



## DEMOGRAPHIC SNAPSHOT

# PLANT-BASED PURCHASERS

(Purchased any meat, milk, or dairy alternatives in the past 3 months)

Plant-based meat/dairy purchasers are the change agents of today's food culture:

40	Average Age
56%	Gen Z or Millennial
49%	Female
37%	Kids in Household
\$90.6K	Average Household Income
71%	White
19%	African American
11%	Asian
19%	Hispanic
66%	Live in Large City/Suburbs
41%	Limiting Meat/Dairy Consumption
41%	Early Food Adopter
34%	Early Tech Adopter
44%	Core/Inner Mid-level Health & Wellness*

**Plant-based purchasers tend to be younger, more ethnically diverse, with higher incomes, urban/suburban, and more trend-forward.**

**They are more likely to...**

- Seek variety and new foods
- Be more engaged in health and wellness
- Look for quality, health, and sustainability cues
- Have stronger attitudes around the need for more natural agricultural methods
- Be more optimistic about the potential of science and technology to solve problems related to food

#### \*The Hartman Group's World of Health + Wellness

All consumers participate at some level in health and wellness (H+W). Hartman's World of Health + Wellness explains the diversity of consumer engagement with health and wellness by dividing consumers into segments. As consumers become more involved with health and wellness, their aspirations and actual behaviors more often align. The **Core** are the most deeply involved in H+W. **Inner Mid-level** consumers pragmatically adopt Core attitudes and behaviors but with less consistency and scope.

Source: *Food & Technology 2019* report