

LANDSCAPING ALTERNATIVE PROTEIN ECOSYSTEM AND INFRASTRUCTURE DEMAND



A Leading Sustainability Consulting Firm

The Client was seeking to understand the alternative protein ecosystem and its growth in the next 5 to 10 years, as well as the demand for manufacturing infrastructure from alternative protein brands and contract manufacturers.



CHALLENGE

In this Research Support Service Project, the Client wanted to identify brands and contract manufacturers located in the U.S. with revenue or total funding of more than \$10M.



APPROACH

PreScouter examined a database of over 950 global alternative protein companies to create a landscape of plant-based meat, cultivated meat, dairy & egg alternatives, and contract manufacturing.

The team filtered U.S. companies with revenue or funding of \$10M and conducted more than 50 primary research surveys and over 125 interview invitations to VCs, industry associations and alternative protein brands, and contract manufacturers.

PreScouter also integrated technical questionnaire surveys from 6 brands and manufacturers and interviewed 12 industry associations, VCs, and consumer brands to gather insight into the future of alternative proteins, demand for manufacturing infrastructure, and investment interests in scaling infrastructure.



OUTCOME

PreScouter helped the Client identify **81 alternative protein brands** and **17 contract manufacturers** that met their requirements.

