Myth: Vegetarians and vegans are driving demand for plant-based products.

Reality: Consumers following a broad range of diets are experimenting with plant-based products — they are drawn to a “plant-based” approach to eating as it aligns with key ideas in modern health and wellness.

48% of consumers say they look for products labeled “plant-based”.

31% of consumers say they seek out plant-based proteins in their diet.

When asked to describe how they typically eat:

- **Omnivore** (43%): “I eat a little of everything, with no restrictions”
- **Carnivore** (23%): “I love meat and make a point to eat it regularly”
- **Flexitarian** (10%): “mostly vegetarian, but eat meat on occasion”
- **Vegetarian** (6%): “no meat, but eggs or dairy are ok”
- **White meat eater** (9%): “no red meat, but fish and chicken/turkey are ok”
- **Vegan** (4%): “no animal products of any kind”

Source: *Health & Wellness: Reimagining Well-being Amid COVID-19* report

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