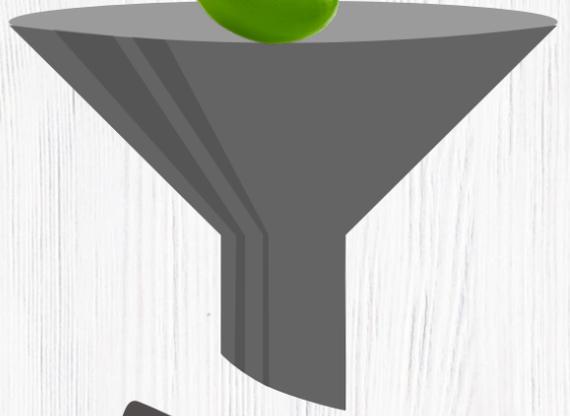


Plant-Based Eating: TREND OR FAD?

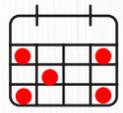


Research conducted through Acosta's proprietary Shopper Community March 8 - 11, 2022

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



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

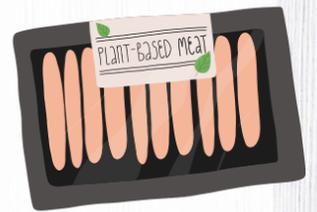


20% buy online

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