

# Plant-Based Eating

A bird's eye view of the \$42B<sup>1</sup> market



July 2020



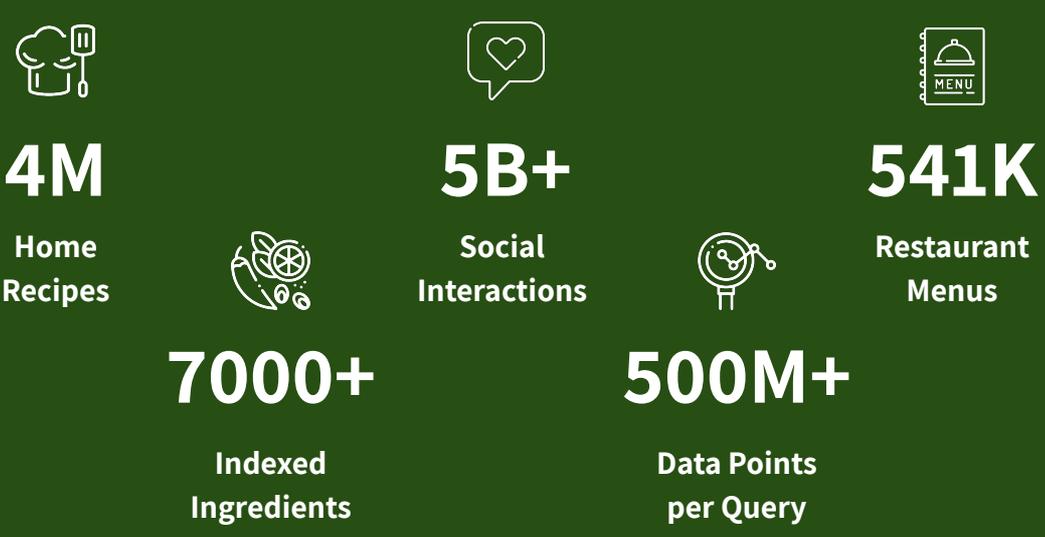
# Create the World's Next Food Trend

Imagine future products, design culinary stories, and stimulate sales with Tastewise AI.

Our consumer insights platform enables global food & beverage brands to:

- **Develop new products** (NPD) with reduced time-to-market and more successful launches
- **Streamline marketing strategies** for deeper brand relevance and increased consumer engagement
- **Boost sales** in both retail and foodservice
- Deepen understanding of industry trends and consumer behavior

Our technology captures the earliest signals of food innovation and trends across three robust data sets, sourced from social media, restaurant menus, home recipes and more.



