

# PROTEINS

## INGREDIENT HOT LIST



The push for protein continues as consumers seek out protein-rich foods and drinks made with both plant-based and animal-based ingredients. While often aligning with popular diets like keto and paleo, these offerings also fit into a larger, more long-term view of protein as integral to healthy lifestyles. These in-demand ingredients are being incorporated into a variety of savory and sweet products that extend well beyond the traditional meat case and snack aisle, into categories like bakery, beverages, pasta and more. Taste, of course, remains crucial to acceptance, whether in new forms of favorite proteins or in products made with plant-based proteins that may require some flavor assistance. It's the common denominator and the main purchase and re-purchase driver. Pump up the protein without sacrificing taste. Let's take a look at how flavor is being used in these protein packed products.



**67% OF CONSUMERS  
ARE TRYING TO EAT MORE PROTEIN**

*- International Food Information Council*

### TASTE IS KEY

*Consumers most often mention taste as a reason for repeat purchases of protein-rich plant-based products.*

*- Food Marketing Institute*

# Hotlist Drivers

Today's consumers are looking for more and different types of products made with – and often fortified with – animal and plant-based proteins. What's driving their quest for protein? A desire for holistic health, interest in foods and drinks that deliver on energy, cravings across dayparts and interest in offerings rooted in nature are just a few. Interest is coming from many demographics but is especially strong among younger consumers, boding well for the staying power of protein ingredients.



## TASTE IS TOP BARRIER FOR TRIAL

*Consumers most often mention taste as a reason for repeat purchases of protein-rich plant-based products and, on the flip side, taste is the top barrier to trying plant-based alternatives.*

- Food Marketing Institute

# Protein Power

## PROTEIN CLAIM GROWTH

*The number of new food and beverage launches with protein claims rose 10% between 2017 and 2022.*

## HIGH PROTEIN DIETS

*Of the 52% of Americans who say they follow a specific eating pattern, a high protein diet was the most common.*

## PRIMARY PROTEIN SOURCES

*An overwhelming 80% of adult consumers prefer pork, beef, poultry and fish as primary protein sources.*

## PLANT PROTEIN INTEREST

*31% of adult consumers say they will eat more plant protein over the next five years.*

# Beef/Bovine Collagen

A byproduct of the bone, skin and muscle of cattle, this protein-rich ingredient is available in a cooked gelatin form and broken down into smaller proteins in a hydrolyzed form. Functionally, beef collagen protein gelatinizes when heated and acts as a binder or filler in some processed meats. Hydrolyzed beef collagen tends to be unflavored, so it can be combined with other flavors across different product types.

## MARKET AND CONSUMER SENTIMENT

- The bovine collagen market is predicted to grow at a CAGR of 5.6% and hit \$1.97 billion by the end of 2033.
- Bovine collagen provides 18 amino acids, and 8 of the 9 essential amino acids. It can be found in bone broth, supplements, protein bars and powders and more.



## PRODUCTS OF NOTE



**PROGRESSIVE TROPICAL BREEZE FLAVOR COMPLETE COLLAGEN POWDER WITH VITAMIN C** is designed to enhance bones and cartilage as well as skin, hair and nails. It is made with pasture-raised, non-GMO hydrolyzed beef collagen and is free from antibiotics and gluten.



**KNOW BRAINER MAX MALLOW BIRTHDAY FUNFETTI MARSHMALLOWS** have zero sugar and 90 calories per bag with zero net carbs. They are said to be fueled with collagen, MCT oil, and prebiotic fiber. The product satisfies the sweet tooth, while the fats and protein nourish the mind and body.

31% of consumers in a GNPD panel said they likely or definitely would buy this product.

# Mycoprotein

Originating from a fungus, mycoprotein is becoming more popular as demand for plant-based proteins grows. In addition to containing all nine essential amino acids, mycoprotein is rich in vitamins and minerals, low in saturated fats and is deemed eco-friendlier than traditional animal proteins. It can be incorporated into alternative meat products as well as other applications. It does lend a slight earthy flavor, as it is sourced from mushrooms, and can be combined with other flavors to deliver a satisfying taste.

## MARKET AND CONSUMER SENTIMENT

- The market for mycoprotein may hit \$1.1 billion by 2030, with an overall CAGR of 6.4% and a food and beverage CAGR of 6.2% during that time span.
- The biggest factors in consumer willingness to consume mycoprotein are healthiness, followed by nutritional benefits, "safe to eat" and sustainability.



## PRODUCTS OF NOTE



**QUORN MEATLESS CHIQIN NUGGETS CONTAIN MYCOPROTEIN**, a unique blend of protein and fiber that uses less land and water than animal protein production. This product has 13g of protein and 4g of fiber per serving.

29% of consumers in a GNPD panel said they likely or definitely would buy this product.



**AQUA CULTURED FOODS** is a startup company that developed its first commercial product, calamari fries, by using fermentation technology that yields mycoprotein with a realistic appearance, taste and flavor plus a high nutritional value. The product contains 15g-20g of protein per serving.

