

BESPOKE SURVEYS

## Plant Based Meat Alternatives Vol 12

1,250+ US Consumers, Balanced to Census



**CHECK BREAKDOWN:**

**TREND CHECKS**

**CATEGORY ENGAGEMENT**

The share of consumers who say that they eat plant-based meat regularly has grown over time (though declined slightly q/q).

**BYND AND IMPOSSIBLE ENGAGEMENT**

Awareness of Beyond and Impossible jumped higher q/q and have been increasingly steadily over time. The same is true of the % of consumers who say they have tried food from Beyond and Impossible. Consumption frequency among those who have consumed Beyond and Impossible is slightly worse q/q but improved y/y.

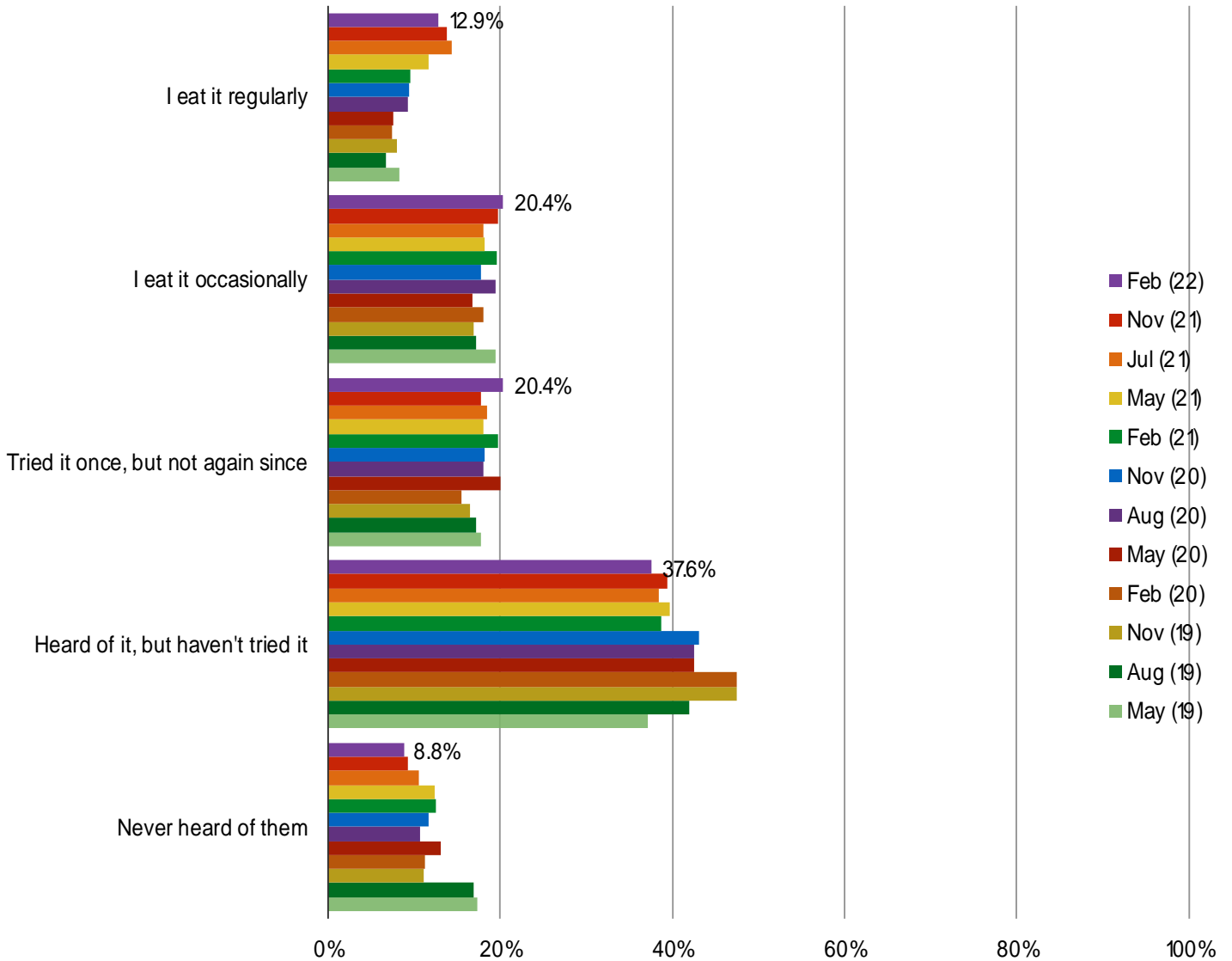
**BYND AND IMPOSSIBLE SATISFACTION**

Consumer satisfaction with these products remains elevated and positive, though satisfaction did dip sequentially in our trackers.

