

Green Queen Media Releases First Ever In-Depth Asia Alternative Protein Industry Report 2020



Hong Kong, Feb 18, 2020 ([Issuewire.com](https://www.issuewire.com)) - Green Queen Media, the award-winning impact media platform and online publication, has just released its in-depth report, “*The Asia Alternative Protein Industry Report 2020: New Decade, New Protein.*” The report marks the most comprehensive analysis of the alternative protein industry in Asia, spotlighting region-specific market trends, startups, innovation and development. The region is the sector’s fastest-growing globally, with annual growth predicted to be 9.3% until 2026.

The report seeks to fill in the knowledge gap existing in the region’s alternative protein sector, an understudied yet crucial area of research to meet the growing demand for protein consumption and its impact on the world.

The report is authored by Mackenzie Dion, Sally Ho and Sonalie Figueiras is the first of its kind to detail the burgeoning alternative protein space in Asia, drawing on primary and secondary data collected from interviews with founders, investors, government officials and industry-wide stakeholders. It highlights

the latest “2.0” startups developing the most innovative plant-based, cultivated and whole food protein solutions and identifies various challenges to overcome to feed the region sustainably.

“There is no bigger opportunity in sustainable food today than Asia,” says Sonalie Figueiras, Founder & Editor-in-Chief of Green Queen Media. “We published this report to put Asia’s food industry on the map and showcase the incredible innovation happening in alternative protein in the region.”

The analysis in the report involves over 35 one-on-one interviews and a total of over 50 extensive discussions with alternative protein stakeholders across 10+ countries in Asia. Almost every single founder of Asia’s plant-based, cultivated and whole-food meat alternative startups was consulted or interviewed about their experience for the report. The authors also drew on data from attending several alternative protein and food tech industry events, as well from prior global reports on alternative proteins and additional original reporting by Green Queen Media, a key resource for industry news across the region.

Asia is the report’s key focus, a continent currently home to half of the world’s population and on track to reach 5 billion by 2050. As a result, the region faces the greatest threat in terms of food insecurity and its associated social, environmental, health and economic challenges – all risks that are expected to be exacerbated by the intensifying climate crisis.

However, despite Asia’s vulnerability, the alternative protein industry in the region remains nascent, whether it refers to product development, startup investment and funding and wider consumer awareness. It is also a relatively understudied area of research, particularly given the pressing demand for protein consumption in Asia and the reverberating consequences that this will have on the entire planet.

David Yeung, whose Green Monday Group is given an in-depth look in the report and highlighted as one of the industry’s major success stories called it a must-read “whether you are an investor, an entrepreneur, a government policy maker or simply a foodie” and added “with the triple threats of climate change, food insecurity and public health crises across all Asia, the time to rethink and re-examine the entire food value chain is now, and the first step is to take a deep dive and get well informed.”

Nevertheless, the authors of the report emphasise that Asia is poised to dominate the alternative protein market globally. The report identifies Singapore and China as key innovation hubs to drive home-grown alternative protein development, and refers to the region’s long history and culture of traditional plant-based meat products alongside continued introduction of existing Western players in major Asian megacities as key factors that will underpin the industry’s take-off in Asia.

Importantly, recognising the rich and diverse cultures, culinary traditions and consumption habits between and within the 38 countries that comprise Asia, the report highlights the edge that Asia-based alternative protein innovators have in serving local markets by creating products that cater to local tastes, food cultures and cuisines.

It is clear that the current industrial agriculture system in Asia is deeply problematic, and will no longer suffice to meet the challenge of feeding its people safely and sustainably thanks to rapid urbanisation, booming socio-economic mobility and explosive population growth.

Indeed, the report identifies several dimensions of challenges that Asia’s alternative protein industry must overcome. But with the huge pool of talent, scientific and technological advances, and existing

alternative protein innovators, there is an incredible opportunity for Asia to rise up to the challenge and serve to buttress global food security.

“The startups featured in this report are positioned to be some of the leading alt protein actors globally when considering the magnitude of the challenge they’re addressing, the quality of their products and the complexity of protein consumption in Asia,” shares lead researched & writer Mackenzie Dion.

The authors of the report conclude on an optimistic note- with one caveat: homegrown startups need more support. From government players to the wider business community and academia, alternative protein entrepreneurs deserve more financial and other resources as they work to help bring about a much-needed food revolution.

The report is available to download for free, as per Green Queen’s impact media mission. “It is our sincere hope that this will help to inspire more founders to launch alternative protein companies, invite more investment into this exciting new sector, and support much-needed work to help feed the world’s most populous region safely and sustainably,” shared Figueiras

Download the full report “The Asia Alternative Protein Industry Report 2020 - New Decade, New Protein”: <https://www.greenqueen.com.hk/download-asia-alternative-protein-report-2020/>

About Green Queen Media

Founded by serial social entrepreneur and eco activist Sonalie Figueiras in 2011, [Green Queen Media](#) is Asia’s leading English-language impact media platform whose award-winning online news magazine reaches hundreds of thousands of readers across the region who are thirsty for trusted, well-researched and engaging sustainability content. Green Queen advocates for social & environmental change, with a mission to shift consumer behaviour through inspiring & empowering original content in Asia and beyond.

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