## Some of Our Customers



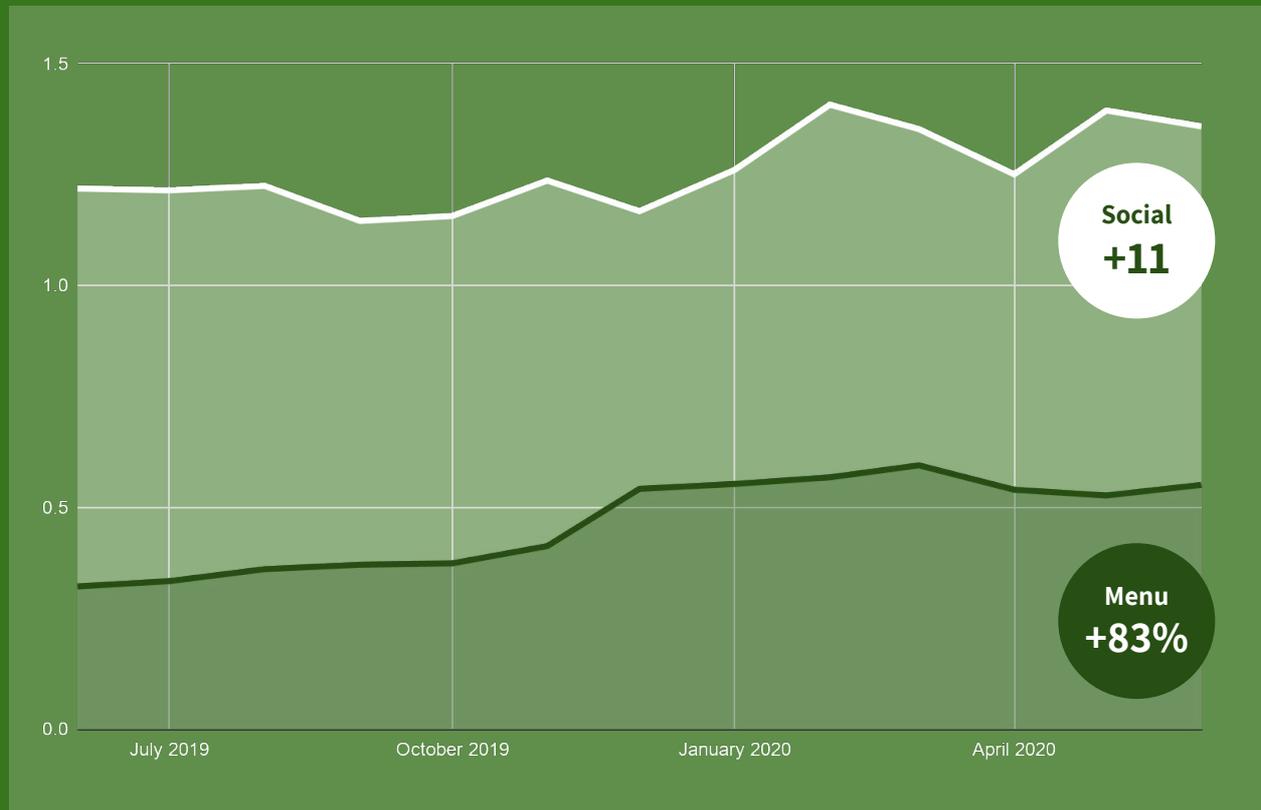
# 18M<sup>2</sup> American Households Eat Plant Based

Plant-based eating is the second most discussed diet in the US today - not far behind veganism.

Based on our findings, the national conversation is shifting away from ideological and political drivers, and towards more flexible, health-oriented motivations. **To many, “vegan” feels binding; “plant-based” provides a similar diet with fewer restrictions.**

The category continues to rise in popularity, and restaurants are increasingly aware of its significance: over the last year, **+83%** more restaurants added plant-based dishes, with **~3,000** new dishes added over the past month alone.

## Plant-Based Growth in Consumer Conversations and Menus



Why exactly do consumers turn to plant-based?  
 How can restaurants and manufacturers tap into this sizeable opportunity? **Read on to learn more.**

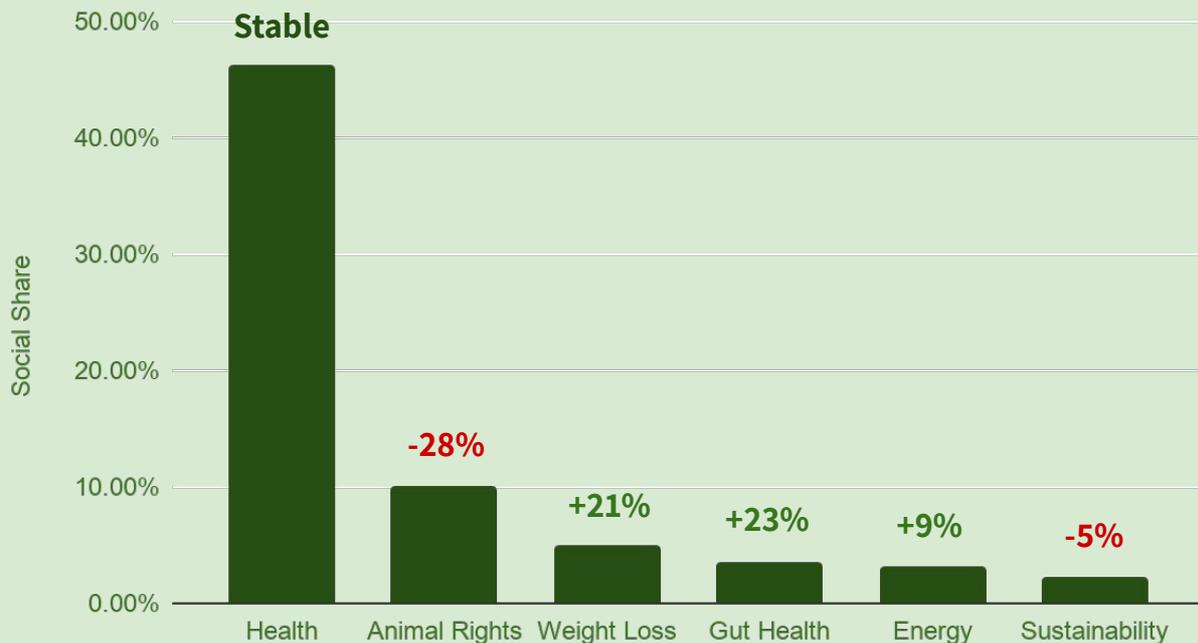
# Plant-Based Eaters Prefer a Healthy Body to a Healthy Planet

