

Plant-Based Growth Opportunities

While Plant-Based sales have slowed, broad consumer trial and price premiums represent a strong foundation for the next generation of products. *How can you take advantage of this new age of plant-based items?*

Total Plant-Based Food & Beverage sales reached

\$12.1B

within latest year

451k

Online searches for "Plant-Based" in the latest year

38%

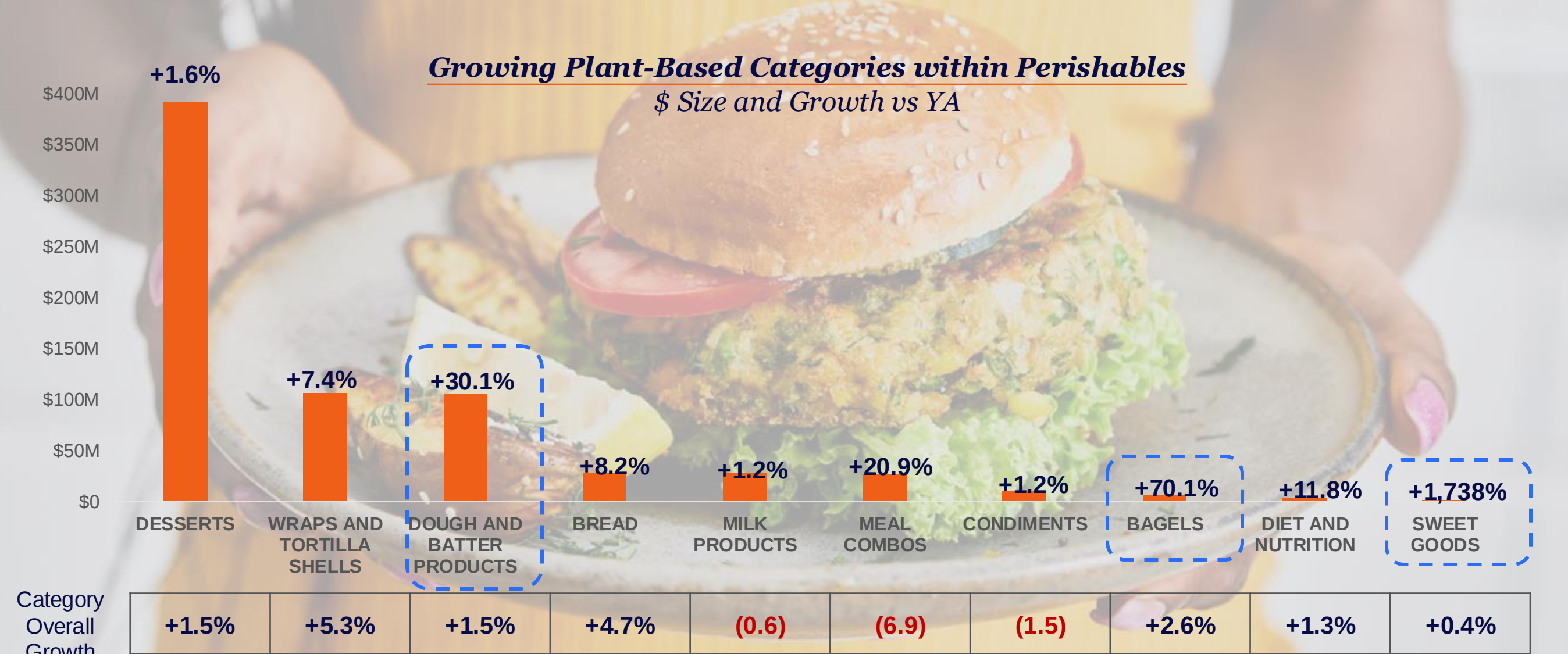
of consumers spending at least

\$25 / year

On Plant-Based food items

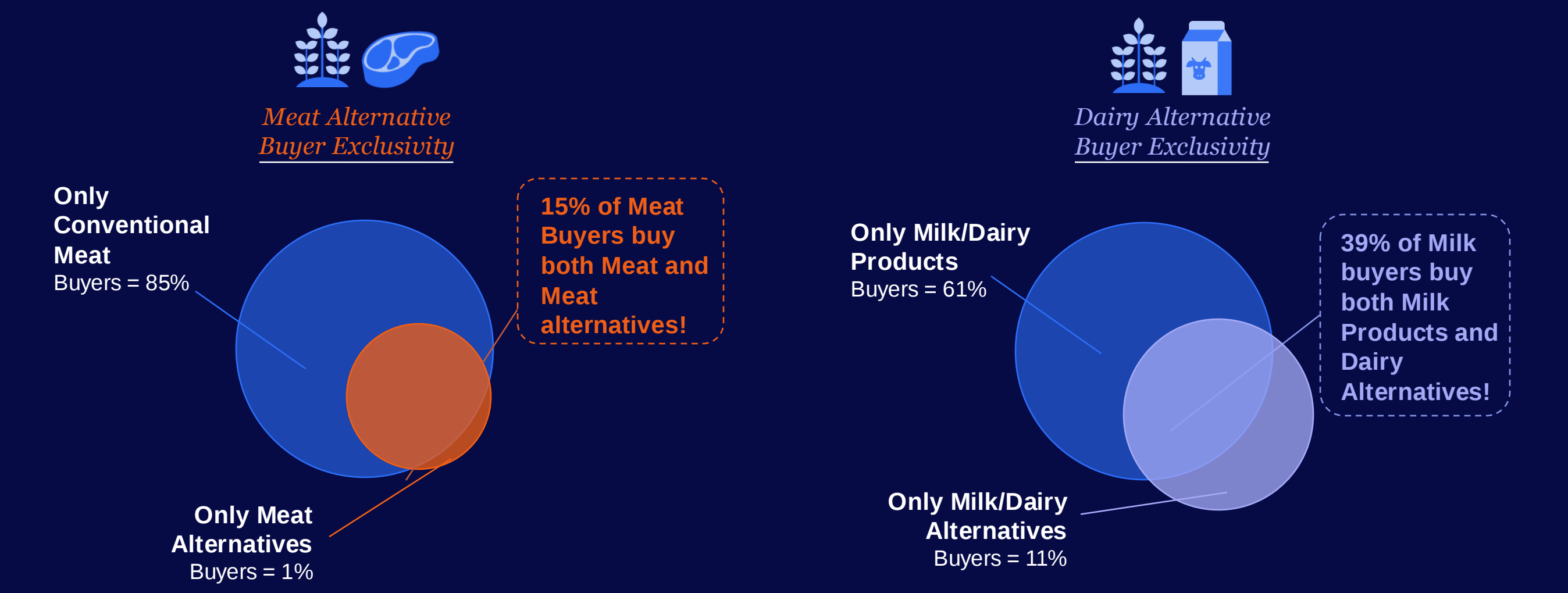
Plant-Based is not a category, but an attribute across the store

Innovate in categories where plant-based share is low, but growth is higher than the category



Flexitarianism is a key element of alternative protein consumption

While innovating in the plant-based space, target buyers who do not only buy alternatives



Key Takeaways ➡

1. Despite the sales decline in Perishables, Plant-Based has not reached its plateau. Plant-Based is not a category, but rather an attribute present across all of Perishables that brands should take advantage through innovation.
2. The sweet spot for brands to innovate within Plant-based is categories where the share of Plant-Based items is low, but the growth is high. Brands should understand the attributes within Plant-Based as ingredients become more important for consumers. Are you effectively claiming Plant-based ingredients on your packaging?
3. With Flexitarianism as a crucial part of Plant-Based consumption, brands should target consumers who buy the traditional category. Encourage trial among this target group through displays, awareness campaigns, or trial packs.

Reach out to your NIQ representative to learn how NIQ Product Insight can illuminate opportunities within Plant-Based for your brand!



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