

# -PLANT-BASED MEAT ALTERNATIVES VOLUME 11

Audience: 1,250+ US Consumers Balanced To Census

# **CHECK BREAKDOWN:**

# **CATEGORY ENGAGEMENT**

The share of consumers who say that they eat plant-based meat regularly is flat q/q (but grown over time).

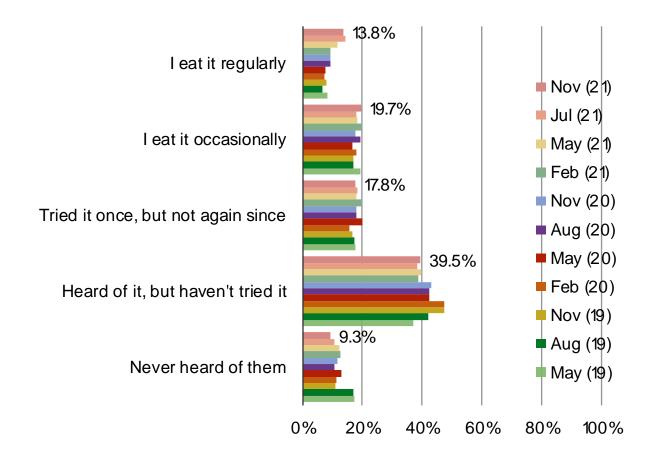
# BYND AND IMPOSSIBLE SATISFACTION

Consumer satisfaction with these products remains elevated and positive, though mostly unchanged relative to feedback last quarter.

# PLANT BASED PROTEIN – MARKET SIZING

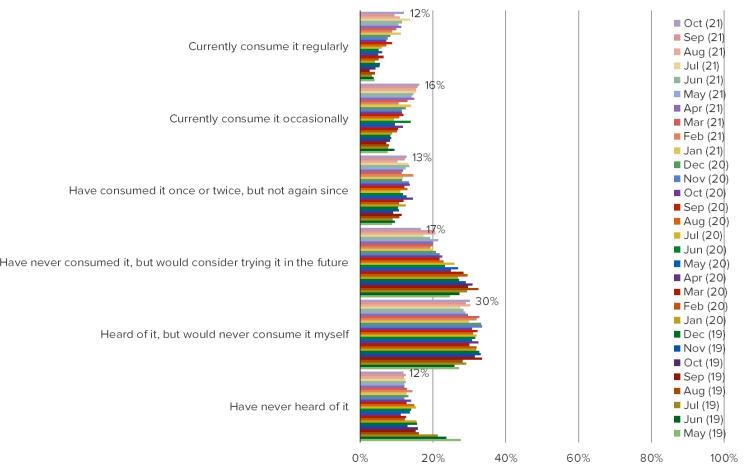
Audience: 1,250 US Consumers Date: July 2021

WHAT IS YOUR EXPERIENCE WITH PLANT BASED MEAT SUBSTITUTES (IE. BURGERS THAT ARE MADE WITH PLANT PROTEIN AND DON'T CONTAIN ANY BEEF). QUARTERLY SURVEY FEEDBACK



Audience: 1,250 US Consumers Date: July 2021

# WHAT IS YOUR EXPERIENCE WITH PLANT BASED MEAT SUBSTITUTES (IE. BURGERS THAT ARE MADE WITH PLANT PROTEIN AND DON'T CONTAIN ANY BEEF). MONTHLY SURVEY FEEDBACK

