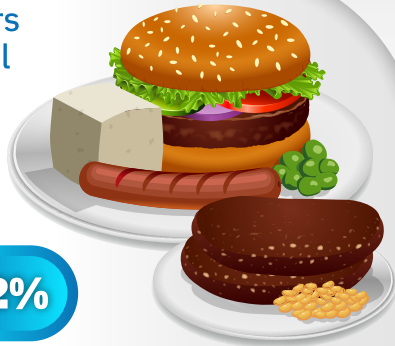


# 2021 IN REVIEW CONSUMER PROTEIN *Insights*



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



**Personal Nutrition** 22%

**Texture** 32%

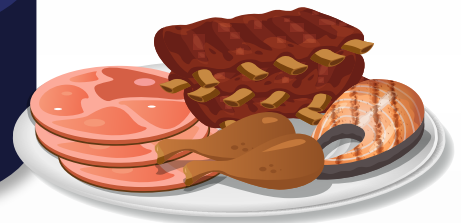
**Price** 38%

**Taste/Flavor** 53%

Source: Corbion Proprietary Survey, n=245



Over 40% of consumers perceive products made with **only natural ingredients, free of additives/preservatives or unprocessed** as “clean eating” food options.



Source: Clean Label & Plant-Based Consumer Insights in the U.S., Innova Market Insights 2021



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

Source: Corbion Proprietary Survey, n=245



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

Foods with **new and/or exotic flavors** ranked the highest overall by consumers looking to achieve new and unique food experiences.

Source: Corbion Proprietary Survey, n=301



**Fermentation** is a natural process used for centuries to produce food and beverages.

## Product Benefits OF FERMENTATION IN MEAT



**Improve Savory Flavors**



**Sodium Reduction**  
*without compromising flavor*



**Extended Shelf Life**



**Freshness**  
*with color retention*



**Food Safety**

Source: Corbion Proprietary Survey