

Meat & Plant-Based:

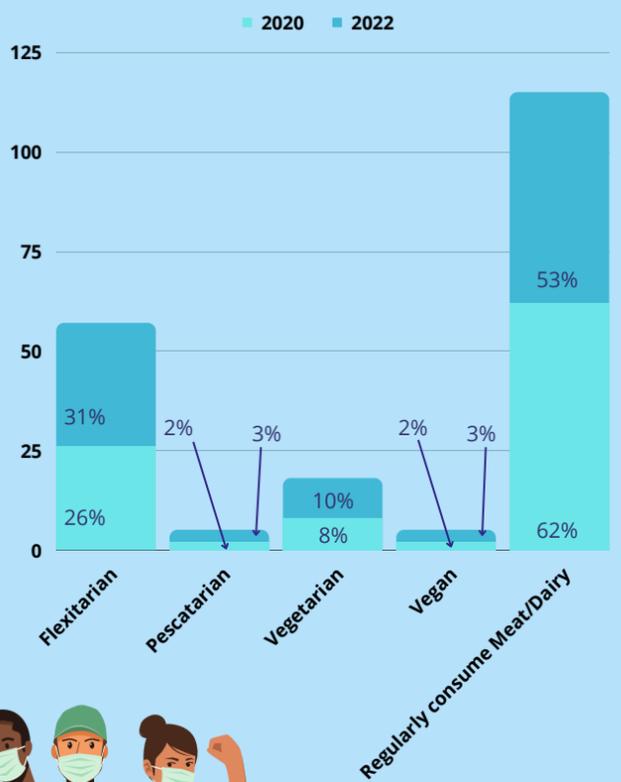
Deep Dive into Consumer Trends



A growing proportion of consumers are following diets around the avoidance or moderation of animal produce.



How does consumers describe their diet? (MPP51801).

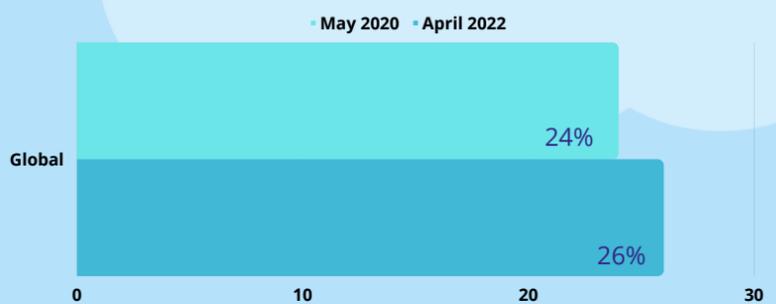


Of global regular meat eaters who are looking to reduce intake over the next twelve months, cite environmental concerns as a reason for this (2022).



COVID-19 has further increased the appeal of plant-based alternatives.

Are consumers planning to change their diet to include more plant-based foods?

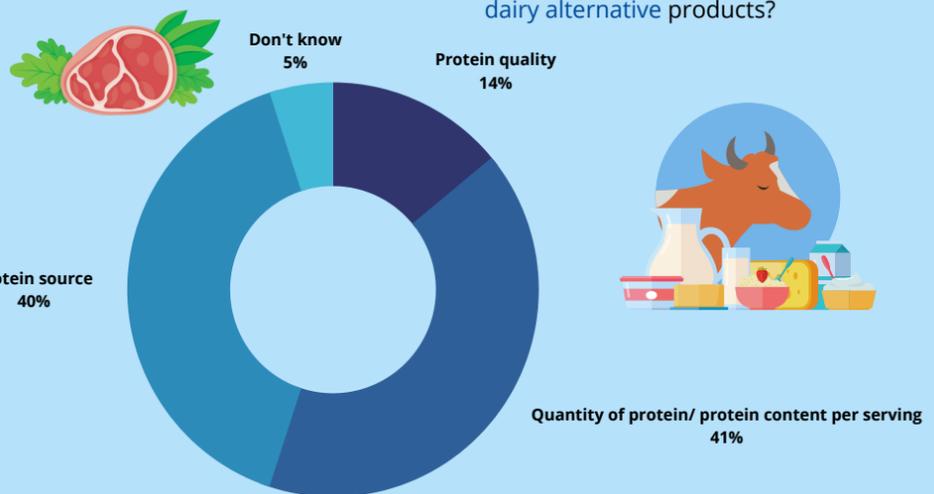


Of global consumers who turn to dairy substitutes say that they turn to plant-based milk, compared to 45% who say they turn to plant-based meal replacements (2022).



Nearly half of all consumers say that they turn to dairy alternatives to some extent.

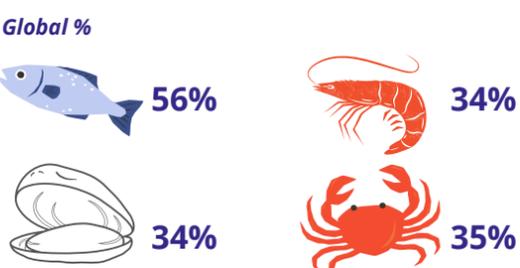
What is more important when buying dairy alternative products?



Meat substitutes are deemed better for the environment.



Does consumers find the following types of meat substitutes appealing? 2022.



Importance & Satisfaction with the following elements of meat substitutes, 2022.

