



Development of alternative proteins: from a growth topic to a separate product area within IFFA

Frankfurt am Main, 15 April 2025. The market for alternative proteins, especially in Europe, has been growing continuously for several years. Exhibitors at IFFA have been presenting solutions for processing plant-based proteins for a long time. The trade fair is now picking up on this growth and dedicating a separate area to alternative proteins for the first time with the "World of New Proteins" in Hall 11.0. Both the established market leaders and new players in this segment will be present with their technologies in Frankfurt am Main.

We spoke to Fabio Ziemßen, Chairman of the German Association for Alternative Protein Sources (Balpro e.V.), about where the field of alternative proteins is heading and what innovations the future holds.

Mr. Ziemßen, can you give us an overview of the market for alternative proteins in two or three sentences?

"The development of the market for alternative proteins has experienced impressive momentum in recent years. Driven by a growing demand for sustainable, healthy and ethical foods, alternative protein sources, such as plant-based proteins and fermentation-based products, have developed from a niche to a serious segment of the food industry in individual categories."

What is the growth in the area of new proteins and where do you see market potential, also with regard to Germany?

"Global investment in alternative proteins has multiplied since 2020. Market analyses predict that the global market could reach a volume of several hundred billion euros by 2030. Internationally, the reasons for this are the increasing demand for high-quality protein sources due to further population growth, but also the need for more protein diversification due to sustainability goals and health aspects. In Europe in particular, interest in innovative protein sources has risen sharply. Germany is playing a pioneering role here: Numerous start-ups, established companies and research institutions are driving the development and commercialisation of new products. And consumers in Germany are also open to new product applications."

What specific innovations are driving growth?

"Technological innovations are a decisive factor in the success of new proteins. Advances in fermentation technology, in particular precision fermentation, enable the production of proteins that come ever closer to animal products in terms of taste and texture. Cell culture technology has also developed rapidly. While cultivated meat was considered a vision of the future just a few years ago, the first approvals have already been granted in the USA and some applications have been submitted in Europe. At the same time, advanced processing technologies, such as the extrusion and fermentation of plant proteins, significantly improve the sensory and functional properties of meat alternatives. The combination of research and practice ensures that new products can be developed faster and produced more efficiently."



Fabio Ziemßen, Chairman of the Federal Association for Alternative Protein Sources (Balpro e.V.) is committed to the integration of alternative proteins in the future of nutrition. Source: BALPro e. V.

The market development makes it clear: alternative proteins are no longer hype, but an integral part of the food industry. When you look to the future, where do you see opportunities and challenges and what role does BALPro play here?

"The market development of alternative proteins is at a crucial turning point. The growing awareness of sustainable and plant-based nutrition, technological advances and political initiatives to reduce emissions offer enormous opportunities. On the other hand, consumer demand for greater transparency in production and processing is growing. Companies that invest in this area and meet changing consumer demands can benefit from a changing market in the long term.

The German Association for Alternative Protein Sources BALPro e.V. sees it as its task to actively help shape this change. Through networking, educational work and political support, we are committed to ensuring that alternative proteins become an integral part of the future of nutrition. We are ready to work together with politicians, the agricultural and food industry and nutrition scientists to provide the necessary impetus for a sustainable policy.

We have high hopes for the work of the stakeholder forum "Proteins of the future on the plate", which is coordinated by the Competence Center Proteins of the Future at the Federal Office for Agriculture and Food. The coming years will be decisive in driving forward the transformation of the food system. Our aim is to establish sustainable,

innovative and economically viable solutions that meet the needs of consumers as well as the requirements of environmental protection and resource conservation.

The time is ripe to actively shape change. Alternative proteins are not just a vision for the future, but are already an essential building block for a more sustainable food system."

This is how Fabio Ziemßen summarizes the current dynamics in the market for alternative proteins. Visitors have the opportunity to experience these developments live at IFFA 2025. The leading trade fair for Technology for Meat and Alternative Proteins offers a wide range of specialist presentations, live cooking events and guided tours on all aspects of plant-based, cell-based and fermented protein solutions.

The event programme has a lot in store

The event programme on the topic of new proteins was developed in close cooperation with the partners BALPro, Proveg and The Good Food Institute Europe (GFI). It creates space for encounters and promotes the exchange of knowledge between different target groups. A special highlight is the IFFA Kitchen in Hall 11.0 – a must for anyone interested in innovative solutions in this area. Among other things, exciting new products will be prepared and tasted here. The offer is complemented by a lecture programme that highlights current food trends, process innovations and technological innovations. Visitors can gain a deeper insight into innovations in the World of New Proteins during the guided tours of the trade fair – the Discovery Tours. These curated tours to selected exhibitors are led by industry experts and offer guidance through the wide range of products on show at IFFA.

At the IFFA Factory (Hall 9.1), mechanical engineering, research, start-ups and companies from outside the industry will present innovative approaches to overcoming the shortage of skilled workers. Plant-based meat alternatives are also a topic here.

The range of products for the production of alternative proteins extends across the entire exhibition grounds. Many exhibitors at IFFA will also be showing solutions for alternative proteins, as these are very similar to meat in terms of processing and packaging – from seasoning, mixing, filling and forming to portioning and packaging the products. Visitors can use the online exhibitor search to find their way around by selecting "Special Interests". Here, exhibiting companies can be filtered according to their range of "Alternative Proteins".

IFFA - Technology for Meat and Alternative Proteins – presents state-of-the-art technology in Frankfurt am Main from 3 to 8 May 2025. Further details at www.iffa.com

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