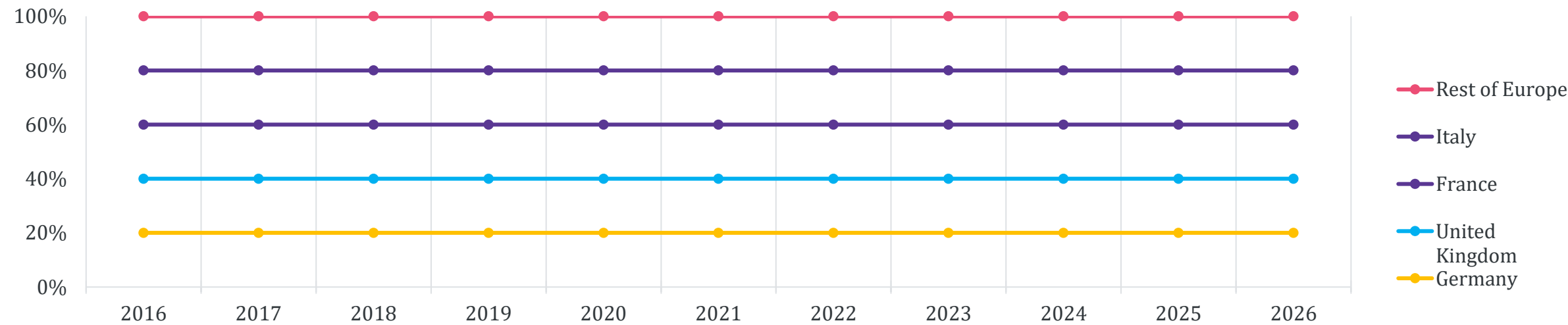
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Type	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Beef											
Chicken											
Pork											
Others											

Source: Report Ocean Consulting Analysis

7.2.4. Europe Plant Based Meat Market Share & Forecast, By Distribution Channel

Fig : Europe Plant Based Meat Market Share (%), By Distribution Channel, By Value, 2016-2026
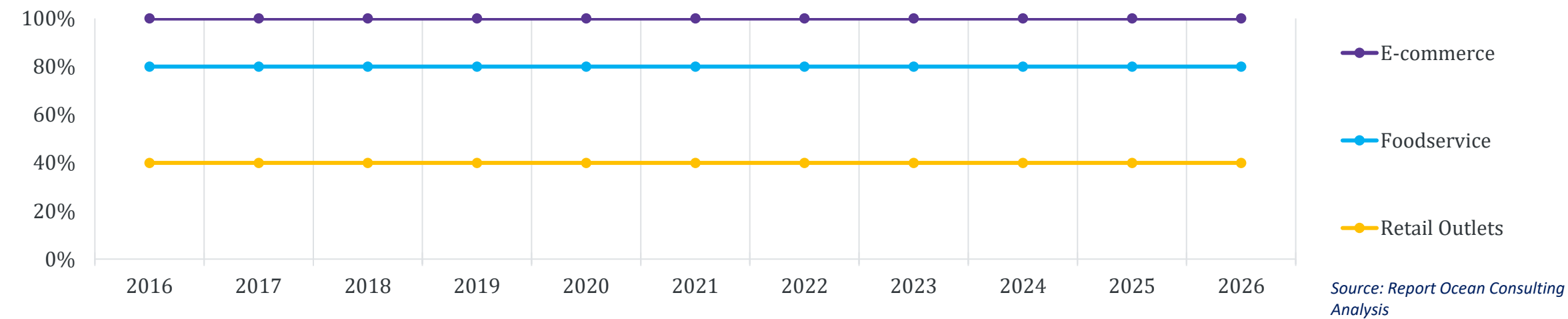
Source: Report Ocean Consulting Analysis

Table: Europe Plant Based Meat Market Size (USD Million), By Distribution Channel, By Value, 2016-2026

Type	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Retail Outlets											
Foodservice											
E-commerce											

Source: Report Ocean Consulting Analysis

7.2.5. Europe Plant Based Meat Market Share & Forecast, By Country

Fig : Europe Plant Based Meat Market Share (%), By Country, By Value, 2016-2026

Source: Report Ocean Consulting Analysis

Table: Europe Plant Based Meat Market Size (USD Million), By Country, By Value 2016-2026

Country	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026
Germany											
United Kingdom											
France											
Italy											
Rest of Europe											

