

Reimagining Plant-Based Milk Beverages: Harnessing the Value of Faba Bean and Palatinose

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Demand for dairy alternative products have been on the rise in Asia Pacific as consumers have become increasingly health and environmentally conscious, coupled with the rise in disposable income in urban areas. By 2028, the region is projected to experience the fastest rate of growth in the dairy alternatives market.

Among dairy alternative products, plant-based milk is a progressively popular substitute for traditional cow's milk. For instance, in Singapore, a significant 62% of consumers who have tried plant-based milk beverages consume it regularly, with 20% willing to switch their default dairy option to a plant-based alternative.

In the region, a substantial 40% of consumers expressed that having high protein levels is a key factor that influences their decision to consume plant-based milk drinks. Recognising this characteristic as a pivotal factor in the decision-making process, food manufacturers have a valuable opportunity to tap into the growing popularity of plant-based milk by injecting higher protein content.

The high solubility of faba beans creates a beautifully homogenous and stable drink with a pleasant texture and good taste, without any sediment or a sandy mouthfeel in the beverage. Unique attributes enable food manufacturers to develop plant-based milk drinks that not only meet nutritional standards, but also delight tastebuds.

The amalgamation of benefits helps to sustain the demand for plant-based milk beverages, such as oat milk. The Asia-Pacific oat milk market is estimated at \$353.90 million in 2023, and is anticipated to reach \$700.75 million by 2029.

Extensive scientific research has shown that adopting a carbohydrate-based diet with lower impact on blood glucose levels reduces the risk for developing metabolic diseases such as diabetes mellitus, cardiovascular disease, and possibly overweight and obesity. Consuming high-quality carbohydrates also improves one's metabolic health and immune system, in turn helping the body fight against viruses.

Functional ingredients not only serve as nourishing alternatives to traditional components, but also fulfil consumers' desire for environmentally conscious consumption. As the demand for plant-based milk continues to grow in the region, the incorporation of innovative functional ingredients paves the way for an even more sustainable future for plant-based milk.