



Firmenich
for good, naturally

SmartProteins™

Building meat alternatives consumers will crave!

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Why Smart Proteins™?

Alternative proteins are increasingly in demand as more consumers are making a conscious decision to eat less meat or add more plant-based foods to their diet.

To better understand this consumer base, Firmenich conducted a comprehensive study to dive further into the motivations and expectations of this growing segment*.

What We Discovered

We found out that these consumers aren't just Omnivores, Vegans, Vegetarians and Flexitarians, there's actually a fifth consumer segment, the Explorer, with different motivations.





*In fact, the number of meat alternative product launches increased by more than 40% over the last 5 years and sales are expected to increase by 90% by 2023.***

For Flexitarians and Explorers, Health and Wellness is the top motivation for eating alternative proteins (Fig.1), whereas animal welfare is top for Vegans and Vegetarians.

Their main barrier to eating more alternative proteins is the strong social and emotional connection to meat.

“I’ve been eating meat for 60 years, it’s hard to change that habit.”

Product Considerations

For Flexitarians and Explorers, the meat alternative doesn’t have to taste like meat (Fig.2), but has to satisfy like meat and the following must be considered:

- Clean label is important
- Protein amount is critical, but protein source is not
- Nutritional balance is key

Technical Challenges

When experiencing alternative proteins, Flexitarian and Explorer consumers expect complex savory experiences and won’t compromise on taste.

To deliver on these expectations, Firmenich has a portfolio of technical solutions to address the challenges of working with alternative proteins including:

- Matrix flavor interactions with low flavor release impacting flavor & aroma
- Off-notes & bitterness of alternative proteins
- Lack of succulence, fattiness & authentic meaty aroma
- Little to no natural umami or salty taste

Fig.1: How important are the following to you regarding alternative protein products as a replacement of meat?

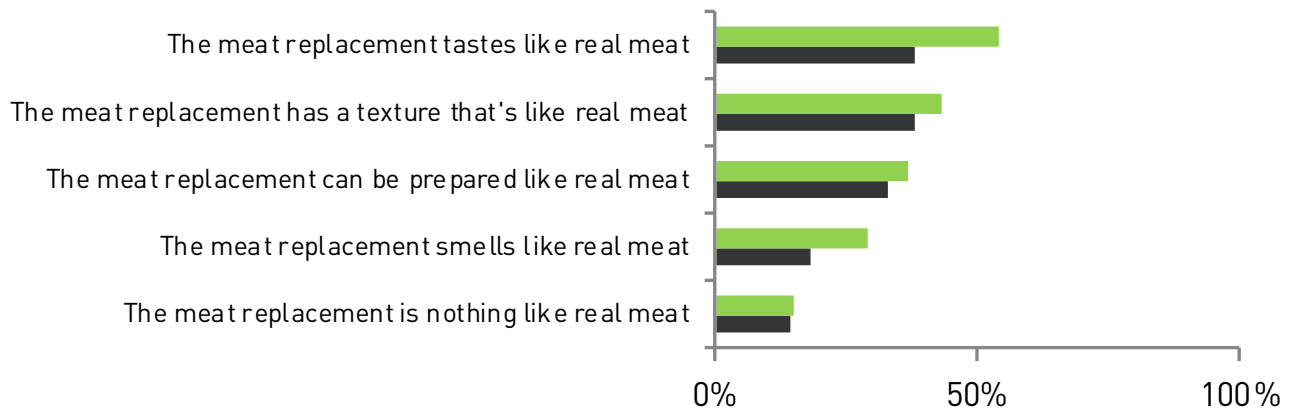
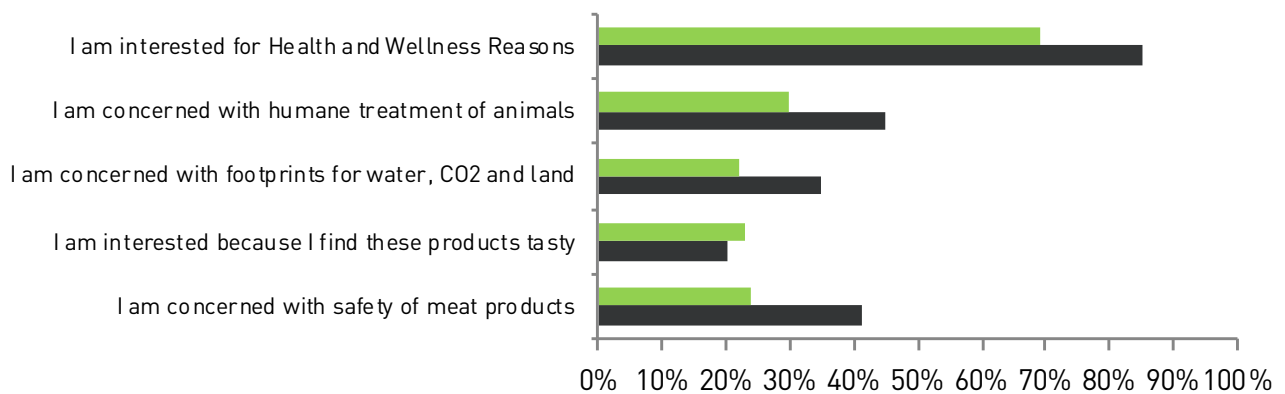


Fig.2: What are the reasons that you are interested in alternative proteins to meat?





Get Started!

Contact us to find out more about the SmartProteins™ study and how Firmenich can partner with your organization to deliver meat alternatives consumers will crave!

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Sources:

** Firmenich Proprietary SmartProteins™ Consumer Insights Study, US Quantitative Survey with 1,000 Respondents & Qualitative Focus Groups*

*** Mintel GNPD 2014 vs 2019 Meat Alternatives, Euromonitor 2018 Meat Alternative Sales*