

# Plant-Based Eating: TREND OR FAD?

Plant-based consumer goods have grown at a remarkable pace and are on track to continue rising through the next decade.





Research conducted through Acosta's proprietary Shopper Community March 8 - 11, 2022




  
**4-in-10** shoppers purchased plant-based meat and/or dairy in the past six months

 **60%** purchase several times each month – citing health as the key driver

 **\$7B\*** in 2021 US sales

 **27%\*** increase versus 2019

 **\$162B\*\*** predicted global sales by 2030



## Where They're BUYING

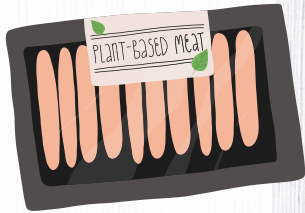
 **77%** buy at traditional grocery stores

 **20%** buy online

## What They're REPLACING

Meat and dairy alternatives mostly replace:

**Beef**  
**Pork**  
**Traditional Milk**



## Staying Power

**64%** of plant-based shoppers buy at least several times per month

**57%** of plant-based shoppers intend to consume alternative proteins throughout their lives

**10%** of plant-based shoppers claim to follow a fully plant-based lifestyle



## PLANT POWER? But There's Skepticism

 **~50%** of shoppers perceive plant-based foods as a fad, despite growing interest and demand



**50%** of plant-based shoppers say that it is important for restaurants to offer plant-based options

**~20%** usually buy these alternatives when eating out