## PLANT BASED PROTEIN – MARKET SIZING

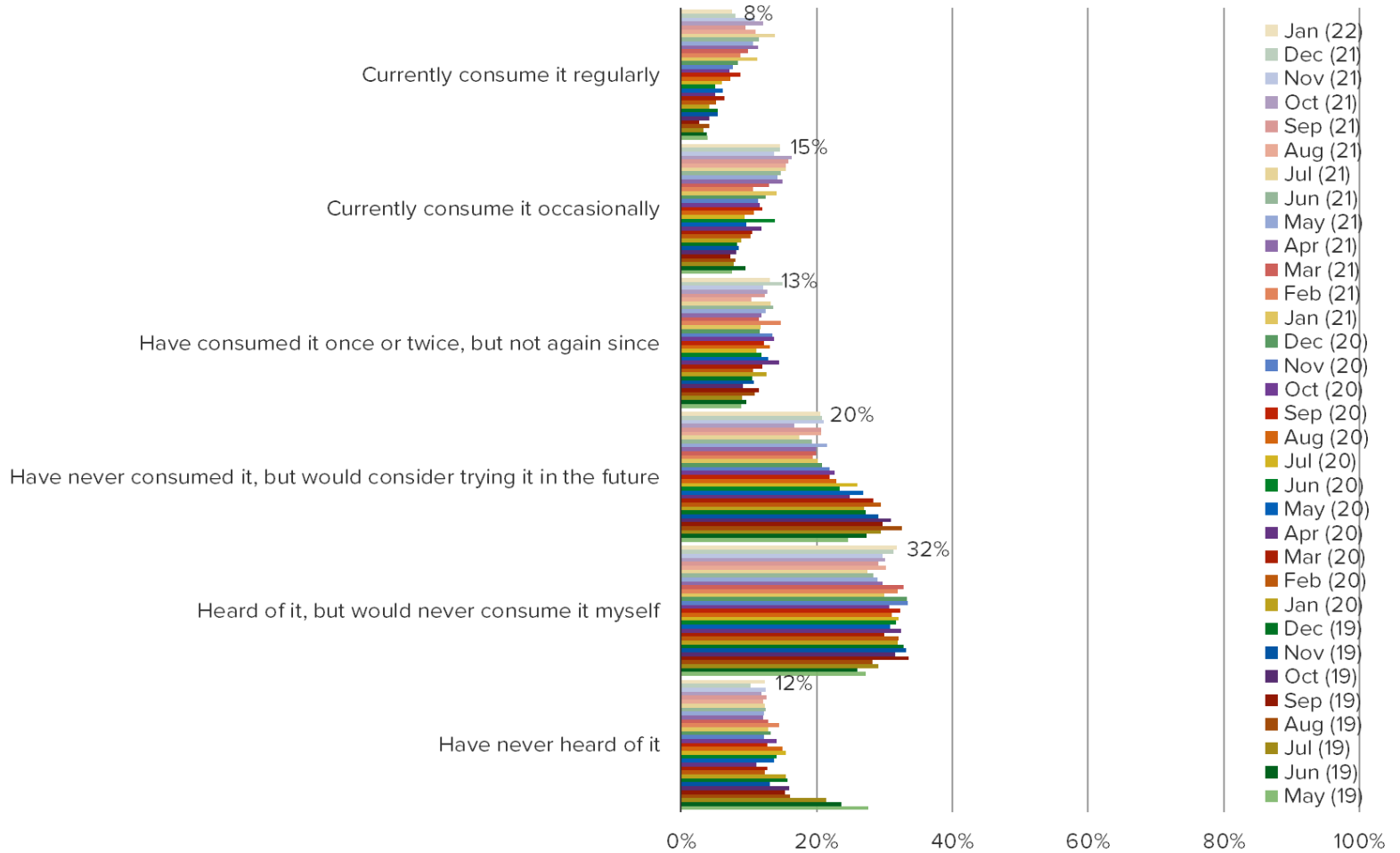
WHAT IS YOUR EXPERIENCE WITH PLANT BASED MEAT SUBSTITUTES (IE. BURGERS THAT ARE MADE WITH PLANT PROTEIN AND DON'T CONTAIN ANY BEEF). **QUARTERLY SURVEY FEEDBACK**