Source: Report Ocean Consulting Analysis

COMPETITIVE LANDSCAPE

CHAPTER 11

Global Plant Based Meat Leading Company Analysis, 2019

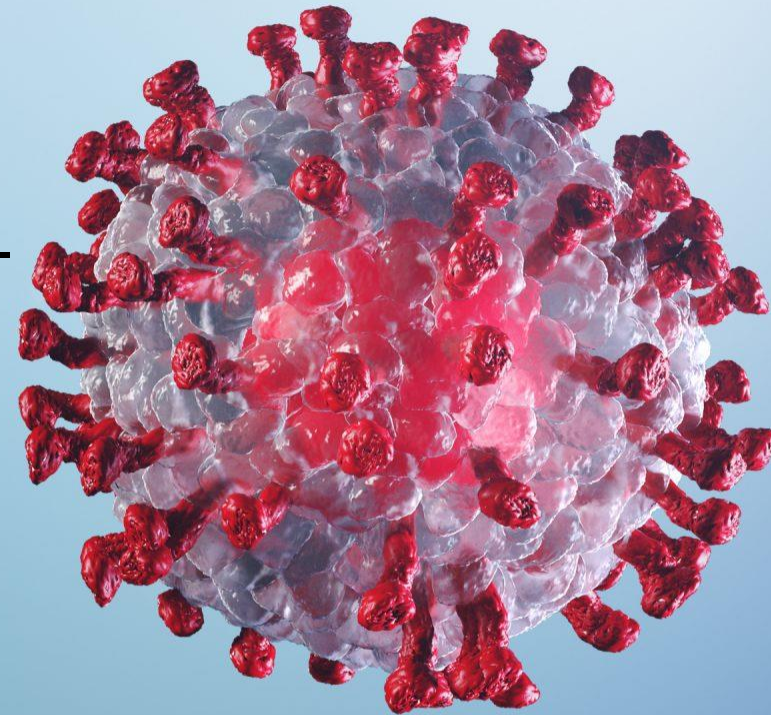**Fig : Global Plant Based Meat Market: Company Analysis, 2019**

Leading Players:
- Beyond Meat
- Impossible Food Inc.
- Maple Leaf Foods
- The Vegetarian Butcher
- Gardein Protein International
- Morningstar Farms
- XXXXX
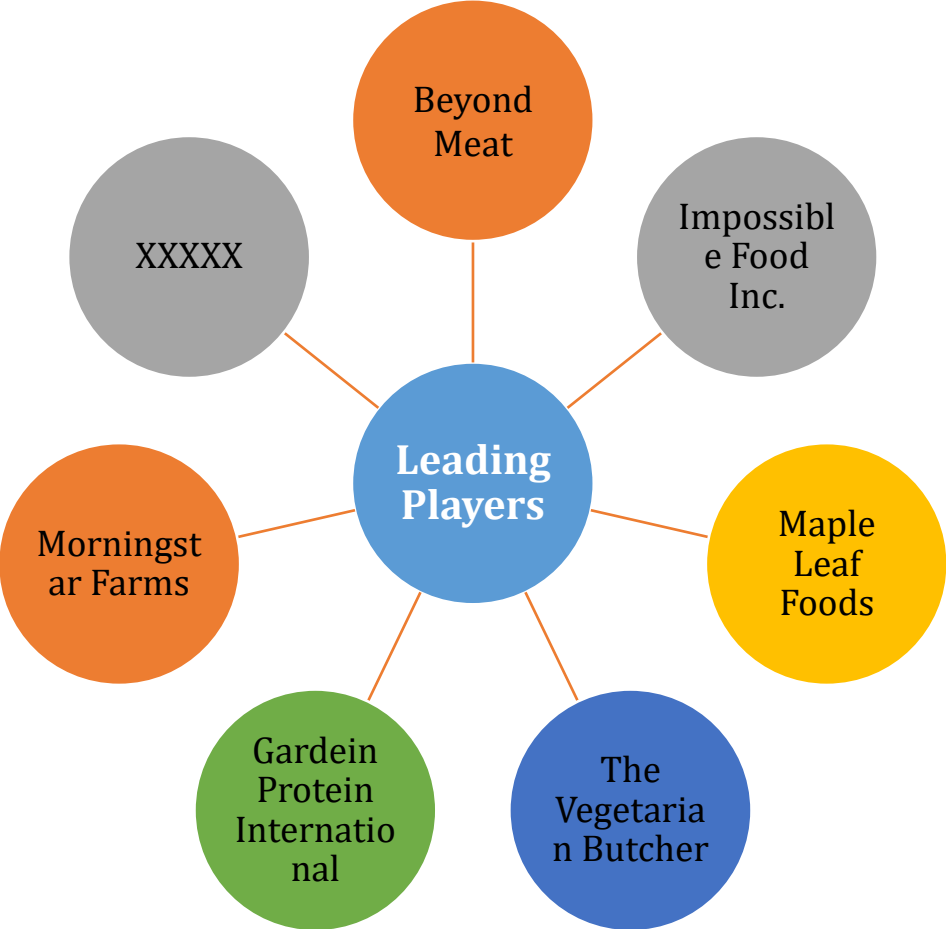
Others: XXXXXXXXXXXXXXXXXXXXXXXX

