



Yellow pea: the trending protein

The European perspective



A multiclient proposal
December 2024

FOR WHO?



- ⇒ For **producers** of pea protein derivatives
- ⇒ For **distributors** of pea protein derivatives
- ⇒ For **end users (plant-based food manufacturers)** of pea protein derivatives

WHY?



Because there are more and more new players in the plant-based sector (pea protein derivatives' producers and manufacturers of plant-based foods) **who need to:**

- ⇒ Understand the supply chain and competitive landscape. This will enable producers of pea protein derivatives to define their strategy and positioning
- ⇒ Understand the differentiation points of pea derivatives' suppliers, thereby helping food manufacturers make the right choices and enabling distributors to meet their clients' needs better

Because the market for plant-based alternatives continues to rapidly evolve:

- ⇒ Suppliers and distributors of pea protein derivatives must understand the needs of end users in terms of ingredients and functionalities

Because the sector is highly competitive:

- ⇒ How can producers of pea protein derivatives add value to their business model? How can they strengthen their competitive advantage?

WHAT?



- ⇒ **Supply:** from raw material to pea protein-rich ingredients/domestic supply vs. imports
- ⇒ **Demand:** total apparent consumption in Europe, by derivatives and applications
- ⇒ **Competitive landscape** for producers of pea protein derivatives
- ⇒ **Conclusion:** opportunities and threats facing the European pea protein sector, along with the key success factors for producers of pea protein derivatives
- ⇒ **Period covered:** 2019, 2024, and forecasts for 2029

Objective

This study aims to **quantify the supply, demand, and projected growth of pea protein (yellow pea) and its derivatives within the food industry in Europe***. Gira will conduct an in-depth analysis of market trends, the competitive landscape, and the future opportunities and challenges in this highly dynamic market.

→ Gira's work targets the entire plant protein supply chain, from processors and distributors to end users, and companies looking to enter this segment.

The study will be divided into four chapters:

I. Pea proteins supply chain and characteristics of pea protein derivatives

I.I Downstream processing of pea protein and raw material supply:

- How countries in Europe* are supplied with yellow peas: share of domestic raw material supply vs. imports
- Share of the European yellow pea harvest destined for food vs. feed
- Vertical integration analysis: the degree to which producers of pea protein derivatives are involved in yellow pea cultivation
- Importance of the supply of organic yellow peas

I.II Characteristics of pea protein derivatives: pea protein flour, concentrate and isolate, textured proteins

- Specification, functionalities and nutritional profiles of pea protein derivatives: flour, concentrate, isolate and textured proteins. Comparison against soy, fava and wheat
- Price structure of pea protein derivatives
- Production processes used for pea protein derivatives
 - Description
 - Capex/Opex impact
 - Sustainability impact
 - Co-products and potential valorisation
- Identification of technical challenges faced by pea protein derivatives and future developments: how to add more value?

II. Supply of pea protein derivatives in Europe*

We will conduct a comprehensive **quantitative analysis** of the pea market in Europe* and its supply chain. Only pea proteins **destined for food** will be considered for this chapter. The analysis will cover the years **2019, 2024 and 2029f**.

Data will be provided with a distinction between **Textured Vegetable Protein (TVP), flour, concentrate and isolate**.

This chapter will also look at:

- Production of pea protein derivatives in the four key countries worldwide: **Europe*, Canada, China** and the **United States**
- Trade in pea protein derivatives in Europe*
- Apparent consumption of pea protein derivatives in Europe* (based on 'Production + Imports - Exports')
 - Importance of imports in consumption
 - Importance of exports in production

The conclusion will address where future volumes come from, which derivatives are driving volume growth and the challenges that lie ahead (such as global trade developments and competition)

*Europe: Gira will cover the key European producers in detail: France, Germany, Lithuania, Spain, the UK (with limited details on other countries if necessary)

III. Pea protein derivatives applications in Europe*

We will quantify the use of pea derivatives **by main food applications** (finished products) in Europe*

- The sectors included will include **meat alternatives, dairy alternatives, bakery & snacks**, as well as **specialised nutrition** products (including sport & active nutrition, in various forms: beverages, bars, powders)
 - We will differentiate the use of TVP, flour, concentrate and isolate for each application (quantitative data where feasible & qualitative insights otherwise)
 - Gira will explore the **technical challenges** and **opportunities** in each sector, along with **anticipated future developments**
 - Benefits and weaknesses of those derivatives will be described for each application, highlighting key formulation needs (e.g. isolates vs. concentrates)
 - Period covered: 2019, 2024, and forecasts to 2029f
- **New Product Development** analysis for each application (source Mintel GNPD)
 - Description and quantification of new products using pea proteins as an ingredient that have been launched in retail from 2019 to 2024 (until the most recently available month), categorised by type of protein, country and finished product category
 - Description of the latest innovations to illustrate the main consumer trends within the sector
- **A competition analysis** will be conducted between pea and other protein uses
 - Strengths and weaknesses of pea protein vs. other proteins (including plant-based, dairy, biotechnologies, etc.) for each relevant application

