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# Analyst Briefing

## Start-up, Jungle Kitchen to debut vegan food products in Singapore

Jungle Kitchen, a Singapore-based vegan food start-up, launched six vegan ready-to-eat products made with ingredients native to Southeast Asia at the FHA Food & Beverage 2023, Singapore Expo\*. The product range includes Jungle Jack vegan mince; Jungle Fire spicy sauce made from the tropical cobra chili; Coconut Sambol, which is a Sri Lankan-styled zesty and spicy coconut relish; Polos Curry, a jackfruit curry; Jack in Brine, which is jackfruit in a light brine; and Banana Blossom in Brine.

Jungle Kitchen is developing the next range of ready-to-eat products with local ingredients. The product pipeline includes Asam Pedas Pisang Flower, a vegan sour and spicy fish curry, and Butter Jack Masala, a buttery gravy made with jack fruit.

Jungle Kitchen claims the ingredients used are superfoods and tasty and sourced from local farms. The company also says it is working with local farms in improving sustainable practices, and developing a compendium of Asian vegetation based on the quality and sustainability of regional farms. As part of its sustainability commitment, Jungle Kitchen also avoids plastic packaging.

In the Asia-Pacific region, the vegetable/plant-based proteins in the meat substitutes sector are projected to record strong growth over 2022-27+. The rise in environmental, personal health, and ethical concerns over industrial meat production will boost demand for meat alternative protein sources. Accordingly, in a GlobalData Q4 2022 survey conducted in the Asia-Pacific region, 24% of consumers stated that plant-based is an essential feature and 44% said it is a nice to have feature while making a purchase^.

In recent years, consumers are scanning packaging labels closely to know if their food product is ethically and sustainably sourced. Accordingly, 33% of Asia-Pacific survey respondents said that “sustainable / environmentally friendly” is an essential feature they actively looked for while making a purchase^.

Young health-driven and eco-conscious consumers are keen on making informed decisions using technology platforms. To build consumer trust, food manufacturers are providing information about the ingredients used in their products, including the provenance of these ingredients, through their product packaging and various technology platforms. As consumers are growing more interested in plant-based food products, investors are actively investing in start-ups venturing into this booming space.

– Spandana Chodavarapu, Consumer Analyst, GlobalData

### Report store link:

<https://www.globaldata.com/store/report/apac-meat-substitutes-market-analysis/>

### Sources:

\* <https://nuffoodsspectrum.asia/2023/04/28/singaporean-startup-jungle-kitchen-offers-modern-tropical-vegan-range.html>

+ GlobalData Consumer Intelligence Center—Market Analyzers, accessed in May 2023

^ GlobalData Q4 2022 Consumer Survey—Asia Pacific, published in November 2022

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