

# Protein consumption

## Longer Term Investments (LTI)

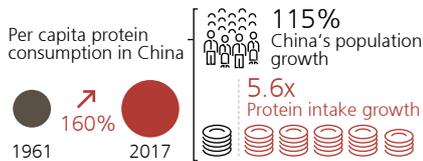
Recommended diets are generally varied and consist of proteins, fats, and carbohydrates, along with fiber and micronutrients like vitamins. Diets have been changing in recent decades due to lifestyle shifts resulting from higher levels of income and urbanization, among others. The average person eats 30.2 kilograms of protein a year, and the volume is growing.



### Projections and opportunities

#### Protein demand

In an extreme example, protein consumption in China, the world's most populous country, soared 160% between 1961 and 2017. Since China's population grew 115% during this time, its total protein intake ballooned more than fivefold.



Source: FAO, UBS

#### Largest source of protein

Meat is the largest source of protein in developed markets like the US and Western Europe. Milk is nearly as important in Western Europe and is highly consumed in the US and India. Pulses are particularly vital in India and the least developed countries, while fish and vegetables are crucial in China.



Source: FAO, UBS

#### Refrigeration

Better access to refrigeration and improved supply chains, which have led to longer shelf lives for milk and cheese, are among the reasons for the rising popularity of dairy products in less developed markets.



Source: FAO, UBS

#### Increased spending on food

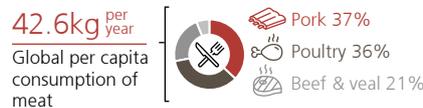
As developing countries become wealthier, their spending on food falls relative to their incomes but increases in absolute terms. By 2050, three-quarters of the global population will be urban, and urban dwellers consume more protein.



Source: FAO, UBS

#### Global protein consumption

Global per capita consumption of meat is 42.6kg a year. Pork and poultry are the most popular types, claiming 37% and 36% respectively in market share. Pork and poultry are less than half the cost of beef and veal, which make up 21% of total meat consumption.



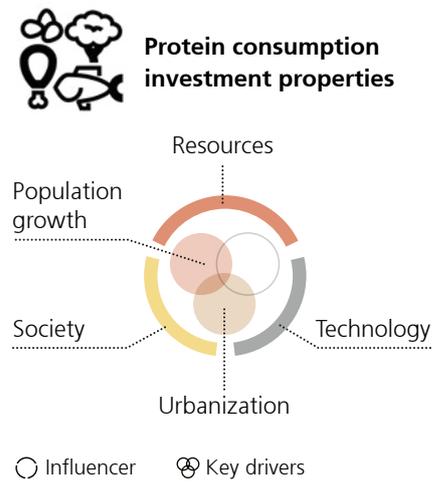
Source: FAO, UBS

#### Aquaculture

The global consumption of fish and seafood has risen, and the amount sourced from aquaculture climbed from 18% in 1990 to 50% in 2014. It will likely continue to rise to 57% by 2025.



Source: FAO, UBS



#### Near-term drivers

- Emerging market growth
- Protein food inflation
- Food safety issues



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