

Landscape of Products Leveraging Plant-Based Protein Blends for Waste Upcycling



A Fortune 500 Food Company

The Client came to PreScouter for help finding companies capable of partnering with them in upcycling food manufacturing waste streams into higher value products.



CHALLENGE

In this Annual Research Support Service License, the Client was searching for information about companies offering plant-based protein products or products containing plant-based protein blends, their marketing strategies, and existing competitors. Information the Client was interested in included if these products were utilizing any functional ingredients and if they were claimed to have any improved benefits.



APPROACH

PreScouter gathered information from sources such as databases, news articles, patents, and investor communications. To answer questions pertaining to marketing strategy, PreScouter analyzed language associated with product marketing and company mission statements.



OUTCOME

The PreScouter team identified **39 companies** offering products of interest, 12 of which were recommended for further analysis, and analyzed the activity of 8 competitors.



Impact of PreScouter's Work: The results were utilized by the Client's team to help identify white space and aid in the positioning of a new suite of products within the plant-based protein space.