IV. Competitive landscape

Listing and description of key processors with their differentiation points

- Geographical scope: Europe*, Canada, China and the United States
- Width of range (flour, concentrate, isolate, textured) and depth of range (different plant sources, blends)
- Degree of sophistication: protein functionalisation, hydrolysis, fermented proteins
- Extent of integration, both upstream and downstream

Conclusion: future developments and opportunities within the pea protein market in Europe*

We will **conclude with upcoming developments** along with **opportunities and threats** facing producers, distributors and end users within this sector, in terms of:

- Sources of raw materials and pea protein (North America, Asia, Europe, ...)
- Type of derivatives (flour/concentrate/isolate/textured)
- Development of applications
- Technical challenges
- Future trends (consumer trends, sustainability)

*Europe: Gira will cover the key European producers in detail: France, Germany, Lithuania, Spain, the UK (with limited details on other countries if necessary)

Downstream supply chain



Yellow pea

'Production + Imports - Exports' in Europe*



Raw material availability

Food

Feed

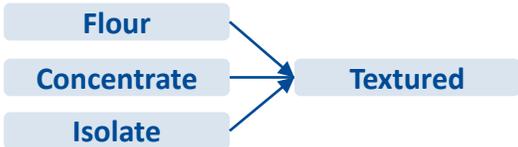
Pea protein supply in Europe*

Quantitative analysis of Pea Protein supply in Europe*



Production / Exports to EU:
Canada
United States
China
Others

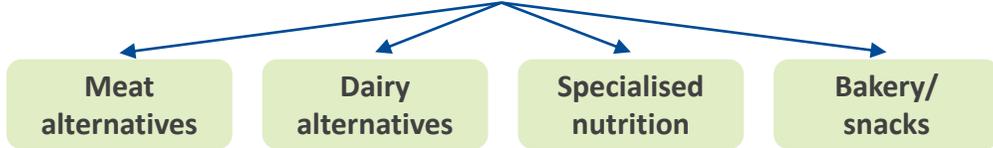
'Production + Imports - Exports' in Europe*



Competitive landscape analysis for Europe*

2019, 2024e and 2029f

Apparent consumption in Europe*



Food applications



Quantitative analysis and New Products Development analysis

Conclusion

Future developments, opportunities and threats for producers, distributors and end-users of the sector of Pea protein

*Europe: Gira will cover with details for the key European producers: France, Germany, Lithuania, Spain, the UK (with shorter details for other countries if needed)

Deliverables

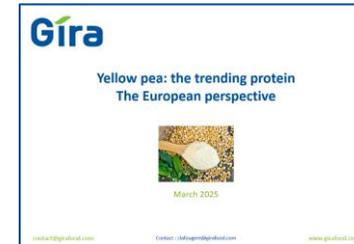
The results of the study will be delivered through a written report and a presentation of key findings.

Written Report:

- The written report will be published in PowerPoint 'report format' in English (similar to the style of this proposal)

Presentation of key findings:

- This will include a presentation of the key findings and a robust Q&A session
- The date for the presentation will be agreed upon with the client after completion of the study, within a six-month timeframe
- The session will last around one hour and will be carried out remotely via MS Teams
- An in-person meeting can be arranged upon request, subject to the availability of both the client and the Gira team. Travel expenses will be invoiced at cost



Methodology

We will use our tried and tested combination of three primary research methodologies to ensure the broadest possible coverage of the key aspects necessary to identify the market drivers to be analysed and forecasted:

- 1) **Desk research: detailed examination of existing market and infrastructure reports, as well as data on the plant-protein supply chain**
 - Including competitor reports and websites, trade press, corporate websites, retailers and associations, various consumer and sector studies, etc
- 2) **Interview programme: including approximately 30 interviews with key players involved in the plant-protein ingredients supply chain across the main producing and consuming countries, to understand the current and mid-term structural evolution within the sector**
 - Interviews will be carried out by Gira's experienced interviewer team using tailored questionnaires to gather the required answers for each product and market, taking into account the specifics of each country. Our interviewers will essentially focus on:
 - Producing companies
 - Industrial plant-protein users across various types of applications
 - Associations, authorities and experts
- 3) **Analysis and interpretation**
 - Gira will combine both qualitative and quantitative insights to build an image of the potential size and sophistication of the evolving global market
 - Additionally, a qualitative analysis, coupled with an analysis of opportunities and threats within the sector, will be carried out to answer key points:
 - What major needs are currently not met by suppliers?
 - What do suppliers already do well, where can they develop, what lessons can they learn from competitors, and why?

