Australia

19th largest economy in the world with high per-capita meat consumption

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Population

26 million

Average age

38 years

Plant-based meat sales value in FY23 across retail and food service sectors (AUD)

272.5 million

Increase compared to FY20

47%

01 Market size

- In FY23, the Australian plant-based meat market reached a value of AUD 272.5 million across both retail and food service sectors, representing a 47% increase compared to FY20.
- Retail accounts for approximately AUD 149 million, while food service contributes AUD 124 million.
- Australian exports reached 142 tonnes in fiscal year 2023, with a value of AUD 4 million at a compound annual growth rate of 14%.

Australian plant-based meat market overview, FY19-FY23

	FY19	FY20	FY23	CAGR FY19-FY23	CAGR FY20-FY23
Consumption ($m nominal)					
Retail	$105.2	$154.0	$148.9	9.1%	-1.1%
Food service	$35.0	$31.0	$123.6	37.1%	58.6%
Total	$140.2	$185.0	$272.5	18.1%	13.8%

Australian exports (in AUD)

Exports	2019	2020	2023	CAGR
Volume of Exports ($m nominal)	NA	$2.7	$4.0	14.0%
Volume of Exports (t)	NA	96	142	14.0%

Source: Deloitte Access Economics 2024

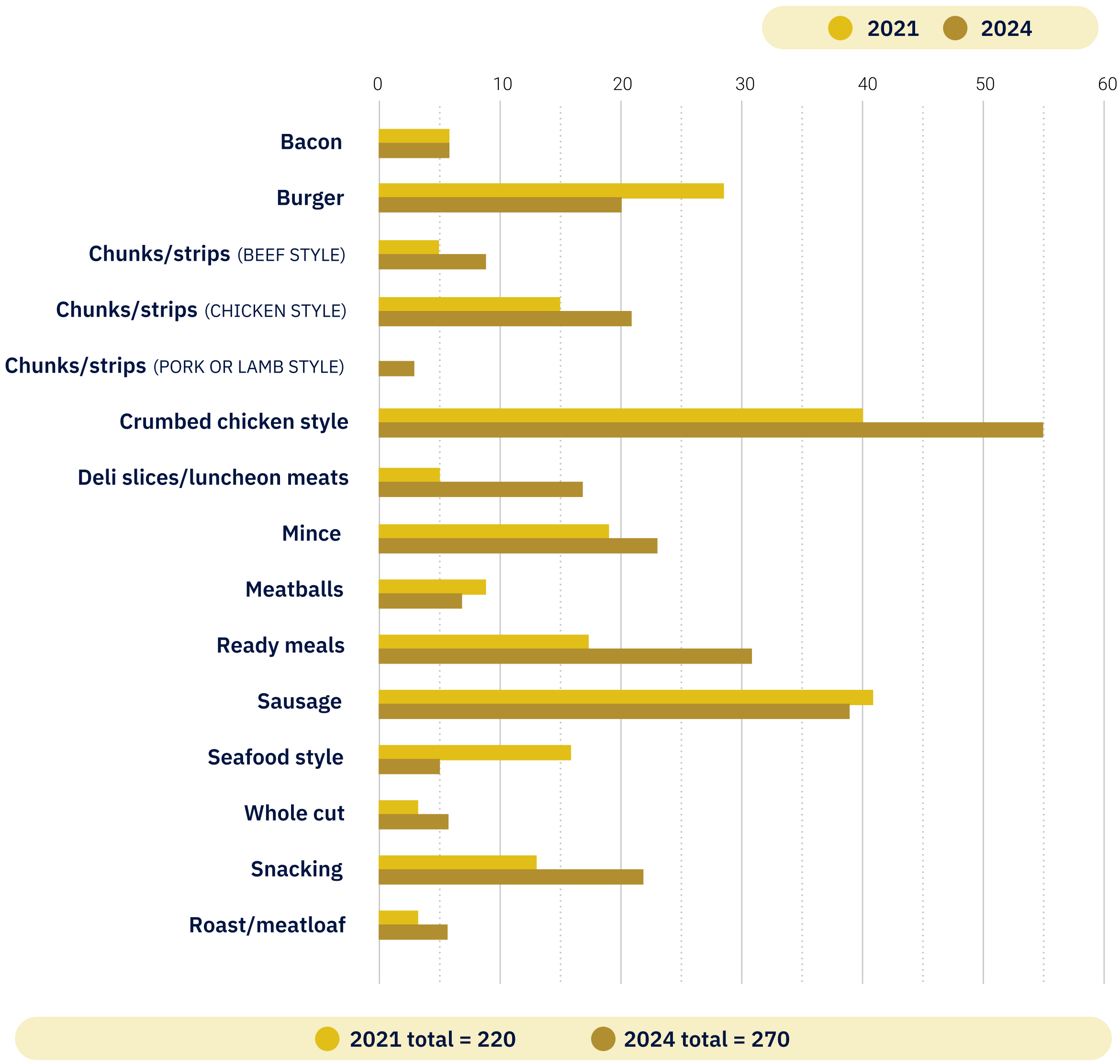
02 Consumer profile and demand

- [5.3% Australian people are vegetarian or vegan]. People aged 30–49 years were more likely than any other age group to be vegetarian or vegan (7.3%).
- One in four (24.9% or 5.2 million) people aged 15 years and over were currently following a diet or eating pattern in 2023. Among people who were on a diet, the most common food avoidance diets were:
  - low or meat free (21.4%)
  - low or dairy/lactose free (4.8%).
- Almost one in ten people (9.2%, or 2.3 million) avoid certain foods for cultural, religious, or ethical reasons. The most commonly avoided foods are pork (5.9%), followed by beef (4.0%) and all meat (2.9%).

03 Product formats in the market

While burgers and sausages demonstrated strong performance in 2021, increasing demand for convenience has led to the emergence of formats such as snacks and finger foods, deli slices, and ready meals, of which **50%** come frozen. Versatile and functional products, including beef strips and chunks and whole-cut meats, are increasingly prevalent due to their adaptability in various culinary applications.

Formats of plant-based meat products:



04 Key players in the market

