

3 Alternative Protein Trends To Watch In 2020

The ever-expanding market for alternative proteins shows no signs of being a mere food fad. A January 2020 [report](#) found that consumer curiosity is the primary factor driving participants to try these plant-based alternatives. A November 2019 Kerry white paper [found](#) that taste was the largest barrier to further adoption, with 73% of survey participants stating that alternative proteins should taste like meat. UBS [predicts](#) that plant-based meats will experience a compounded annual growth rate of 28%, making it an \$85 billion market in 10 years.

[Click here to read the full article on *Forbes*.](#)

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