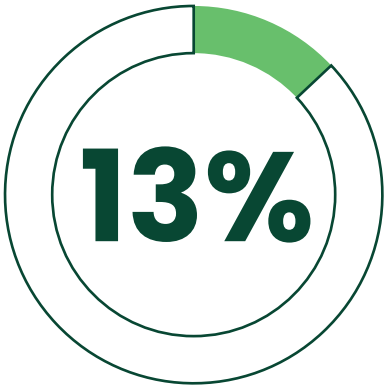
Modern Approaches to Eating Report:

Plant-Focused Eating

Only a small fraction of U.S. adults participate in eating approaches truly centered on plants.



of U.S. consumers are pursuing plant-focused eating

(vegan, vegetarian, flexitarian)

Because of the wide range of consumer interpretations of "plant-based eating," we refer to those who truly eat mostly plants as "plant-focused" – they are far more likely to define plant-based eating more narrowly to align with vegan, vegetarian, and/or flexitarian approaches.

Find out more about the Modern Approaches to Eating report:

Modern Approaches to Eating explores in-depth the full spectrum of overall dietary choices, as well as specific eating approaches and diets that consumers pursue today. Grounded in cultural context, the study addresses the attitudes, triggers and goals that motivate consumers and the challenges they encounter along the way.

You can download a free overview and order form for Modern Approaches to Eating here.

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