

# NUTRITION WATCH: PLANT-BASED IN LATIN AMERICA

Target consumers who are cutting back on meat with flexitarian options. Foodservice is leading the way with innovative plant-based burgers.



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## Mintel's perspective

### What we've seen

The plant-based movement is developing in the LATAM market, with a recent influx of plant-based hamburgers emerging in foodservice. In retail, vegan claims are on the rise, but flexitarians are the main opportunity.

### Why it matters

Consumers across Latin America claim to be cutting back on meat, creating a market for flexitarian options. Recent foodservice launches in Latin America will raise more awareness about plant-based alternatives and create opportunities for more plant-based meat alternatives in retail.

### What's next

Look for plant-based formulations to move beyond meat alternatives into dairy and other categories. Soy protein blends with other ingredients, such as pea protein, will continue to grow.

## Plant-based players to watch in Latin America

### Brazil: Marfrig and ADM

[Marfrig and ADM](#) have teamed up to create plant-based burgers. The soy-based burger first debuted as the [Rebel Whopper](#) at Burger King and an exclusive version of the [Revolution Burger](#) will be launched at Outback in Feb 2020.

### Brazil: Fazenda Futuro

Fazenda Futuro's [Future Burger](#), made with soy, peas and chickpeas, is offered [at Bob's in Rio de Janeiro and Sao Paulo](#). It is said to mimic the taste, texture and color of meat. The company has also debuted their plant-based [meatballs at Spoleto](#).

### Chile: NotCo

This start-up uses artificial intelligence to formulate new plant-based foods. Current product lines include [NotMayo](#), [NotMilk](#) and [NotIceCream](#). The company has launched products in Chile, Brazil and Argentina and has its sights on the [US market too](#).

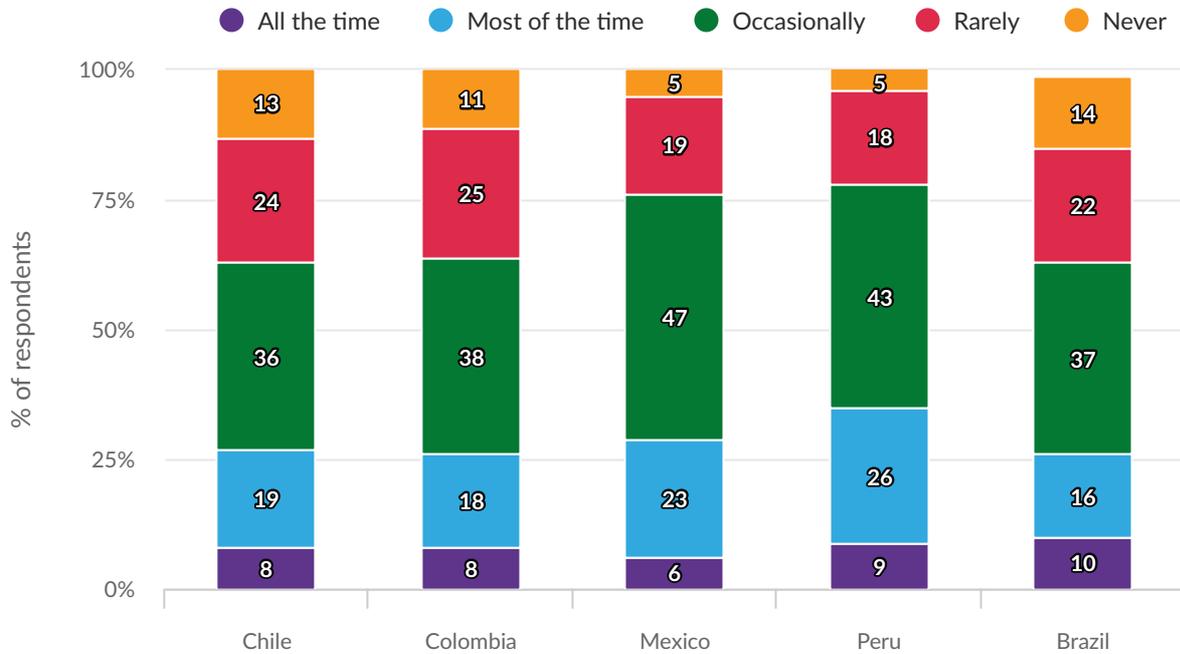
### Argentina: Frizata

[Frizata](#) has launched FriBurger, which claims to be the first plant-based burger 100% made in Argentina. Soy protein is the main ingredient but it also uses eggs and milk.

