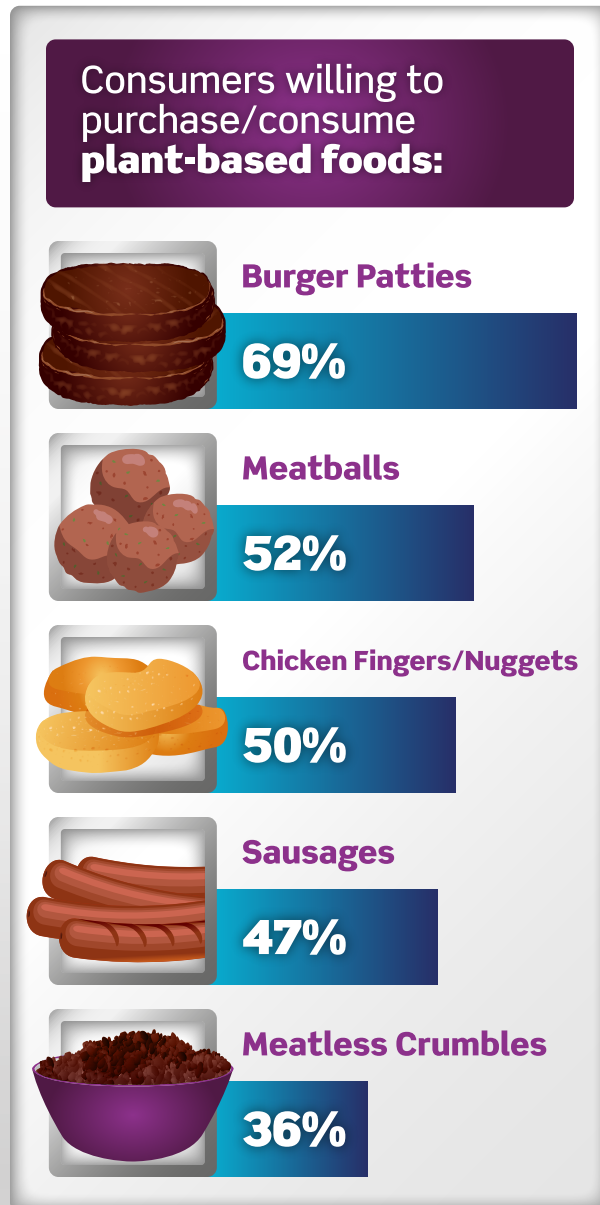
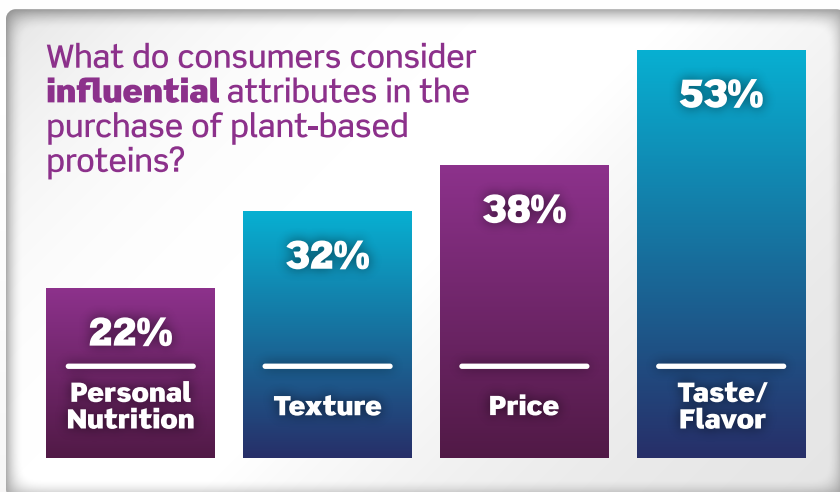
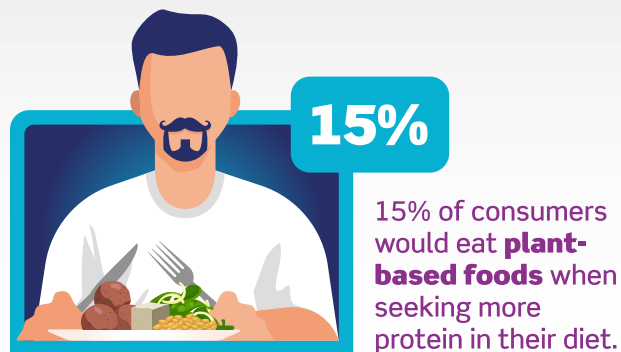
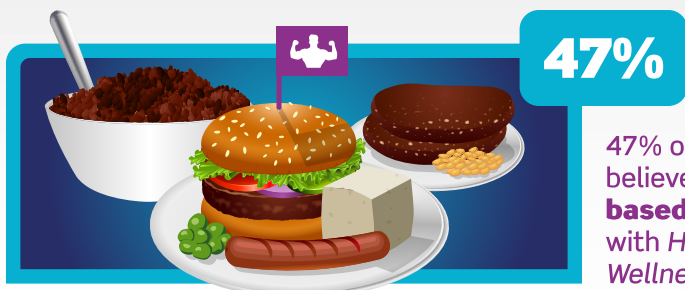


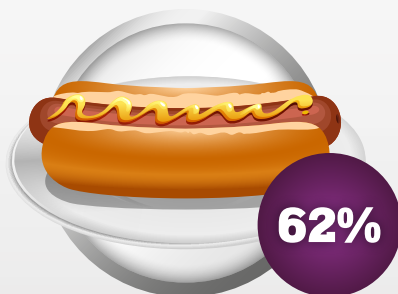


# PLANT-BASED PROTEIN

## Insights



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.