Plant-based eating is a reliable companion for the [functional food trend](#) - it is linked to multiple physical benefits, with **health** taking the lionshare of plant-based discussion.

Today, specific emphasis on **weight loss** (growing +21% YoY), **gut health** (up +23%) and **energy** (+9%) drive consumer conversations.

**Animal rights** is mentioned in 10% of discussions, but is losing momentum (-28% YoY). The same effect is apparent for **sustainability** (-5% YoY).

## Plant Based Motivations



**Tip:** Claim specific health-focused benefits in your marketing campaigns to refine your consumer reach

# Plant-Based in a Pandemic: Rising Functions are Personal

Newly rising motivations for plant-based eating include:

## Fertility

**+43%**

for plant based

## Anti-Inflammatory

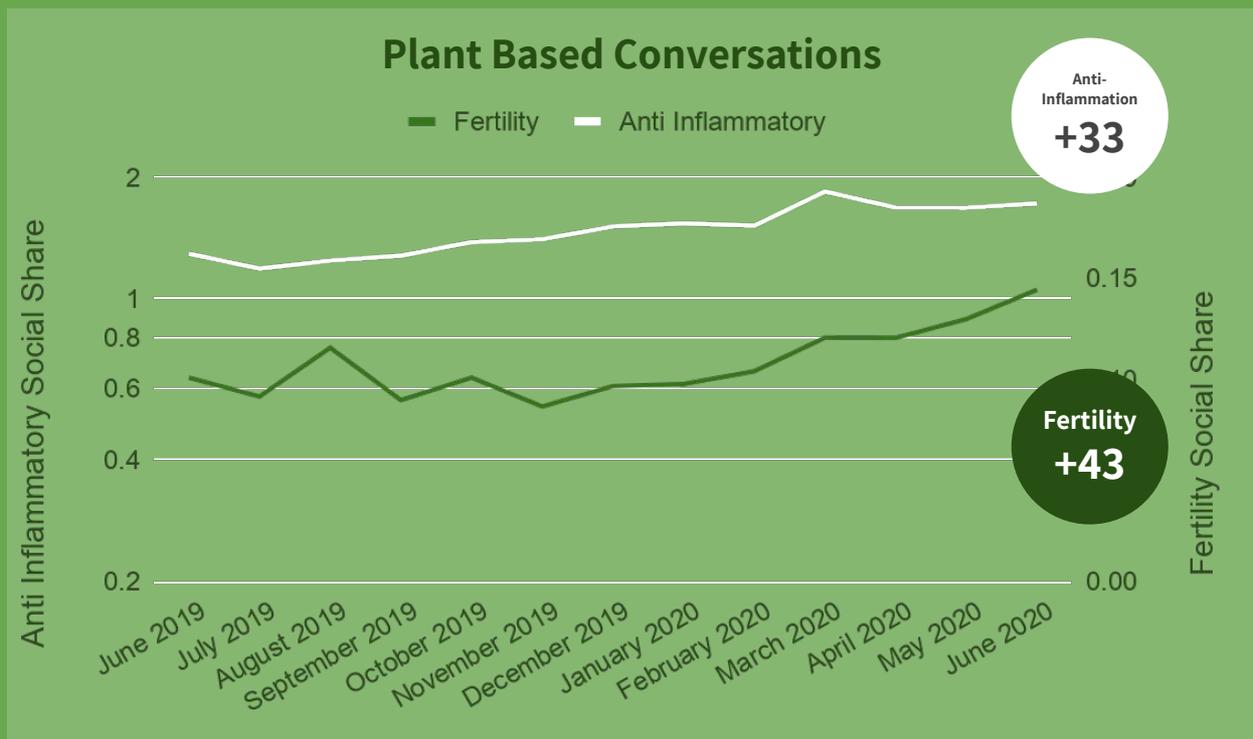
**+33%**

for plant based

People use plant-based foods to reduce internal **inflammation** and improve overall health, which makes this lifestyle more relevant than ever in the current health climate.

**Fertility**, however, is an emerging motivation. Some experts argue that although COVID-19 has presented many challenges, it has also shown people the effectiveness of adapting new behavior to address a need - and creating a desired result<sup>3</sup>.

This has motivated some to apply relevant behavioral changes (i.e adopting a plant-based lifestyle) to their family planning goals .



**Tip:** Market today's relevant functional needs to achieve up to 4x more consumer exposure

# Consumers Turn to Avocado & Pomegranate to Boost Fertility

Trending **fertility** boosting plants:

- **Pomegranate: +75% YoY** growth in home-based fertility conversations
- **Avocado: +46% YoY** growth in home-based fertility conversations

Trending **anti-inflammatory** plants:

- **Spinach: +32% YoY** in home-based anti-inflammatory conversations
- **Chia: +18%** in home-based anti-inflammatory conversations

Consumer conversations focus on the nutritional value of each ingredient, diving into the scientific processes behind each benefit. Consumers today are more than trend-followers; they are “health experts”.

