

PLANT-BASED

Are Your Sales

Aligned With These Products?



GVH
Distribution
BLOG

*Aug. 2021 Supermarket perimeter by Emily Park. Good Food Institute 2021

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Omnivores, flexitarians and vegetarians agree that taste and health are the main 2 points that drive their interest in plant-based (PB) foods. Since vegans and vegetarians only make up 5% of the population, alternative protein companies have decided to tackle a much broader audience which is made up of Omnivores or more mainstream customers.



- Age bracket: 18-54
- Income: > \$50,000
- College & graduate degrees
- Households with children

According to a 2020 Gallup poll, "there's a significant increase in the number of consumers who have eaten or are aware of plant-based products."

- Half of US consumers are familiar with plant-based meats.
- 41% of US consumers have tried plant-based meats.
- Of the US consumers who have tried plant-based meats, 60% are very or somewhat likely to continue eating them.
- Nearly 60% of consumers believe plant-based diets are an essential change in how people eat and will continue for a long time.

With the plant-based consumer evolving over the past 2 years, new foods have cropped up in all corners of the supermarket. Overall food sales increased by 15% in 2020, however, plant-based foods alone grew 2 times as fast.

Are your retail sales aligning with these leading plant-based category growths?
(From Good Food Institute 2021 Plant-Based Meat, Eggs, and Dairy)



PB Milk up 20% (\$2.5B)



Other PB Dairy up 28% (\$1.9B)



PB Meat up 45% (\$520M)



PB Protein Liquids & Powders up 10% (total sales \$292M)



TOFU & Tempeh up 41% (\$175M)



PB Baked Goods down 1% (\$152M)



PB Condiments & Dressings up 23% (total sales \$81M)



PB Eggs up 16.8% (total sales \$27M)

A 2020 Mintel study noted that people are choosing more plant-based foods for their health, for environmental concerns or issues with animal welfare.

If you are planning a new plant-based product launch soon, reach out to our sales team today.