- A few major brands dominate the Australian plant-based meat market, but there has been a noticeable increase in domestic brands. Currently there are 22 Australian plant-based meat companies, a significant jump from 10 in 2019.
- Of the 292 plant-based meat products available at Australian retailers at the close of FY23, 63% were from Australian brands, an increase from 42% in FY20. 48% of the 292 were also manufactured domestically.
- International brands such as Beyond Meat, Impossible Foods, Fry Family Food, and Linda McCartney are also available in the Australian market.

05 Key channels

Retail

- The Australian grocery retail sector, valued at AUD 135 billion, is characterised by a highly concentrated market, where four principal retailers—**Woolworths, Coles, Aldi,** and **Metcash**—hold a collective 80% market share.
- Woolworths Group leads with 37% of the market share, followed by Coles with 28%, Aldi with 10%, and Metcash with 7%.
- **Metcash**, the nation's preeminent grocery wholesaler, encompasses retail brands such as **IGA, SupaIGA** (supermarkets), **IGA X-press** (convenience stores), **IGA Fresh, Foodland,** and **Friendly Grocer**.
- The independent sector features prominent regional operators, notably **Drakes** (South Australia and Queensland) and **Harris Farm Markets** (New South Wales and, more recently, Queensland).
- Other significant entities include **Australian United Retailers Limited (AURL)**, which operates nationally under the FoodWorks brand, and Costco. Department store **David Jones** also participates in the market through its premium food halls and standalone food stores.

Food service

- Quick-service restaurants (QSRs), such as **McDonald's** and **Domino's,** constitute approximately 40% of the total food service market in Australia and demonstrated a CAGR of 1.4% from 2015 to 2020.
- The second-largest channel within the Australian food service industry is full-service restaurants (FSRs), which represent a highly fragmented sector predominantly served by domestic brands.

06 Key brand tie-ups

B&J BEAK & JOHNSTON   IMPOSSIBLE

Beak and Johnston, an Australian food processing company that specialises in chilled and frozen convenience foods, has partnered as the importer for **Impossible Foods** products in Australia. The partnership helped Impossible Foods' launch in the Australian market.