Posed to all respondents



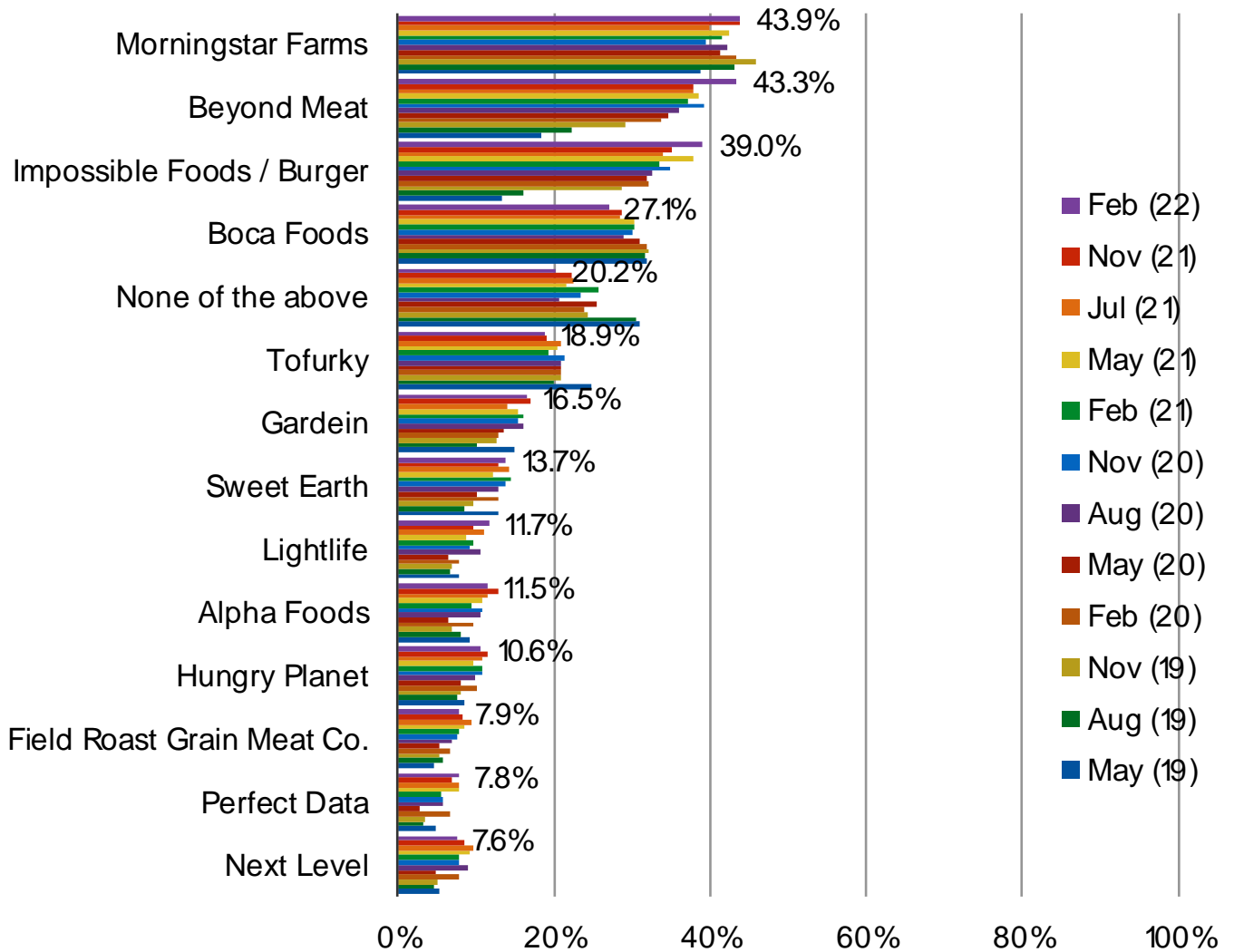
WHAT IS YOUR EXPERIENCE WITH PLANT BASED MEAT SUBSTITUTES (IE. BURGERS THAT ARE MADE WITH PLANT PROTEIN AND DON'T CONTAIN ANY BEEF). **MONTHLY SURVEY FEEDBACK**

Posed to all respondents



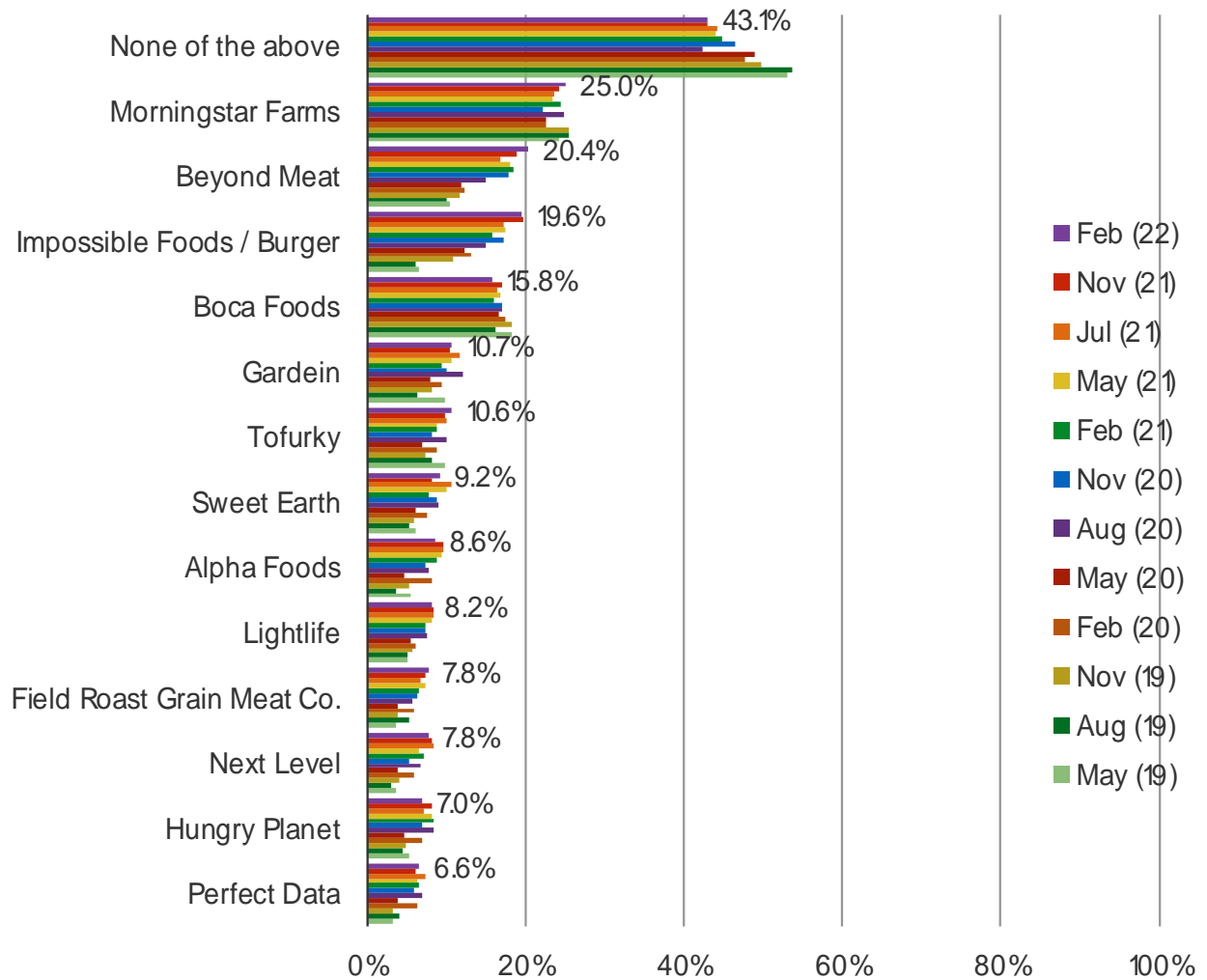
HAVE YOU HEARD OF ANY OF THE FOLLOWING BRANDS? (SELECT ALL THAT APPLY)

