Proteins - Classic, Alternative and Exotic Sources: Culinary Trend Tracking Series

Description:
Proteins are the nutritional superstar of today's culinary world – and consumers have far more ways of getting protein into their diets than ever before. We may still crave our traditional sources (meats and cheese), but food purveyors, from cutting edge restaurants to supermarkets to quick service chains, are tapping into new sources of protein and consumer openness to new tastes and foods that provide this protein. An emphasis on marketing that is rooted in targeted and nutrition-science based communication can catalyze the potential for success with protein-rich and protein-fortified food and beverages.

Proteins - Classic, Alternative and Exotic Sources, from Packaged Facts' Culinary Trend Tracking Series, is ideal for food companies looking to tap into this growing consumer demand for protein. The report contains five food and beverage profiles that chart key menu and packaged product development opportunities: High-protein drinkable and macho yogurt. Yogurt continues to show strong growth in the wake of the Greek yogurt revolution, and Packaged Facts projects the U.S. yogurt market to total $9.3B by 2017. Niche segments such as drinkable yogurt & kefir and yogurt marketed to men are aggressively staking claim to their own share of the pie. Almonds and nut butters. New nutritional perspective have positioned nuts, and especially almonds, high on the good and good-for-you list. The healthy positioning of almonds and the natural protein boost they give makes them an ideal source of protein for consumers. Nut butters, driven by convenience and portability, are ideal as more indulgent protein sources. High-protein snack bars are leveraging the rise of snacking and the healthful positioning of snack bars in the market. Analogs for meat protein. Alternatives to meat are being formulated in ways that are gaining ground as delicious alternatives in their own right, and not just as more nutritionally correct substitutes. Alternative protein sources, including the eggless egg, are foods to watch. Exotic meats as back-to-roots protein. Charcuterie is big and the salumi craft is a popular success within foodie culture. Wild boar is gaining popularity in fine dining restaurants as consumers explore new, less mass-produced sources of meat.

Contents:
- Executive Overview
- Profiles
  - Profile: Macho and High-Protein Probiotic Drinkable Yogurt
  - Profile: Almonds and Nut Butters
  - Profile: Snack Bars Get Heartier
  - Profile: Salumi and Wild Boar
  - Profile: Alternative Proteins: Vegetarian Chicken and the 'Eggless' Egg
- Datassential

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