07 Key distributors, manufacturers, and retailers

Metcash, one of Australia's largest grocery distributors, provides a vast array of products, including groceries, liquor, and hardware, to over 10,000 independent retailers across the country.

Bidfood Australia, one of the largest food service distributors in the country, serves a diverse customer base including hotels, restaurants, schools, and hospitals with an extensive range of products from fresh produce to packaged goods.

Primo Foods, the largest manufacturer and distributor of small goods, providing a wide range of products from hams and salami to bacon and sausages, distributes across retail, food service, and export markets.

JBS Australia, the leading food distributor in Australia, specialises in meat products. It is a subsidiary of the global meat processing company JBS S.A. and supplies high-quality beef, lamb, and pork to both domestic and international markets.

Superior Food Services has a broad portfolio ranging from fresh produce to frozen goods and focuses on providing quality food products to the hospitality and food service industries.

About Life, a leading organic and natural food distributor, serves the health-conscious market through retail stores and partnerships with supermarkets and cafes. They are known for their sustainability ethos, distributing organic food, beverages, and eco-friendly products.

08 Regulatory overview

Legislative authority / Regulatory body	Food Standards Australia New Zealand (FSANZ) is responsible for setting standards that govern the content and labelling of foods sold in New Zealand and Australia. These standards also cover food composition, contaminants, and microbiological limits. Local authorities then monitor compliance with Australia New Zealand Food Standards Code in Australia's States and Territories. Department of Agriculture, Fisheries and Forestry (DAFF) via the Imported Food Inspection Scheme (IFIS), inspects and samples food products imported to Australia. In New Zealand, the Ministry for Primary Industries (MPI) performs risk-based checks on imported food. The agreement between Australia and New Zealand does not cover some areas of food regulation; others are subject to an opt-out regime.
Food law	The Australia New Zealand Food Standards Code (otherwise known as the Code)
Labelling regulation	Part 1.2 of the Food Standards Code states the labelling and other information requirements. FSANZ also developed labelling guidance to help comply with the labelling requirements.

Plant-based meat and dairy products	There are currently no specific regulations. Whether a product is permissible will depend upon the context in which it is used. The Alternative Proteins Council has developed the Industry Guidelines for Labelling Meat Alternative Products in Australia and New Zealand. The Labelling and Marketing of Plant-based Alternatives to Meat and Meat-based and Dairy products— Industry Working Group (Discussion Paper)
Fermentation-derived and cultivated meat	Cell-based meats and novel fermentation-derived proteins would be captured within existing standards in the Code and require pre-market approval. Depending on the composition, these standards may include those for: • Novel foods • Processing aids • Food additives • Foods produced using gene technology • Vitamins and minerals • Labelling that indicates the true nature of the food • Definition of cell-based meat • Food safety requirements
Genetically Modified Organism (GMO) regulation	In the Food Standards Code, GM foods are regulated under Standard 1.5.2—Food produced using Gene Technology. The standard has two provisions—mandatory pre-market approval (including a food safety assessment) and mandatory labelling requirements. This standard ensures that only assessed and approved GM foods enter the supply. Approved GM foods are listed in Schedule 26 of the Food Standards Code. Anyone seeking to amend the Code to include a new GM food should refer to the Application Handbook.

	Details on FSANZ's assessments of GM foods and current approvals can be found here.
Import-export portal or services (if any)	Importing food into Australia Importing food and beverages into New Zealand
Registration of business	Food Importer Registration—New Zealand
Tariff benefits	With Australia, India has an Economic Cooperation and Trade Agreement (ECTA), and Australia has also granted a GSP status to India, under which the concessional rate of tariff is 0%. To avail this benefit, the goods must meet the Rules of Origin, which typically require at least 50% Regional Value Content (RCV). Under the ECTA, the goods must meet 35% or 45% Qualifying Value Content (QVC), subject to the formula (build-up or build-down). Such conditions are to be proven by way of certificates/declarations from the notified agencies. While New Zealand and India have restarted negotiations on a long-stalled Free Trade Agreement (FTA), currently there is no concessional tariff applicable on exports to New Zealand. The standard rate of tariff is typically around 5%, subject to product classification.