Posed to all respondents



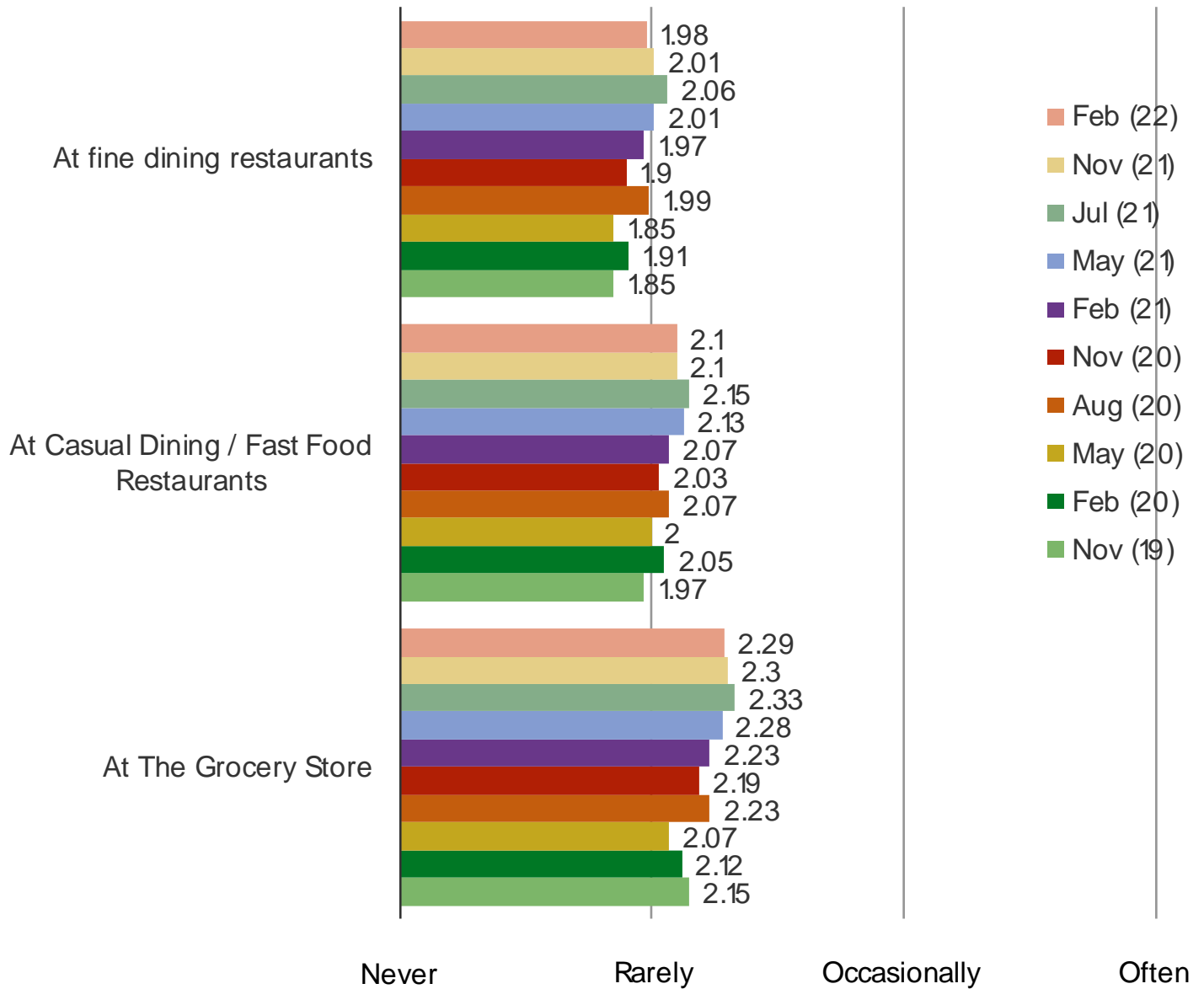
HAVE YOU TRIED FOOD FROM ANY OF THE FOLLOWING BRANDS? (SELECT ALL THAT APPLY)

