

# Myths and Realities Behind the Plant-based Trend

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%



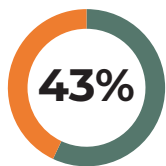
of consumers say they look for products labeled “plant-based”.

## 31%



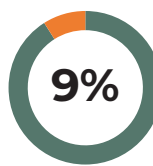
of consumers say they seek out plant-based proteins in their diet.

### When asked to describe how they typically eat:



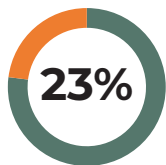
#### Omnivore

(“I eat a little of everything, with no restrictions”)



#### White meat eater

(“no red meat, but fish and chicken/turkey are ok”)



#### Carnivore

(“I love meat and make a point to eat it regularly”)



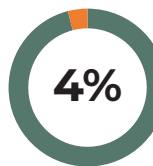
#### Vegetarian

(“no meat, but eggs or dairy are ok”)



#### Flexitarian

(“mostly vegetarian, but eat meat on occasion”)



#### Vegan

(“no animal products of any kind”)

#### Source:

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

