

# Are we making an ‘inevitable shift’ to plant-based and cultured meat? Here are 8 alternative protein predictions for 2024

Here are the biggest trends to look out for as the alternative protein sector aims to further enshrine itself in mainstream eating habits.

## 1. Legal Wins (and Potential Losses) for Cultivated Meat

As of 2023, only two countries, the U.S. and Singapore, have approved cultivated meat for commercial sale. More countries are expected to join this club in 2024 — first on the list are the UK, Switzerland, Australia and New Zealand.

Follow the latest news and policy debates on sustainable agriculture, biomedicine, and other ‘disruptive’ innovations. Subscribe to our newsletter.

[SIGN UP](#)

## 2. Tastier and Healthier Options

Over the last few years, the meat industry hasn’t taken the rise of alternative meat lying down — they have launched [a marketing campaign, sometimes bordering on misinformation](#): claiming plant-based products are fake, unhealthy, ultra-processed or otherwise harmful. (For more on this, see our explainer on [health claims about plant-based meat](#).)

For many companies, the solution to this backlash is twofold: make products healthier, and make them tastier.

...

## 7. More Diverse Protein Sources

A few years ago, most plant-based brands utilized a handful of protein sources: soy, peas and maybe gluten. But that’s not going to stay the same in 2024, where we’re bound to see far more creative plants step into the limelight.

[This is an excerpt. Read the original post here](#)