Posed to all respondents



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

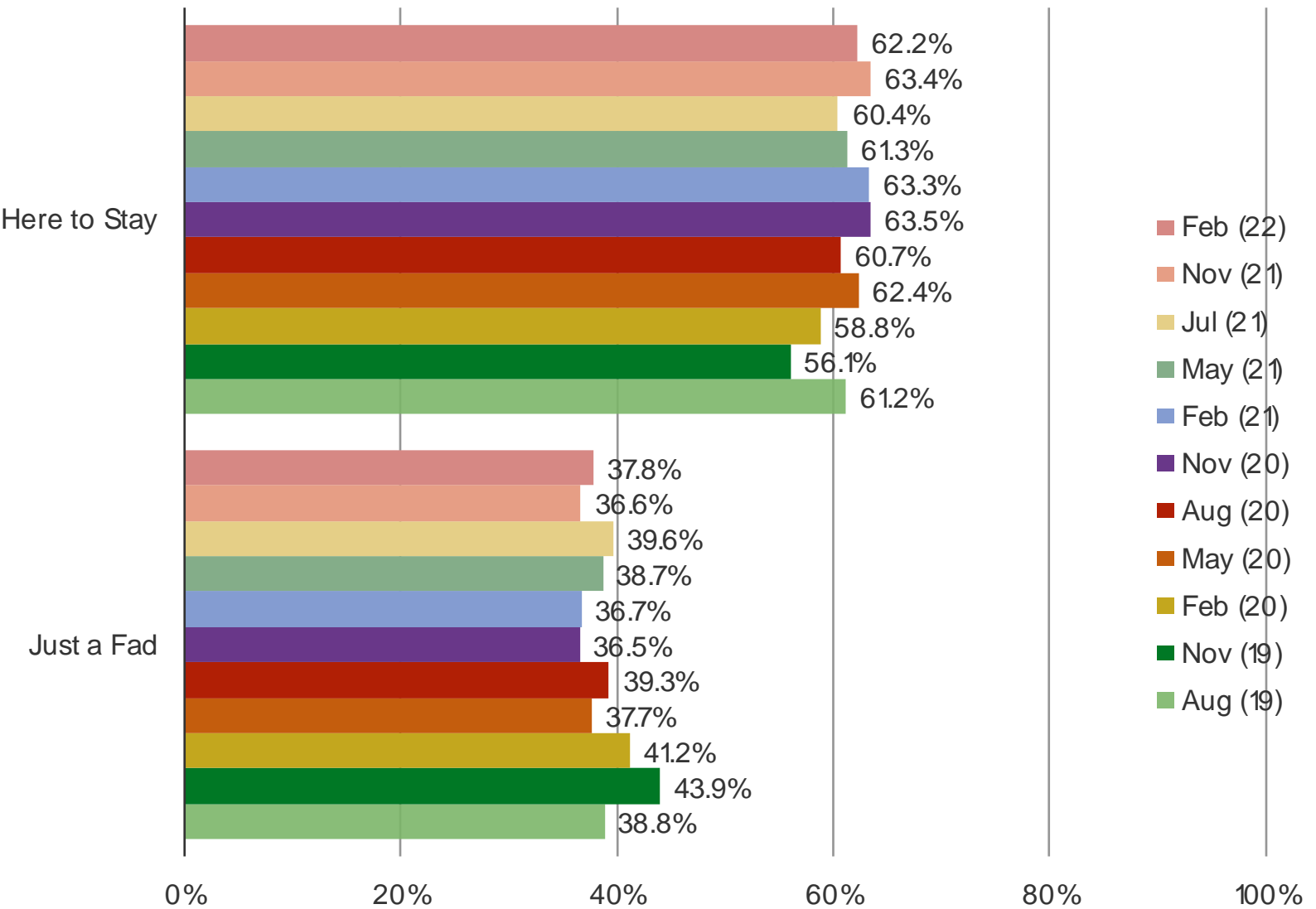
Posed to all respondents