Source: Report Ocean Consulting Analysis

The Plant Based Meat market is fragmented owing to the presence of number of large-sized companies, mid-sized & small-sized companies, and many start-ups that provide Plant Based Meat industry. However, the companies that hold the majority share of Plant Based Meat market are Beyond Meat, Impossible Food Inc., Maple Leaf Foods, The Vegetarian Butcher, Gardein Protein International (Pinnacle Foods), Morningstar Farms, Quorn Foods, Amy's Kitchen, Tofurky, Gold&Green Foods Ltd., Sunfed, VBites Foods Limited, and Other Prominent Players.

GLOBAL Plant Based Meat DEVELOPMENT TRENDS UNDER COVID-19 OUTBREAK ANALYSIS

CHAPTER 12

Influence of COVID-19 Outbreak on Global Plant Based Meat Market

- The World Health Organization now considers the novel coronavirus (COVID-19) to be a pandemic. As the virus spreads and cases mount, and measures stiffen to control the spread of the virus, there are numerous ways the food systems at all levels will be tested and strained in the coming weeks and months. Developing countries are particularly at risk as COVID-19 due to a reduction in labor force, affect economies and livelihoods as well as reduction in production operations. This rapid expansion has contributed to the.

RAW MATERIAL AND EQUIPMENT CONCERN

- Raw material related concerns
- Concerns related to manufacturing and processing equipments and machineries
- Transportation and logistics concern
- Manpower concerns

INDUSTRY WISE IMPACT:

- Impact on Manufacturers
- Impact on Distributors/Suppliers
- XXXXXXXXXXXXXXXXXXX

COMPANY PROFILE
CHAPTER 11

Company Profile

Beyond Meat, Inc. Overview

Business Overview

➢ Beyond Meat, Inc is one of the fastest growing food companies in the United States, offering a portfolio of revolutionary plant-based meats. Beyond Meat has a mission of building meat directly from plants, an innovation that enables consumers to experience the taste, texture and other sensory attributes of popular animal-based meat products while enjoying the nutritional and environmental benefits of eating its plant-based meat products.

➢ Beyond Meat's portfolio of fresh and frozen plant-based proteins are currently sold at approximately 77,000 retail and restaurant and foodservice outlets in more than 65 countries worldwide

Strategic Outlook

Pursue Top-line Growth Across our Distribution Channel

➢ **Retail**: Company to grow their sales within U.S. retail by focusing on increasing sales at their existing outlets, as well as increasing sales of new products

➢ **Restaurant and Foodservice**: Company plan to continue to expand network of restaurant and foodservice partners, including large full service restaurant ("FSR") and QSR customers in the United States and abroad, with increased penetration across this channel reflecting a desire by restaurant and foodservice establishments to add plant-based products to their menus and to highlight these offerings

Table 47: Beyond Meat, Inc. Overview

Headquarter	El Segundo, California, U.S
Establishment	2009
Employee Strength	400 (2019)
Business Presence	Global
Traded	NASDAQ: BYND
Website	https://www.beyondmeat.com/

Key Offerings

➢ Beyond burger
➢ Beyond beef
➢ Beyond Sausage
➢ Beyond Beef Crumbles

Key Competitors

➢ XXX
➢ XXX
➢ XX
➢ XX

Key Personnel

➢ Ethan Brown-Founder, President and Chief Executive Officer.
➢ Mark J. Nelson-Chief Financial Officer and Treasurer.
➢ Sanjay C. Shah-Chief Operating Officer.

