



American International Foods, Inc.



## AIFI Industry Analysis

Where we strive to provide you with top-notch industry news and updates from around the Globe with a focus on how they affect you and your company.

### Plant Based Food & Beverage In 2022

The plant based food & beverage sector are posed for significant growth in the year 2022. According to a recent report published by researchandmarkets.com, the United States plant based food market was valued at \$5.6 B in 2020. The plant based market is expected to continue to grow at a compound annual growth rate of 10.1% through 2027. American International Foods has identified key markets driving the plant based trend including meat alternatives, dairy alternatives, gluten free & whole grains. Included in this plant based industry deep dive are the products, ingredients, and trends driving the food and beverage industry in 2022 and going forward.

#### **Plant Based Meat**

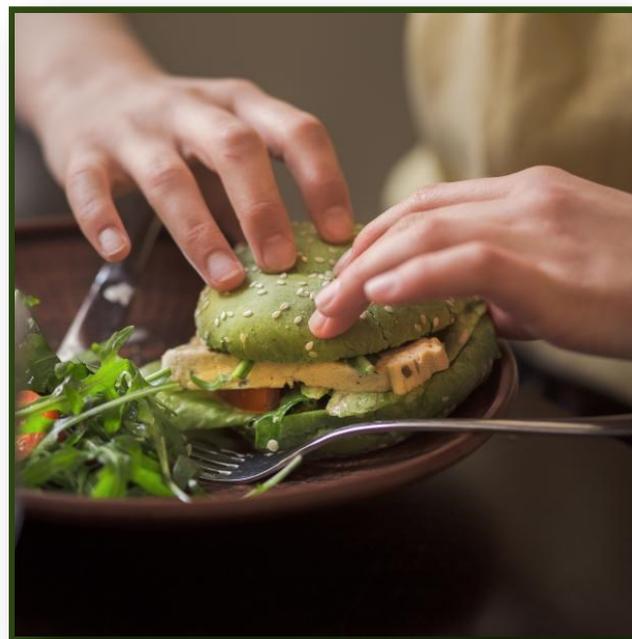
**Common Ingredients:** Pea Protein, Soy Protein, Wheat, Wheat Gluten, Methylcellulose, Coconut Oil, Potato Starch,

**Popular Products:** Ground Beef, Sausages, Chicken Nuggets/ Strips, bacon, Jerky, Egg Replacers, Frozen Prepared Foods

The plant based meat alternative market saw major investment 2021. Many of the large plant based meat manufacturers were in the spotlight as alternative meats saw growth in the foodservice sector. However, this trend is not limited to foodservice, plant based meat offerings will continue to make their way onto retail shelves in 2022.

Plant based meat alternatives, since their creation, have been a

popular product for vegan and vegetarian consumers. The products are now appealing to consumers outside of these diets. Plant based alternative meat products have gained popularity among consumers due to their alignment with several other ongoing industry wide trends; including health & wellness, sustainability, animal welfare, and shifts in consumer preferences and diets.



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Products in the meat alternative category often aim to resemble or mimic the qualities of animal proteins. For this reason the most popular products in this category are ground “beef”, sausages, “chicken” Nuggets, strips, and tenders. Products in this category are often formulated with a protein rich base of wheat gluten, soy, pea or beans. Other common ingredients in formulations include dextrose, methylcellulose, yeast extract, and oil. Coconut, canola, and sunflower are a few popular oil options currently being used for the application.

### ***Plant Based Beverages/ Milk***

**Common Ingredients:** Almond, Coconut, Oat, Pea, Macadamia, Soy, Cashew, Rice

**Popular Products:** Milk, Creamer, Beverage Mixes, Shakes

Plant based dairy and milk alternatives are also a key market driving the plant based movement. The most popular products in this category are almond, oat, and soy milk. Other varieties in the category include coconut, macadamia, hemp, rice, and most recently potato. Consumer interest in plant based beverages is still growing and consuming plant based beverages appeals to consumers across a wide range of demographics. According to [Data from IFIC](#), over a quarter of US consumers consume plant based milk several times a week. Popular ingredients used to formulate plant based milk include vitamins (A,B12,D2) and minerals (tricalcium phosphate, calcium carbonate), sunflower lecithin, cane sugar, sea salt, and xanthan gum.

### ***Plant Based Dips, Spreads, Cheese***

**Common Ingredients:** cashew, coconut oil, potato starch, yeast, sunflower oil,

**Popular Products:** Cream Cheese, Sour Cream, Spreads Dips Cheeses, Cheese

The plant based dips, spreads and sauces is an emerging market within the plant based sector. This sector is ripe for innovation. The development of plant based dairy alternatives is expected to bring new and exciting products to the space. Popular products in the category include cheeses, spreads, dips, and sauces. A variety of ingredients are currently being used for the formulation of these products. A few of these ingredients include coconut oil, potato starch, xanthan gum, yeast extract, almond, chickpea, and sea salt.

