

Infographic: Protein Innovation Continues Its Rise to the Top

Innova Market Insights

THE TIME IS RIGHT FOR PROTEIN INNOVATION

1.4 BILLION ARE OVERWEIGHT
We have a situation where 1.4 billion people in the world are overweight and obese, and at the same time one billion people go to bed hungry. With the world's population predicted to reach 10 billion by 2050, we'll need new ways to feed everyone.

20 MILLION "SILVER" CONSUMERS
In affluent societies, the number of people living to the age of 90 and beyond has tripled since 1980. The number of US seniors – 85 and older – will increase to 20 million by 2050. 85,000 of these will be centenarians.

US\$325,000 EXPENSIVE BURGER
The two-year project to make one lab burger, plus extra tissue for testing, cost \$325,000. If production could be scaled up, cultured beef made as this one burger was made would cost more than \$30 a pound.

-45% LOWER EMISSIONS
A lab-grown beef uses 45% less energy than the average global representative figure for farming cattle. It also produces 96% fewer greenhouse gas emissions and requires 99% less land.

200 MILLION SARCOPENIA SUFFERERS
The number of people seriously affected by declining muscle mass (sarcopenia) will reach over 200 million people by 2050 in the US, EU, and Japan. Of this number, an estimated 10% to 20% of seniors are at risk of losing their independence because of its progress.

+15% DAIRY: THE PROTEIN MOVER
The biggest increase in proteins has been in the dairy category, where the number of products launched with a protein claim has risen more than 15% in 2013. Part of this growth can be attributed to the rise of the Greek yogurt trend, where "high protein" claims are highly prevalent.

SPORTS IS KING FOR PROTEIN
Although health and health related issues account for most of the research papers, over 12% of the patents are on proteins in relation with sports. This is by far the biggest cluster of research for proteins. It is even bigger than health and nutrition, which comes in second with 8% of the patents.

36% WHEY DOMINATES
In sports nutrition, whey is the go-to protein, accounting for over 36% of patents. This is much more than other protein concentrates such as milk protein concentrate, which makes up less than 5% of the patents.

Source: Innova Market Insights (2014)

High interest in protein content and high-protein lines across the food and drinks market is continuing to develop, despite the fact that most European and North American consumers already get enough protein in their diets. (**Innova Market Insights**)

Read: [The Time is Right for Protein Innovation](#) [1]

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