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

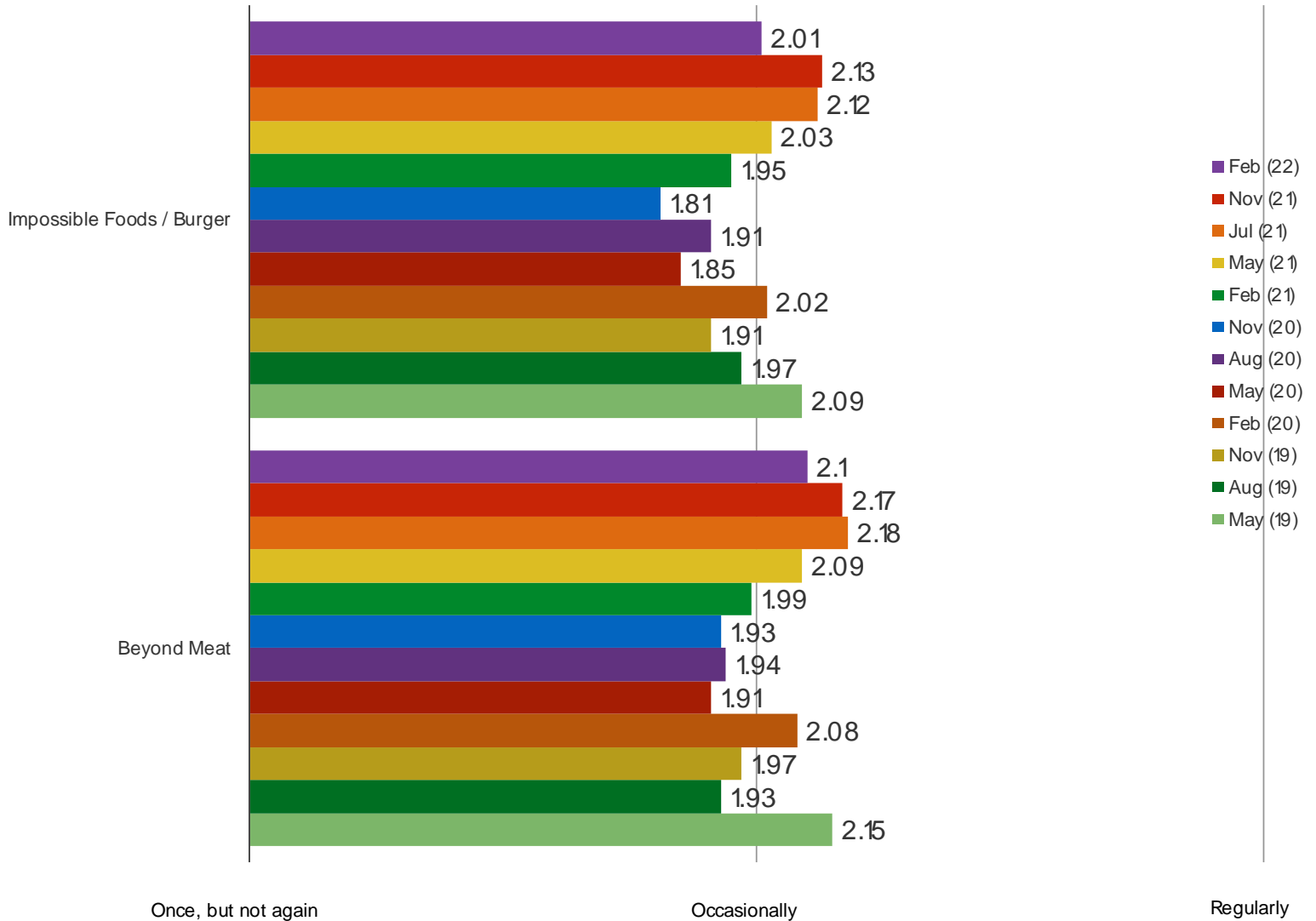
Posed to all respondents



# PLANT BASED PROTEIN – RESPONDENTS WHO HAVE TRIED IT

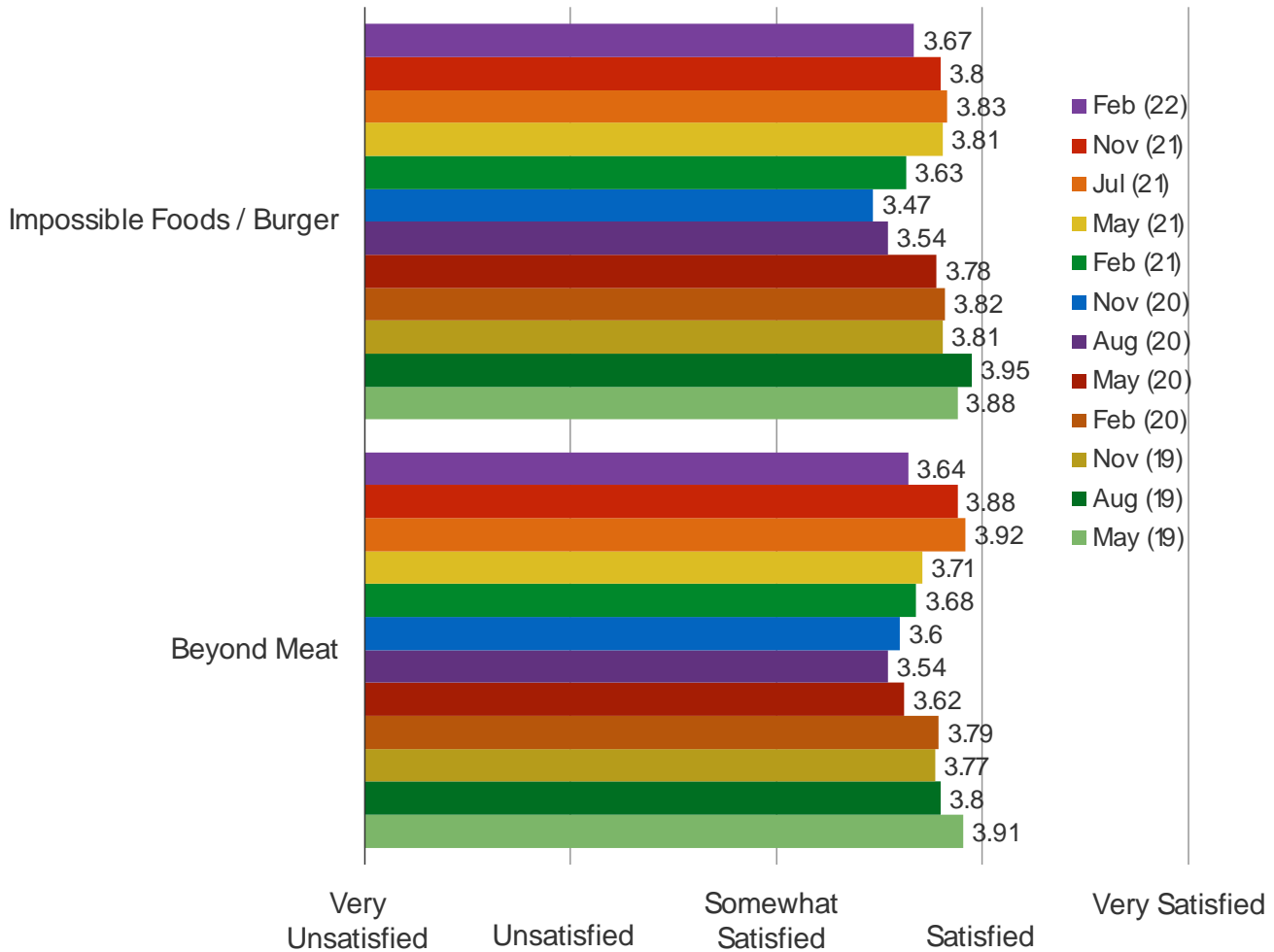
