

"A man is  
great by  
deeds, not by  
birth"

-Chanakya

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## **An exploratory study on Alternate Protein**

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## **An exploratory study on Alternate Protein**

**Abstract:** Ever increasing population and corresponding food requirements of humans have put an undue strain on all existing food supply sources. Increasing demand of food products like meat require raising the supply of the same through unsustainable means. Rising awareness among the people, especially among the millennials and Gen-z, has led to search for protein substitute that can replace meat for their daily needs. This paper analyses the demand for these protein substitute products. The study relies on the secondary resources of data to reveal the differential perception of these products by different segments of consumers. The analysis can contribute towards understanding strategies to induce adoption of these products in the market.

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