# PUMPKIN SEED PROTEIN

Pumpkin seeds are a good source of plant-based protein, with 18g-20g of protein per 100 grams and are rich in vitamins and minerals such as iron, magnesium and zinc. As an ingredient, pumpkin seeds can be processed, with moisture removed via cold pressing, and used in alternative meat formulations, as well as in functional products like plant protein powders.

## MARKET AND CONSUMER SENTIMENT

- The market for pumpkin seeds is poised to grow by \$631.1 million from now through 2024, with a CAGR rate of nearly 13%.
- 48% of consumers love or like pumpkin seeds, 89% know them, and 61% have tried them



## PRODUCTS OF NOTE



**SUPER SEEDZ SOMEWHAT SPICY GOURMET PUMPKIN SEEDS** are a no-shell pumpkin seed snack with 8g of plant-based protein per serving, along with iron, magnesium and zinc. They are small batch crafted and free from the big eight allergens, and are seasoned with a savory blend of cayenne, paprika, garlic and sea salt.

34% of consumers in a GNPD panel said they likely or definitely would buy this product.



**MEZCLA JAPANESE MATCHA VANILLA PUFF-CRISPY BAR** is formulated with pea protein, pumpkin seeds and quinoa and offers 10g of plant protein and 170 calories per serving. It is vegan, free from GMO and gluten and made in the USA with matcha from Japan.

32% of consumers in a GNPD panel said they likely or definitely would buy this product.

# FAVA BEANS

Considered both pulses and legumes, this ingredient is a complete protein that is rich in fiber and other nutrients. Processing technologies have emerged that remove their commonly bitter taste and deliver a more natural-tasting experience. Flavors can also be added in development to complement the natural taste of the bean. As a protein isolate, fava beans are a good option for alternative meat products as well as in cereals, dairy products and other foods and beverages.

## MARKET AND CONSUMER SENTIMENT

- The market for fava beans on a global scale is estimated to grow at a CAGR of 4% through 2028, driven by rising interest in healthy and nutritious diets.
- Baking Business reported that fava beans are a “breakout” in the plant-based protein category.
- Fava Beans are showing 13% 12-month growth on US menus.



## PRODUCTS OF NOTE



**THREE FARMERS SWEET CHILLI ROASTED FAVA BEANS** contain 13g plant protein per serving, are high in fiber and a source of energy. The beans are produced by sustainable farming and minimal processing for a clean, plant-based food that consumers will feel good about eating.



**KRAVE SMOKED CHIPOTLE PLANT-BASED JERKY** packs 8g protein per serving and is made from peas and fava beans. It is said to be tender, bold and tasty, with slow-roasted chipotle that brings the perfect balance of spice and smokiness.

24% of consumers in a GNPD panel said they likely or definitely would buy this product.

# EGG ALBUMIN PROTEIN

Egg albumin is a type of protein derived from egg whites and is rich in protein as well as riboflavin, niacin, potassium and magnesium, among other nutrients. Often available as a powder, egg albumin is a water-soluble ingredient that is easily absorbed. This ingredient is low in cholesterol and offers functional benefits as well, serving as an effective binder in baked goods and meat alternatives, a stabilizer in custards and a thickener in sauces and soups.

## MARKET AND CONSUMER SENTIMENT

- The global egg albumin protein market is expected to reach \$1.42 billion, with a CAGR of 7.3% projected from now through 2032.



## PRODUCTS OF NOTE



**REDCON1 MRE BAR CHOCOLATE CHIP COOKIE DOUGH WHOLE FOOD PROTEIN BAR**, with egg albumin as an ingredient, is on-the-go meal replacement with other natural flavors that provides 20g of protein and 260 calories per serving.

26% of consumers in a GNPD panel said they likely or definitely would buy this product.



**REMIX NUTRITION HOSTESS CHOCOLATE CUPCAKE FLAVOR PREMIUM PROTEIN BLEND** is a powdered mix protein that combines protein sources including whey concentrate, milk protein isolate, whey isolate, micellar casein and egg white protein. According to the manufacturer, this protein blend is a complete protein source with 24g of protein and 1g of sugar per serving. It can be mixed, blended, or baked.

21% of consumers in a GNPD panel said they likely or definitely would buy this product.



*“Eggs can perform more than 20 different textures, functional attributes in food products and oftentimes can provide more than one functional benefit in a food application. You may need to mask the flavors or add some coloring because they’re lacking in one attribute or another.”*

-Elisa Maloberti, head of egg product marketing  
at American Egg Board

# THE TAKEAWAYS

There's big energy around protein, as consumers seek satiation and satisfaction from both animal-based and plant-based products. Innovation is evident across multiple food and beverage categories, which opens up new opportunities for product developers. Because taste is crucial to purchase intent and re-purchases, creating the proper mix of flavor and nutrients is crucial. Depending on the applications, flavors may have to mask some earthy ingredients or can lend appetite appeal to neutral types of proteins. Either way, expect these cravings to continue, with younger consumers leading the charge. Not sure where to start? We can help lead with flavor in your next protein focused development.



## SOURCES

- Mintel
- Mintel GNPD
- Datassential
- IFIC
- Food Marketing Institute
- Innova Market Insights
- University of Minnesota
- Fact.MR
- Research & Markets
- NIH
- Technavio
- Moridor Intelligence
- Baking Business
- Future Market Insights
- American Egg Board

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