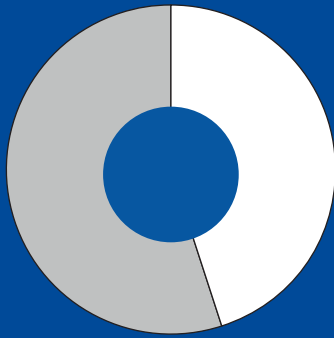


MEAT VS DAIRY VS PLANT PROTEIN GLOBAL 2020



Consumer Experts, Insight Driven

The following are based on our 'Meat vs Plant vs Dairy - Global 2020 Report'



45%

Of global consumers know how much protein they have consumed in the last 24 hours.



40%

Of global consumers would like to increase the amount of protein they have in their diets.

Where do consumers get their protein from?



67%

Meat Products



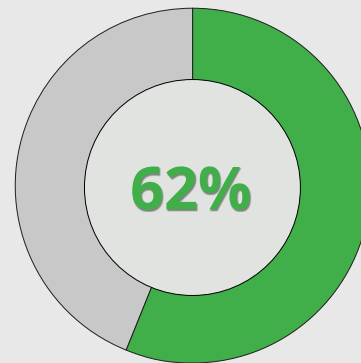
44%

Plant Products



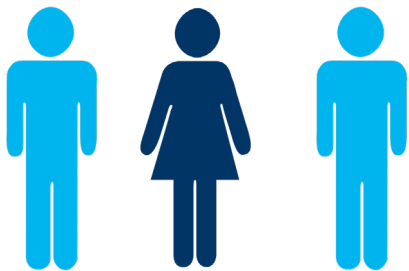
59%

Animal Based Products

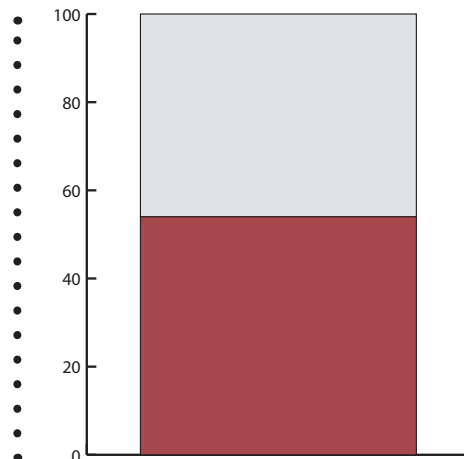


Of global consumers associate protein with the benefit of boosting general health and wellness.

3 in 10



Consumers eat meat substitutes.



Of the consumers who eat plant based products,

54%

Say it's because plant based alternatives are healthier than regular milk products.



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