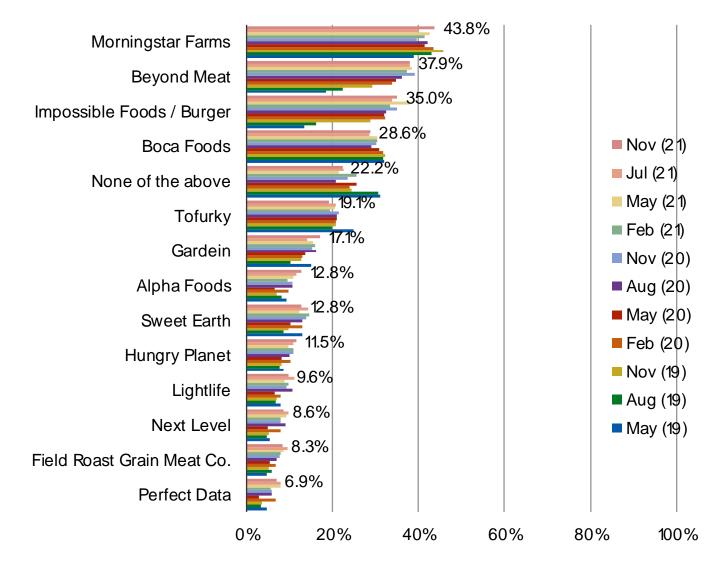


# BESPOKE MARKET INTELLIGENCE Meat Alternatives

# www.bespokeintel.com

Audience: 1,250 US Consumers Date: July 2021

#### HAVE YOU HEARD OF ANY OF THE FOLLOWING BRANDS? (SELECT ALL THAT APPLY)



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100%

#### HAVE YOU TRIED FOOD FROM ANY OF THE FOLLOWING BRANDS? (SELECT ALL THAT APPLY)

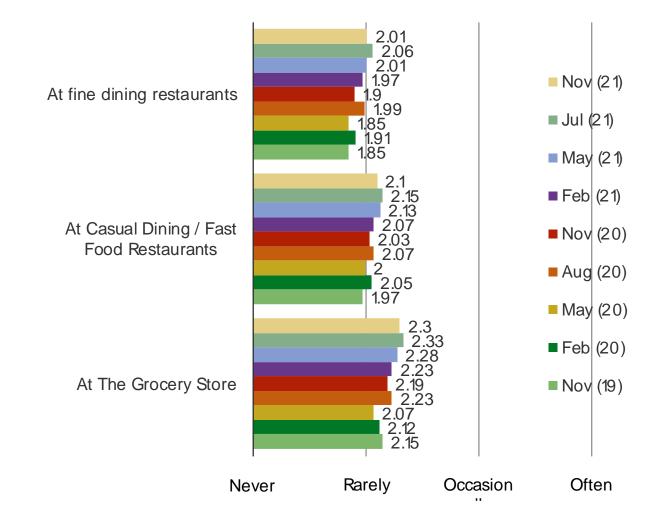
#### Posed to all respondents 43.0% None of the above 24.3% Morningstar Farms 19.7% Impossible Foods / Burger 18.9% Nov (21) **Beyond Meat** Jul (21) 17.1% **Boca Foods** May (21) 10.4% Gardein ■ Feb (21) 9.9% Tofurky Nov (20) 9.7% Alpha Foods ■ Aug (20) 8.3% May (20) Lightlife 8.2% Feb (20) Sweet Earth Nov (19) 8.1% Next Level ■ Aug (19) 8.1% Hungry Planet May (19) 7.3% Field Roast Grain Meat Co. 6.2% Perfect Data 0% 20% 40% 60% 80%

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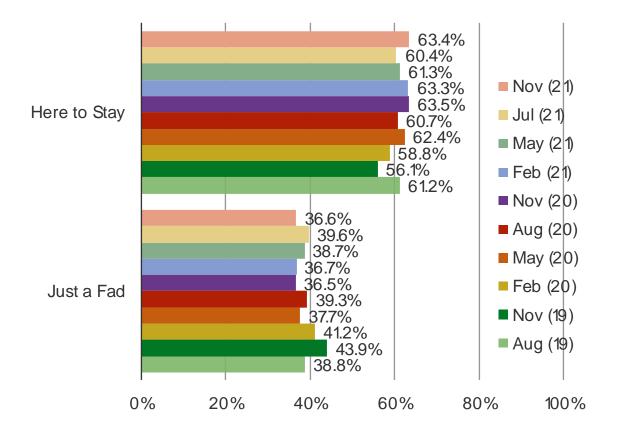
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#### GOING FORWARD, HOW OFTEN DO YOU THINK YOU WILL GET PLANT-BASED MEAT ALTERNATIVES...



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#### IN YOUR OPINION, ARE PLANT-BASED MEAT ALTERNATIVES...



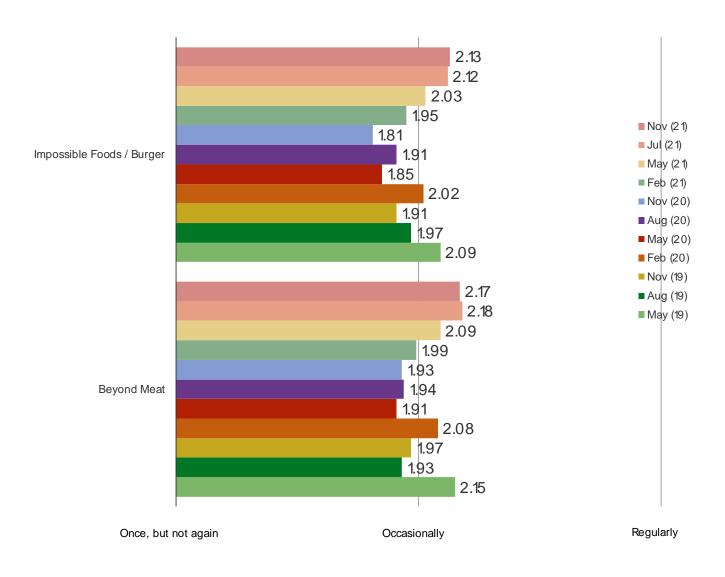
# PLANT BASED PROTEIN – RESPONDENTS WHO HAVE TRIED IT