Our Company

Over the last **30 years**, Gira has built up a major reputation and client base in the **international dairy, meat and bakery sectors**. Over the last four years, Gira has also been **active in the 'alternatives to dairy and meat' sectors**, through several presentations and webinars, as well as two editions of the Gira Ingredients Club.

- Gira is recognised for our **worldwide expertise, strategy consulting and market research** in ingredients, meat, dairy, bakery and foodservice, with specialist experience in all other food and drink areas (more details are available on www.girafood.com)
- In recent years, we have carried out many assignments (such as individual and multiclient studies) for worldwide ingredients companies
 - We have been delivering tailored solutions for companies harnessing innovative ingredients from dairy, plant, and bioengineered sources
 - Every year Gira updates its **Technical Dairy Ingredients report** (included in the Gira Dairy Club package)
- Our extensive **network of international experts, contacts and clients** in most dairy, meat, bakery and plant-based sectors means that we are qualified to carry out this research and analysis project. Experience has also shown that our **long-standing reputation** for research and consultancy in the global market opens doors for us to the most informed and competent sources of information.

The Gira Team



Christophe Lafougere is **CEO** of Gira, and directly responsible for all Gira assignments in the worldwide dairy sector. He has been directing all Gira's consulting and research activities in the dairy sector for over 30 years covering all aspects of production, collecting, processing and marketing, in all the major dairy-producing and consuming regions of the world.



Mylène Potier is Director of Ingredients at Gira, and project manager for this study. She has a PhD in Human Nutrition with particular reference to milk proteins. She is responsible for all studies and research on technical ingredients at Gira. She supervises a team of consultants with experience gained over many years, from individual and multiclient studies in the dairy and ingredients sectors.



Laurène Bajard, a consultant with Gira for the last six years, has a strong understanding of the food industry, from production to marketing. She specialises in dairy and plant-based products trends, as well as South American markets. Currently working on the evolution of dairy and meat alternatives markets, she focuses on innovations, strategies and investments in this sector.



Guy Kientz, is a Senior Advisor with Gira. He has held several senior management positions in the food ingredients industry, including dairy, in various companies in Europe, the United States and Asia Pacific over the last 30 years. He brings his expertise in strategic consulting, project management and M&A.

Timing

Clients who **sign this proposal by the end of December 2024** can expect to **receive reports by the end of April 2025**.

Subscription

A subscription to the multiclient study “Yellow pea: the trending protein. The European perspective”, coupled with an individual presentation, as previously set out, costs **9,500 EUR** (before any applicable taxes).

Payment will be invoiced and requested as follows:

- 50% upon receipt of the invoice at the start of the work
- 50% of the remaining balance upon delivery of the Reports

Special discount:

- This Yellow Pea Protein study is part of a broader series of Gira studies that also include soy and wheat proteins (with similar report structures)
 - Clients who purchase the combined studies of pea + soy + wheat will receive a 20% discount on the package of three studies
 - Clients who purchase either the pea + soy or pea + wheat studies will receive a 15% discount on the package of two studies
- Members of the Gira Dairy Club, Gira Ingredients Club or Gira Meat Club will benefit from a special discounted rate of 15 % on the Yellow Pea Protein study

In the unlikely event that an insufficient number of Founder Client subscriptions are secured, Gira reserves the right not to start this study. In this case, existing subscription contracts will be rendered null and void.

Abbott Laboratories	Eurial Ingredients & Nutrition	Minerva
ABF	Euroserum	Meat & Livestock Australia
ABIEC	Fedegan	Mueller
ABP	Ferrero	Multivac
Adisseo	FIT SA	National Pork Board (US)
Agropur Dairy Cooperative	Fonterra Cooperative Group	Nestlé
Agrial (Eurial)	Friesland Campina	Neste
AHDB	Fulton Market Group	Novonesis
Albert Handtmann	GEA	Nutreco
Animex	Groupe Bel	Paccor
Arla Foods	HK Scan	Rabobank
Aviagen	Hilton Food Group	Royal Agrifirm
Bon Vivant	IFC	Rupp
Bord Bia	IMS (Intl Meat Secretariat)	Sainsbury's
BRF	INAC	Saputo Dairy UK
Bunge	Inalpi Spa	Sealed Air
Cargill	Interbev	Seara
Clasado Biosciences	JAPFA	Smithfield
CNIEL	JBS	Sodiaal
Cobb	Kemin	Standing Ovation
Comital	Kerry	TetraPak
CP Foods	Lactalis Ingredients	Tirlán
Danish Crown	Laïta	TVI
Dantrade (Danone)	Laiterie des Ardennes	Tyson Foods
Depthfield GmbH	Landbrug & Fødevarer	US Dairy Export Council
DMK	Land O'Lakes	USMEF
dsm-firmenich	LMC	Valio
Emmi	Mondelez	Vion
European Commission	Meggle Group	Virbac
Eucolait	Mercurius Production	VLAM
		Yili

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