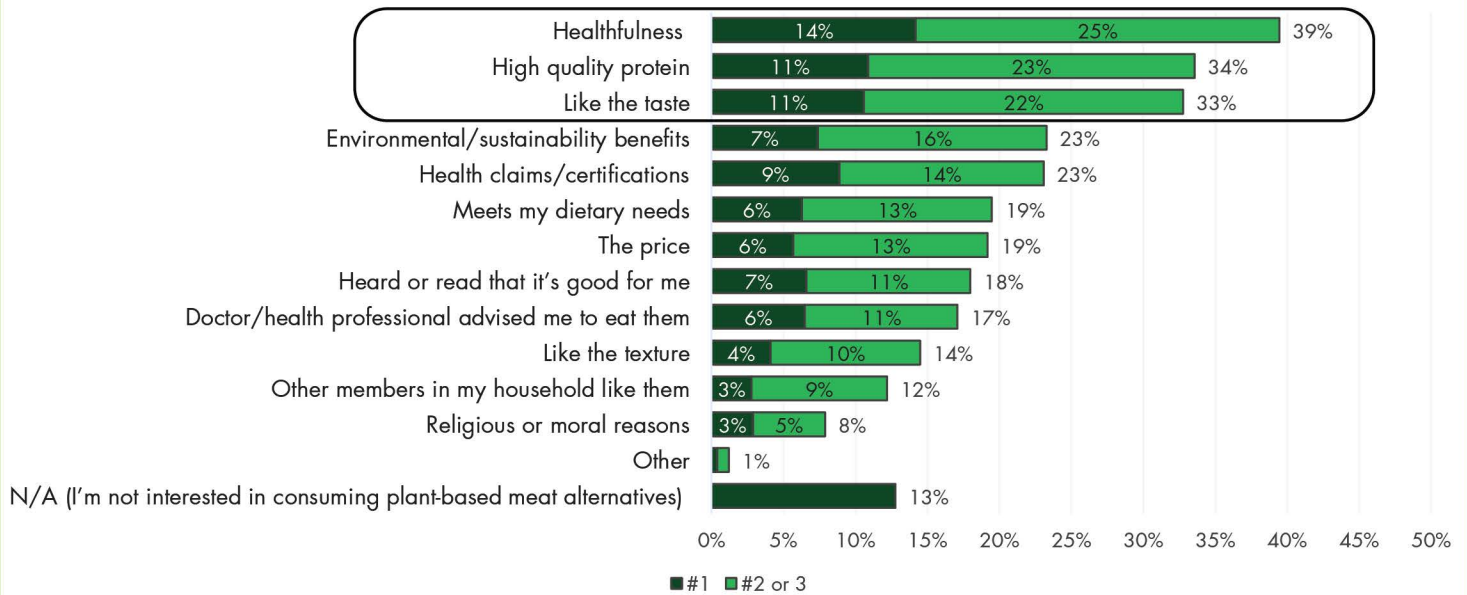


Why Do Consumers Choose Plant-Based Meat Alternatives?

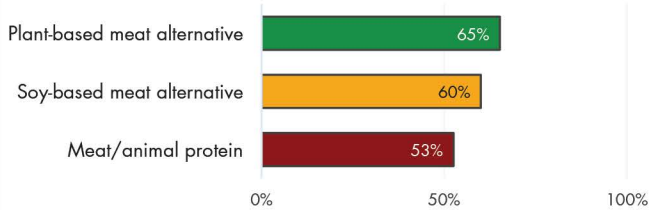
Most Americans (65%) have consumed plant-based meat alternatives in the past year.

Reasons for consuming plant-based meat alternatives (Top 3)

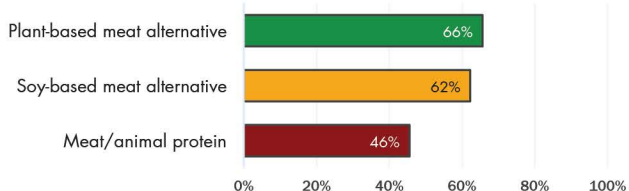


Respondents rated plant- and soy-based meat highest for healthfulness and environmental sustainability.

4 or 5 out of 5 for healthfulness of:



4 or 5 out of 5 for environmental sustainability of:



TOP 5 HEALTH BENEFITS

Consumers Seek When Choosing Plant-Based Alternatives

- 1 High quality/complete protein
- 2 Heart health
- 3 Protein content
- 4 Vitamins and minerals
- 5 Weight management

SOURCE: Food Insight. IFIC Survey: Consumption Trends, Preferred Names and Perceptions of Plant-Based Meat Alternatives. Foodinsight.org. Published November 3, 2021. <https://foodinsight.org/consumption-trends-plant-based-meat-alt/>.