

THE FUTURE OF PLANT

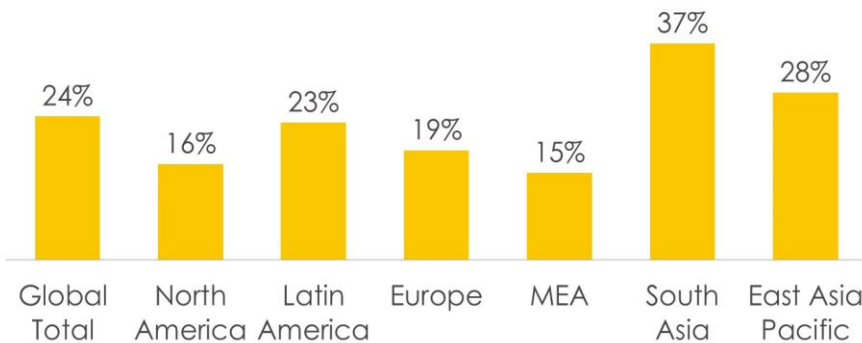
What's next for the plant-based trend?



HealthFocus International explores the evolution of the plant-based eating trend, including growing interest in plant protein and meat alternatives. Connect with us to learn more about this expanding trend and the impact globally—including opportunity areas and potential pitfalls.

THE PLANT TREND CONTINUES GLOBALLY

Plant-based foods/beverages became more important in the last year



A quarter of global consumers expressed growing interest in plant over the last year

22%

Are willing to pay a premium for foods or beverages that are plant-based

33%

Believe processed foods can be made healthier by making them plant-based

INTEREST: TOP ANIMAL ALTERNATIVE PRODUCTS

#1	Meat alternatives
#2	Non-dairy milk
#3	Non-dairy ice cream
#4	Egg free mayonnaise
#5	Egg substitutes

BARRIERS TO TRYING ANIMAL ALTERNATIVES

#1	Prefers the real thing
#2	Not sure what's in them
#3	No need for them
#4	Safety concerns
#5	Taste