

## The Sprouting of Plant-Based Products

Deep-rooted values among Gen Zs and millennials are enabling this category to grow

Increased interest in healthy living since the onset of the COVID-19 pandemic has led many U.S. consumers to recognize the potential long-term benefits of meat and dairy alternatives. Sales of plant-based products are growing as a result. According to newly released research from The NPD Group, roughly 25 million consumers eat plant-based beverages and foods occasionally or regularly. As more innovation takes place and more products become available and accessible, consumer interest is expected to broaden. Other insights from the research include:



**ABOUT ONE IN FIVE consumers say they want more plant-based foods in their diet.**



**NPD forecasts that dairy and meat alternatives will grow through 2024, driven almost entirely by millennials and Gen Zs, who choose these products because of their interest in sustainability, animal welfare and better health.**



**When it comes to consuming plant-based products at home vs. away from home, consumers say they eat more plant-based meat, poultry and seafood alternatives from restaurants because here they do not have to sacrifice taste for what they believe to be a better option.**

**Conversely, only about 7% of meals or snacks that include milk alternatives are consumed at/from a restaurant or foodservice outlet vs. 93% consumed at home.**



**“Plant-based beverages and foods are growing and gaining loyalty. These products still represent a small share in the categories in which they compete, but give consumers and foodservice operators more options to consider.”**

— Darren Seifer, food & beverage industry analyst, The NPD Group

Based in Port Washington, N.Y., The NPD Group is a market information company offering data, industry expertise and prescriptive analytics to help clients understand today's retail landscape and prepare for the future. NPD recently merged with Information Resources Inc. (IRI) to create a leading global technology, analytics and data provider.