Beyond Meat, Inc. Financial Insights

REPORT OCEAN

Table 48: Beyond Meat, Inc. Financial Analysis

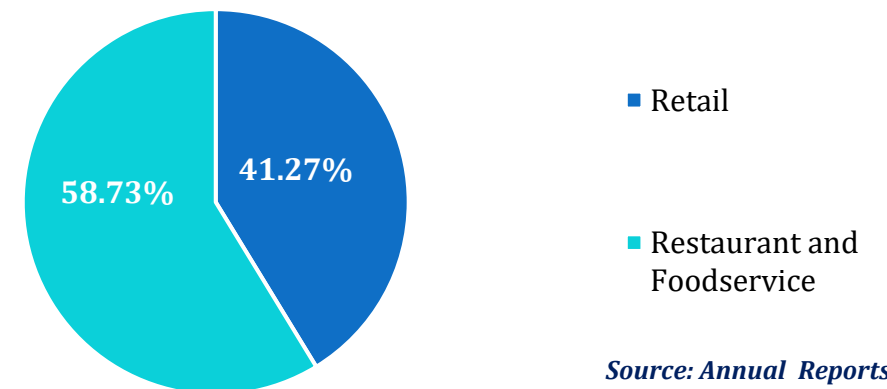| Particular	2016 (USD Million)	2017 (USD Million)	2018 (USD Million)	2019 (USD Million)
Net Revenue	16.18	32.58	87.93	297.90
Gross profit (loss)	(6.31)	(2.19)	17.57	99.76
Adjusted EBITDA	(21.96)	(17.56)	(19.31)	25.29

Source: Annual Reports

Recent Development

➢ **On Mar 11 2020**: Go beyond® breakfast: beyond meat® announces national retail launch of latest product innovation, beyond breakfast sausage.

➢ **On Jan 31 2020** : Beyond Meat, a leader in plant-based meat, today announced the introduction of its revolutionary Beyond Burger at 500 supermarket locations in France. Casino Group is the first major retailer in France to sell Beyond Meat's portfolio of revolutionary plant-based proteins and offer the Beyond Burger and Beyond Sausage® in selected stores of local brands Monoprix, Franprix, Casino Supermarchés and Géant.

Business Revenue Platform, 2019

- 3.42% Gross Frozen Platform
- 96.58% Gross Fresh Platform
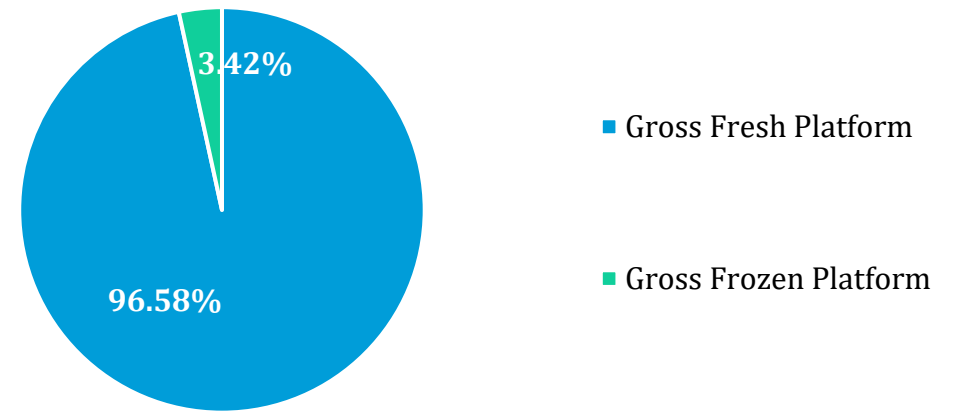
Source: Annual Reports

Business Revenue Segmentation , 2019

- 41.27% Retail
- 58.73% Restaurant and Foodservice

Source: Annual Reports

SWOT Analysis

Strength

➢ Distribution and Reach: Beyond Meat Changing Consumers Meat Preference has a large number of outlets in almost every state, supported by a strong distribution network that makes sure that its products are available easily to a large number of customers in a timely manner.

➢ Beyond Meat Changing Consumers Meat Preference has a large asset base, which provides it with better solvency.

Weakness

➢ High Day Sales Inventory: The time it takes for products to be purchased and sold are higher than the industry average, meaning that Beyond Meat Changing Consumers Meat Preference builds up on inventory adding unnecessary costs to the business.

➢ The company has low levels of current assets compared to current liabilities, and this can create liquidity problems for it in operations.

Opportunity

➢ New customers from online channel – Over the past few years the company has invested vast sum of money into the online platform. This investment has opened new sales channel for Archer Daniels Midland..

➢ Internet: there has been an increase in the number of internet users all over the world. This means that there is an opportunity for Beyond Meat Changing Consumers Meat Preference to expand their presence online; by using the internet to interact with its customers.

Threat

➢ New entrants: there have been numerous players that have entered the market and are gaining market share by gaining existing companies' market share. This is a threat to Beyond Meat Changing Consumers Meat Preference as it can lose its customers to these new entrants

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