

# Alternative Protein Industry Size Set for Rapid Growth 2025-2032 | Top Companies Investments

*The Alternative Proteins Market is set to reach \$81.9 billion by 2031, driven by rising demand for sustainable food sources*

AUSTIN, TX, UNITED STATES, July 25, 2025 /EINPresswire.com/ -- Surging Demand for Alternative Proteins Drives Global Market Growth

## Market Size

In 2022, the global [Alternative Proteins Market](#) stood at USD 25.7 Billion and is forecasted to expand to USD 81.9

Billion by 2031, reflecting a compound annual growth rate (CAGR) of 15.6% over the period. 2025-2032

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In the U.S., growing interest in plant-based and lab-grown foods is fueling the alternative proteins market, contributing to its global rise to \$81.9 Billion by 2031."

*DataM Intelligence 4Market Research LLP*

## Recent Investments

June 2025 – U.S.: A Boston-based startup secured over US\$ 45 million in Series B funding to expand its fermentation-derived protein production and scale up manufacturing capacity to meet growing foodservice demand.

May 2025 – Japan: A leading Japanese food conglomerate announced a US\$ 20 million investment into precision

fermentation technology to accelerate the development of animal-free dairy proteins for beverages and confectionery.



## Key Drivers & Opportunities

**Sustainability:** Growing awareness of the environmental impacts of traditional animal agriculture, such as greenhouse gas emissions and land use, is fueling demand for sustainable protein sources.

**Health Awareness:** Rising incidences of lifestyle-related diseases are pushing consumers toward cleaner, plant-based nutrition.

**Innovation in Food Tech:** Breakthroughs in cellular agriculture and precision fermentation are unlocking new categories of alternative proteins.

**Government and Corporate Backing:** Policies supporting sustainable agriculture and growing private sector investments are accelerating product development and commercialization.

## Product Launches

**July 2025 – U.S.:** A major plant-based meat brand unveiled a new line of high-protein, clean-label burger patties targeting flexitarians and athletes, now available in over 2,000 retail outlets nationwide.

**June 2025 – Japan:** A Tokyo-based food-tech company launched insect-based protein snacks designed for school lunch programs, citing both sustainability and nutrition benefits.

## Geographical Share

North America continues to lead the alternative proteins market, with the United States at the forefront of innovation, startup activity, and regulatory approvals.

Asia-Pacific, particularly Japan, is showing strong growth through investments in cell-based seafood and fermentation technologies.

Europe remains a major consumer region, with a high focus on clean-label plant-based products and expanding retail penetration.

## Key Players

Some of the prominent players shaping the market include:

Koninklijke DSM N.V.

Kerry Group

DuPont

Cargill, Incorporated  
Insect  
Ingredion Incorporated  
Emsland Group  
Cosucra Group  
Batory Foods  
Chapul

Market Segments:

By Type: (Organic, Inorganic)

By Source: (Plant Protein, Mycoprotein, Insect Protein, Algal Protein, Cultured Meat, Others)

By Form: (Dry, Liquid)

By Form: (Dry, Liquid)

By Application: (Food & Beverages, Animal Feed & Pet Food, Personal Care and Cosmetics, Pharmaceuticals, Others)

By Region: (North America, Latin America, Europe, Asia Pacific, Middle East, and Africa)

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Key Developments

United States

Product Launch (2025): Meati Foods expanded its mycelium-based whole-cut meat lineup with “Meati Classic Steaks,” now featured in multiple grocery chains across the U.S., highlighting consumer acceptance and retail scaling.

Investment (2024): Eat Just Inc. secured additional funding to expand its GOOD Meat cultivated chicken facility in the U.S., aiming to increase production capacity to meet growing demand in foodservice channels.

Japan (2025)

Product Development (2025): Otsuka Foods unveiled a new soy-based protein drink optimized for Japanese consumers, integrating traditional flavors with modern nutrition.

Technology Collaboration: Daiz Inc. partnered with major Japanese food manufacturers to expand its proprietary “miracle meat” soy germination technology for broader application in

ready-to-eat meals.

### Technological Developments

U.S.: Advances in cell-free protein synthesis are being explored by startups to dramatically cut the cost and production time of lab-grown proteins, opening the door for affordable functional ingredients.

Japan: Development of 3D bioprinting technology to create marbled cultivated meat has shown promising results in replicating both taste and texture of premium beef cuts.

### Recent Industry News

Global brands are collaborating with food scientists to blend animal-free proteins with AI-designed flavor systems, aiming to overcome taste perception barriers.

Governments in both the U.S. and Japan are increasing R&D grants for sustainable protein technologies as part of their broader food security and decarbonization goals.

### Conclusion

The Alternative Proteins market is not just a trend it represents a transformative movement in how the world sources and consumes protein. With ongoing innovation, supportive policy environments, and evolving consumer preferences, the industry is poised for continued expansion across continents. As new products and technologies emerge, the global food landscape is being reshaped for a more sustainable, health-focused future.

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