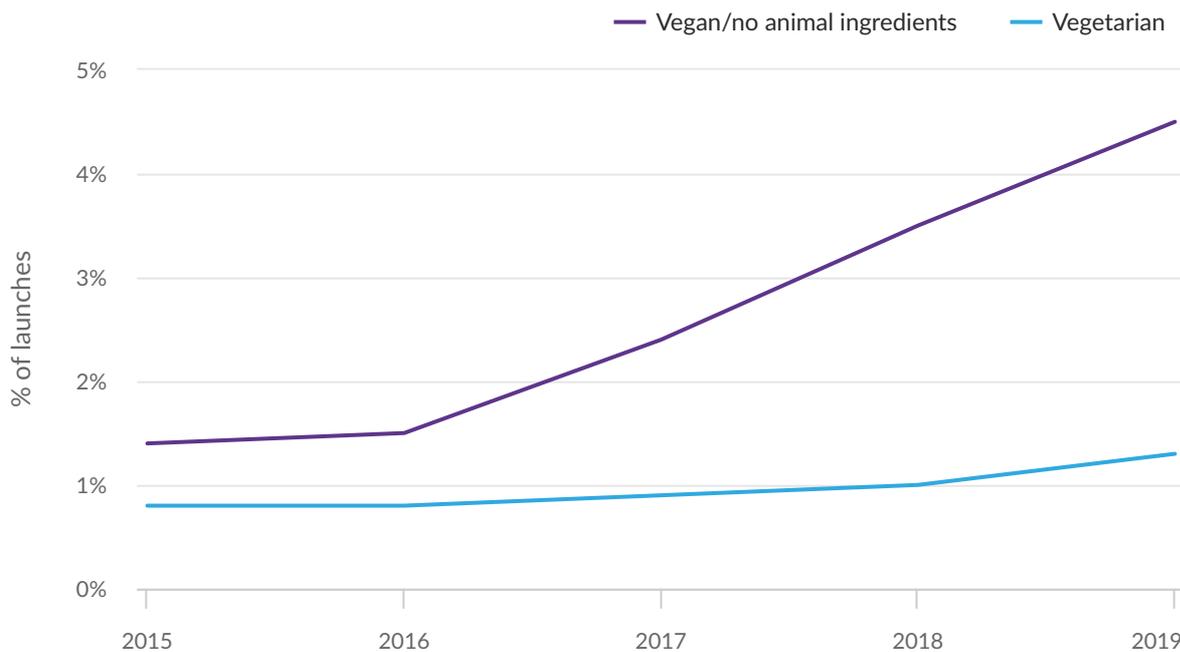
## Vegan claims are climbing, but flexitarians are the key target in Latin America

Only 3-4% of consumers in LATAM agree that they avoid animal-derived products when shopping for food and drink products, but limiting meat intake is more common.

Selected Latin American markets: typically, how often do you limit your meat intake, by country, July 2019



Latin America: percentage of food and drink launches with vegan or vegetarian claims, 2015-19



Taken from Mintel's 35-market consumer research study

**Base:** 1,000 internet users aged 18+ in Chile, Colombia, Mexico, Peru and 1,000 internet users aged 16+ in Brazil

**Source:** Lightspeed/Mintel; Offerwise/Mintel; [Mintel GNPD](#)

## Technology is accelerating plant-based innovations in Latin America

A new generation of food companies in Latin America are using artificial intelligence to develop plant-based alternatives, and others rely on technology to sell them.

### NotCo formulates with AI

[NotCo Not IceCream Vanilla Bean Plant-Based Ice Cream](#). Chilean start-up [NotCo](#) uses their algorithm, named Giuseppe, and artificial intelligence to discover [new possibilities](#) for plant-based formulations.



### Furturo Burger in Brazil uses AI

[Fazenda Future Futuro Burger](#). Brazilian start-up [Fazenda Futuro](#) claims their product was developed using [artificial intelligence](#) and by studying meat at a molecular level. It has the same protein content as beef but less fat.

### Friburger in Argentina sold online only

[Frizata Friburger](#) offers a plant-based burger. The company claims to be "digital native" and products are only sold via their website, which helps them reduce costs.



**APPROXIMATELY**

**18g**

is the average protein content (g/100g) for meat substitutes in Latin America over the past five years

## Highlight protein source and amount, especially in meat alternatives

Educate consumers about the benefits of meat substitutes by using claims to help define why these products are healthy alternatives. For example, only **19% of meat substitutes launched in Latin America** made a high/added protein claim in Latin America in the past five years, and just 2% claimed to be low calorie. Yet **protein and calories are important considerations** for Brazilian consumers who purchase meat alternatives.

There are also opportunities to talk about the type of proteins used in meat substitutes. In Latin America, soybeans and soy proteins are leading ingredients found in meat substitutes, but **pea protein is also emerging** in this subcategory. In Brazil, **a significant minority of consumers** do not consume soy in meat alternatives and have no interest in doing so.

Source: *Mintel GNPD*



## Meet the expert

### **Stephanie Mattucci**

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With 10 years of experience in the food industry, Stephanie brings a food science background to her work at Mintel. She is responsible for analyzing and providing insight on ingredient and nutrition trends, regulations and food science innovations. She has a bachelor's degree in Food Science from the University of Wisconsin-Madison.

**Read more by this expert | Get in touch**

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