BESPOKE MARKET INTELLIGENCE Meat Alternatives

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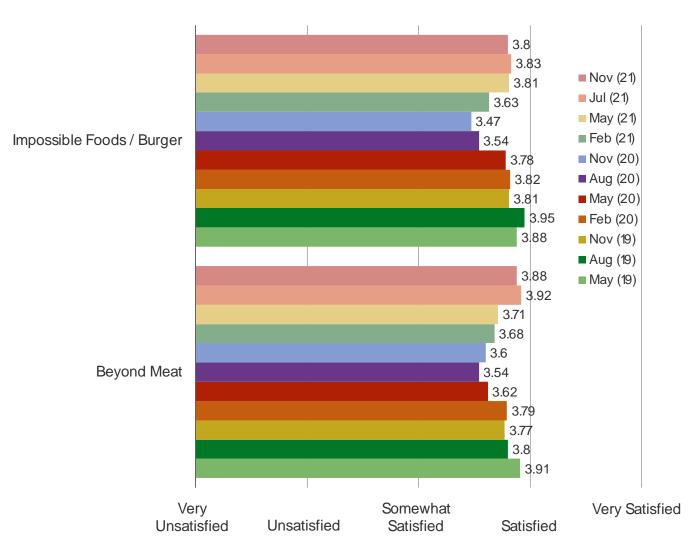
#### HOW OFTEN DO YOU EAT IT?





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#### HOW SATISFIED WERE YOU WITH THE PRODUCT?

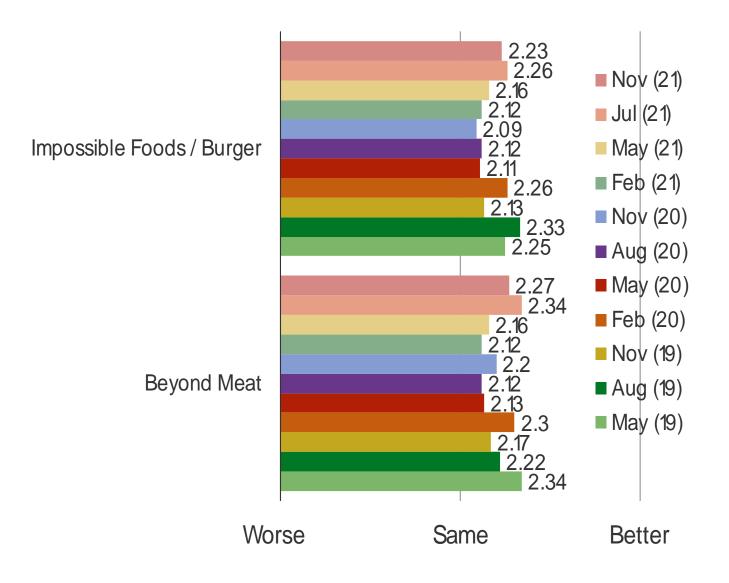


Posed to respondents who have tried food from each of the following.

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#### IN YOUR OPINION, DOES IT TASTE BETTER OR WORSE THAN A BEEF BURGER?

Posed to respondents who have tried food from each of the following.



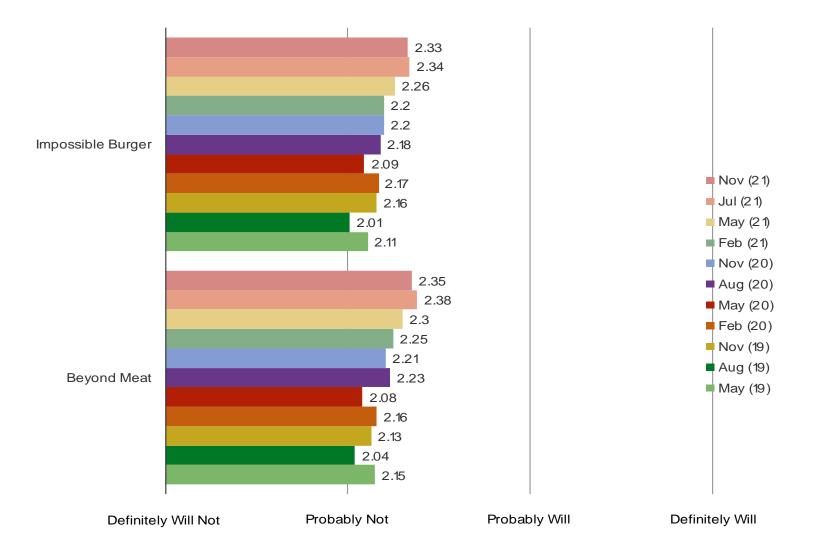
# **PROJECTING BEHAVIOR**

# BESPOKE MARKET INTELLIGENCE Meat Alternatives

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#### HOW LIKELY ARE YOU TO EAT FOOD FROM THIS BRAND IN THE NEXT MONTH?



# RESTAURANTS

Meat Alternatives

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WHICH OF THE FOLLOWING WOULD BEST DESCRIBE YOUR RESPONSE IF A CASUAL DINING ESTABLISHMENT THAT YOU FREQUENT ADDS PLANT-BASED MEAT ALTERNATIVES LIKE BEYOND MEAT OR IMPOSSIBLE BURGERS TO THEIR MENU?