HOW OFTEN DO YOU EAT IT?

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



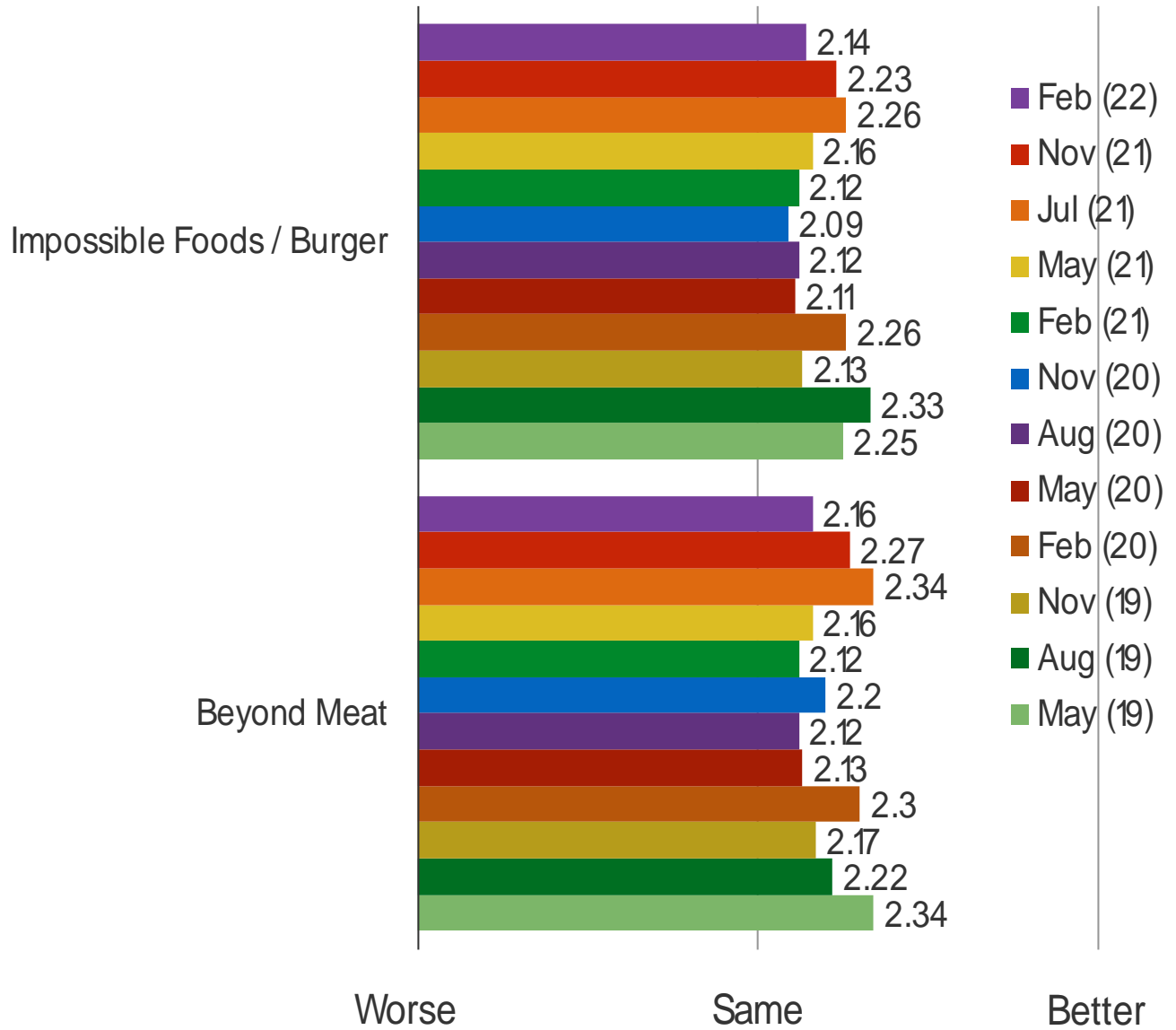
HOW SATISFIED WERE YOU WITH THE PRODUCT?

