PLANT-BASED PROTEIN



Insights



47% of consumers believe a plantbased diet aligns with Health and

15%

15% of consumers would eat plantbased foods when seeking more protein in their diet.

What do consumers consider influential attributes in the purchase of plant-based proteins?

22%

Personal Nutrition

32% **Texture** 38% **Price**

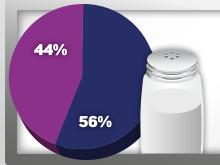
53% Taste/ Flavor



57% of consumers are very willing to purchase plant-based protein from the grocery store.



62% of people who have tried plant-based foods had a positive or very positive experience.



56% of consumers say a low-sodium claim would influence their purchase of a plant-based product.



Consumers willing to purchase/consume plant-based foods:



Burger Patties

69%



Meatballs

52%



Chicken Fingers/Nuggets

50%



Sausages

47%



Meatless Crumbles

36%