Rich in **Mono-unsaturated fatty acids**



Rich in **Omega 3**



Rich in **Carotenoids**



Rich in **vitamin B9**



**Tip:** Highlight the nutritional qualities that boost your product’s functional benefit to earn consumer buy-in

# Meat Alternatives Make a Bigger Impact in Today's Restaurant Landscape

38% more restaurants serve dairy alternatives than meat alternatives. However, the two categories create the same buzz in restaurant conversations among consumers -- and **plant-based meat is rising faster in overall consumer popularity.**



**Merely meatless is not enough: get creative to drive more traffic.**

**Which restaurants are creating the most plant-based buzz?**



Happy Zoe Vegan Bakery, NY.  
Vegan **tofu egg bacon** scramble



Orchard Grocer, NY.  
cashew-based **mac'n'cheese**, with **seitan pepperoni**



The Vegetable Hunter, PA.  
Fried **Chickn** and **Pumpkin Waffles**



**Tip:** don't just replace the meat - offer creative, plant-based versions of classic all-American dishes to attract your target audiences

# Home Chefs Experiment with Baking Plant-Based Desserts

While consumers look for plant-based meat in restaurants, home chefs go *beyond meat* to increasingly experiment with dairy and egg substitutes.

**Baking**, up +67% YoY at home, contributes to the popularity of these plant-based ingredients.

**Flax Egg**  
+132%  
at home

**Cashew Butter**  
+41%  
at home

**Coconut Yogurt**  
+16%  
at home



## Trending Recipes

+144% in one month

Wholesome Vegan  
Banana Nut Muffins

+233% in one month

Flourless Paleo Pumpkin  
Cake

+169% in one month

Vegan banana chia bread

**+22% more saves**

of recipes that use “plant-based” in their language than dairy/meat free recipes that don’t



**Tip:** Highlight dairy and egg alternatives in your recipes, and describe them explicitly as “plant-based”



Ready to turn over a new leaf in  
the **plant-based**  
**food & beverage landscape?**

Learn more about what Tastewise can  
do for your company.

[Request a Demo](#)