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



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

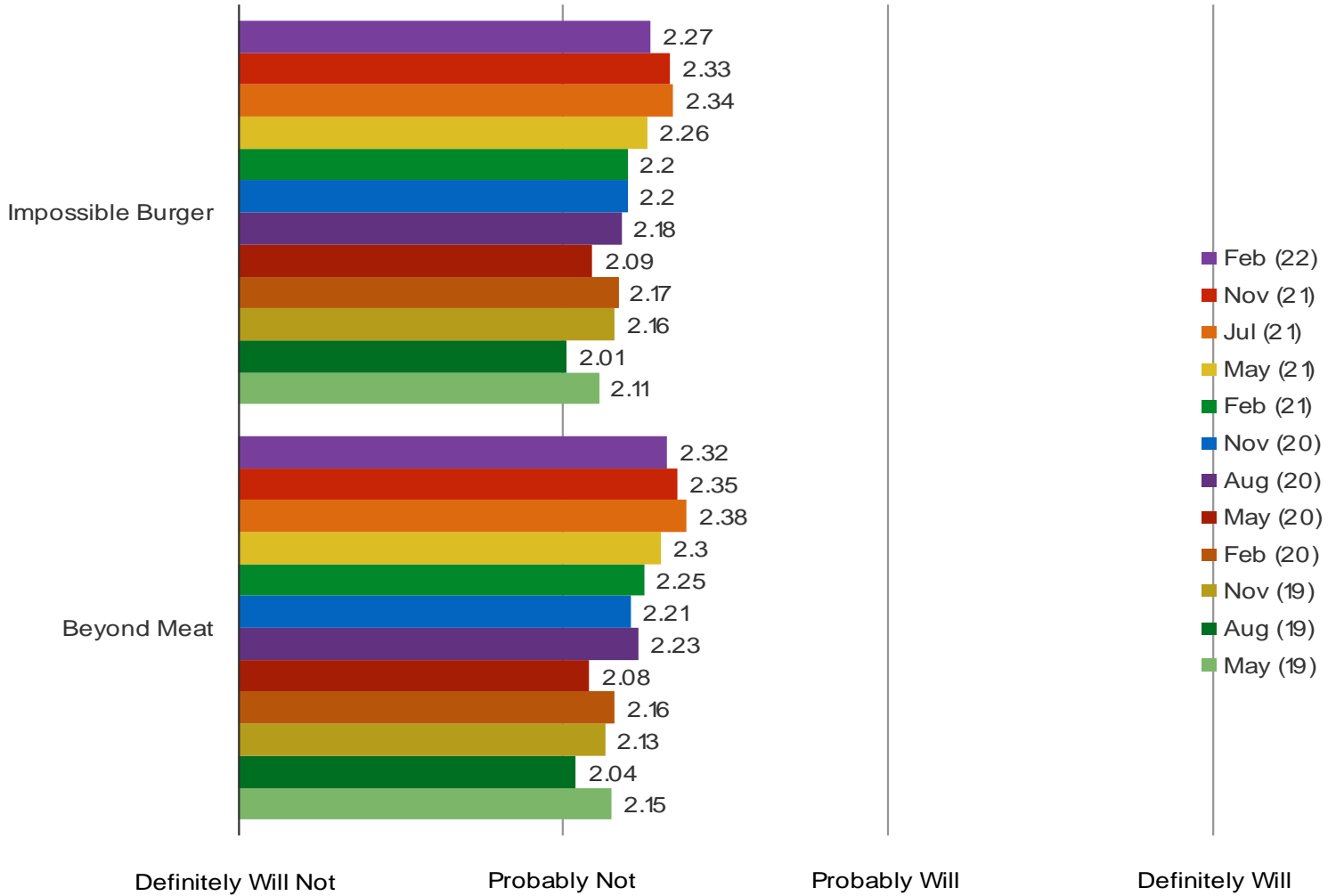
Posed to respondents who have tried food from each of the following.



## PROJECTING BEHAVIOR

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

Posed to all respondents



## RESTAURANTS



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?

Posed to all respondents

