

Ms. Nadiya Merchant, Head - Nutrition, Kellogg India,

delivered an excellent presentation on the topic of

“Plant Protein Insights and Trends”. She highlighted the importance of protein and the sources through which one can increase the uptake of protein in their diet. She emphasized on the major factors acting as motivators amongst individuals to eat more protein such as it supports well-being and sports performance, it builds and preserves lean muscle mass, and reduces the consumption of carbohydrates.

She presented statistical data discussing the most important factor while choosing protein. Taste, type of protein, healthfulness, and price ranked amongst the highest while choosing a protein. She very well explained the Indian Plant Protein Market which is estimated at USD 0.91 Billion currently in 2024 and is expected to rise multi-fold in the future to come. Her second half of her talk, focused on the rising trends in the plant-based protein market. She spoke about the emerging plant protein ingredients such as moringa and duckweed both of which are highly nutritious. She concluded by giving an insight on how individuals are looking for healthier food options fortified with plant-based protein and how the food industries must develop a New Product Development Strategy revolving around the same.