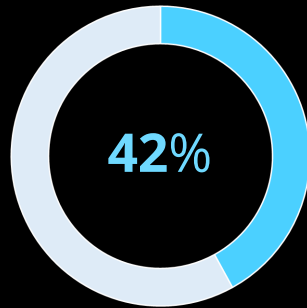


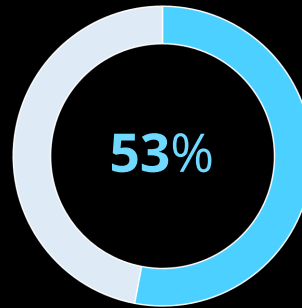
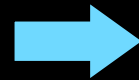
Plant-Based Milk Purchasing

Milk alternatives are the typical entry point to the world of plant-based alternatives.

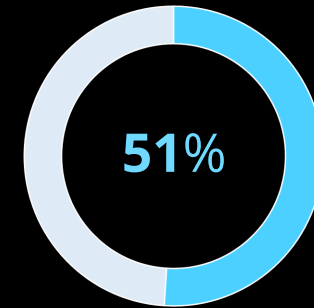
In the past 3 months...



of CONSUMERS purchased ANY plant-based milk



of PURCHASERS drink it ONCE A WEEK or more



of PURCHASERS REPLACE MUCH/ALL DAIRY with it

Almond milk is the most popular of any dairy alternative. Of consumers who have purchased any plant-based milk in the past three months:

- 28% - Almond Milk
- 15% - Coconut Milk
- 14% - Soy Milk

Plant-based milks have turned "milk" into a personalized beverage rather than one shared within the household. Consumers often rotate among plant-based milks simply because they like the variety.

SOURCE: FOOD & TECHNOLOGY 2019: FROM PLANT-BASED TO LAB-GROWN REPORT

