

**Ms. Ankita Singh**, Category Sales Manager-Beverages for IFF, Indian Sub-Continent talked about **‘Rising demand for high protein intake/Better understanding of plant-based foods.’**

She explained the importance of protein in the human body and the lack of awareness about balanced diets in India. The government of India has taken steps to promote protein uptake, such as improving protein in MID DAY MEAL, RASHTRIYA POSHAN MAAH, POSHAN PAKHWAD, and Eat Right India by FSSAI.

Consumers are increasingly purchasing high-protein products, and the preference for plant-based proteins is driven by sustainability and animal cruelty. The market size for plant-based proteins is estimated at 0.91 billion USD in 2024 and is expected to reach 1.21 billion USD by 2029 at a CAGR of 5.85%. She also highlighted the innovation of plant-based proteins in India and globally, discussing growth opportunities and challenges.