### ***Alt Grain/ GF***

**Common Ingredients:** Rice Flour, Tapioca, Cassava, Oats, Chickpea



**Popular Products:** Breakfast Cereal, Snacks, Baking, Baking Mix, Bars/ Granola

The gluten free trend has been seen previous success in the food and beverage industry. While the number of products released with “gluten-free” label claims has decreased in recent years, there has been a resurgence of demand for food formulated with a high protein content. Alternative grains that are naturally high in protein will be popular in 2022. This trend has seen the greatest success in the baking and snack sector. Popular products in this industry include breakfast cereals, snacks, granolas, baked products and baking mixes. Products in this category are often formulated with potato starch, corn flour, rice flour, oats, and tapioca starch. Some ingredients that are gaining popularity are navy bean, flaxseed, cassava, and chickpea. Alternative and gluten free grains offer manufacturers the benefit of being allergen friendly and in some cases, high in nutritional value, namely in protein which remains at the top of consumers minds.

### ***Featured ingredients/Flavors***

**Featured Ingredients:** Mushroom, Hibiscus

**Popular Hibiscus Products:** Beverage, Confection, Custom Blending, Flavoring, Baking

**Popular Mushroom Products:** Beverage, Meat Alternatives (Jerky), Nootropics (Brain Health), Granola/ Bars, Custom Blending

Two ingredients gaining popularity in food and beverage applications are mushrooms and hibiscus. Mushrooms are seeing increased use in beverage applications and as a plant based alternative to meat. Mushrooms are also gaining attention for other health benefits including nootropics (brain health), ability to

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boost mood, and energy.

Hibiscus is another ingredient and flavor trend that is expected to see success in 2022. Hibiscus naturally contains a high level of acidulants. This includes citric and malic acid. Immunity continues to draw consumer attention and hibiscus is aligned with both the immunity trend and the citrus flavors trend. Hibiscus is seeing the most use in the beverage sector but products in the baking, confection, and spice blending have come to market in 2021.

Looking ahead in 2022, opportunity is abundant for food and beverage manufacturers across the industry to take advantage of the plant based trend. The plant based trend has seen an increase of product launches in major food sectors including baking, beverage, confection, dairy, meat, and snack foods. American International Foods, Inc. offers an extensive line of plant based ingredients and a complete portfolio of over 2,500 food and beverage ingredients. For over 20 years we have provided our clients with personalized sourcing and supply chain solutions that help them achieve their company and department goals.



### AIFI Trending Plant Based Ingredients

|                   |                   |                    |
|-------------------|-------------------|--------------------|
| Almond *          | Hemp *            | Pumpkin Seed       |
| Brown Rice *      | Hibiscus          | Rice*              |
| Cashew Protein    | Lentil Flour      | Soy *              |
| Cassava Flour     | Lupin Bean Flour  | Sunflower *        |
| Chia Seed *       | Mung Bean Protein | Tapioca Starch     |
| Chick Pea Flour   | Navy Bean Flour   | Vital Wheat Gluten |
| Coconut *         | Oats *            | Wheat *            |
| Fava Bean Protein | Pea *             |                    |
| Flaxseed Protein  | Potato *          |                    |

\* Indicates both flour & protein options available

[View Complete Ingredient List](#)

All AIFI Ingredients include:

- Full documents vetted for quality and safety
- World Class Pricing

AIFI has identified several trends within the plant based market for 2022. For more detailed information regarding these trends please contact Jay Engler, Marketing Manager, AIFI. If you are interested in pricing, availability, or learning more about how we can help your company maximize efficiency in its supply chain, reach out to your AIFI sales representative.

## How AIFI Can Help You:

### Superior Document Control

American International Foods exercises rigorous document control over all of their ingredients to ensure superior quality and purity. Our regular facility inspections and vetting of every process minimizes any chance of contamination. AIFI goes the extra mile to guarantee we are the most reliable link in your supply chain.

### Experienced Supply Chain Management

American International Food's staff of dedicated professionals saves their customers both time and money by maximizing their supply chain efficiencies. We offer over 2,500 ingredients, and also have the ability to bundle multiple ingredients on the same order. That means fewer phone calls to make, fewer PO's to write, fewer shipments to track, and more time to tackle your other objectives.

### Powerful Solutions

American International Foods takes pride in making the process of finding and ordering ingredients less stressful for our customers. With consistent communication, a motivated team, and reliable delivery operations, AIFI creates an easy solution for all of your ingredient needs. Give us a call today to see how we can show you the same benefits we are currently showing our customers.

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