



Plant Based Meat Alternatives

Volume 21 | Quarterly Survey

1,250 US Consumers Balanced To Census

Tickers Covered: BYND, Impossible Foods.

Key Takeaways:

- ❑ The share who eat plant-based meat substitutes regularly has continued to decline and is meaningfully off the highs we have seen historically in our trackers.
- ❑ Consumers overall, however, hold the view that plant-based meat alternatives are not a fad but here to stay.
- ❑ Satisfaction with Beyond Meat is tracking near series lows though consumers on net are “somewhat satisfied” with the product.

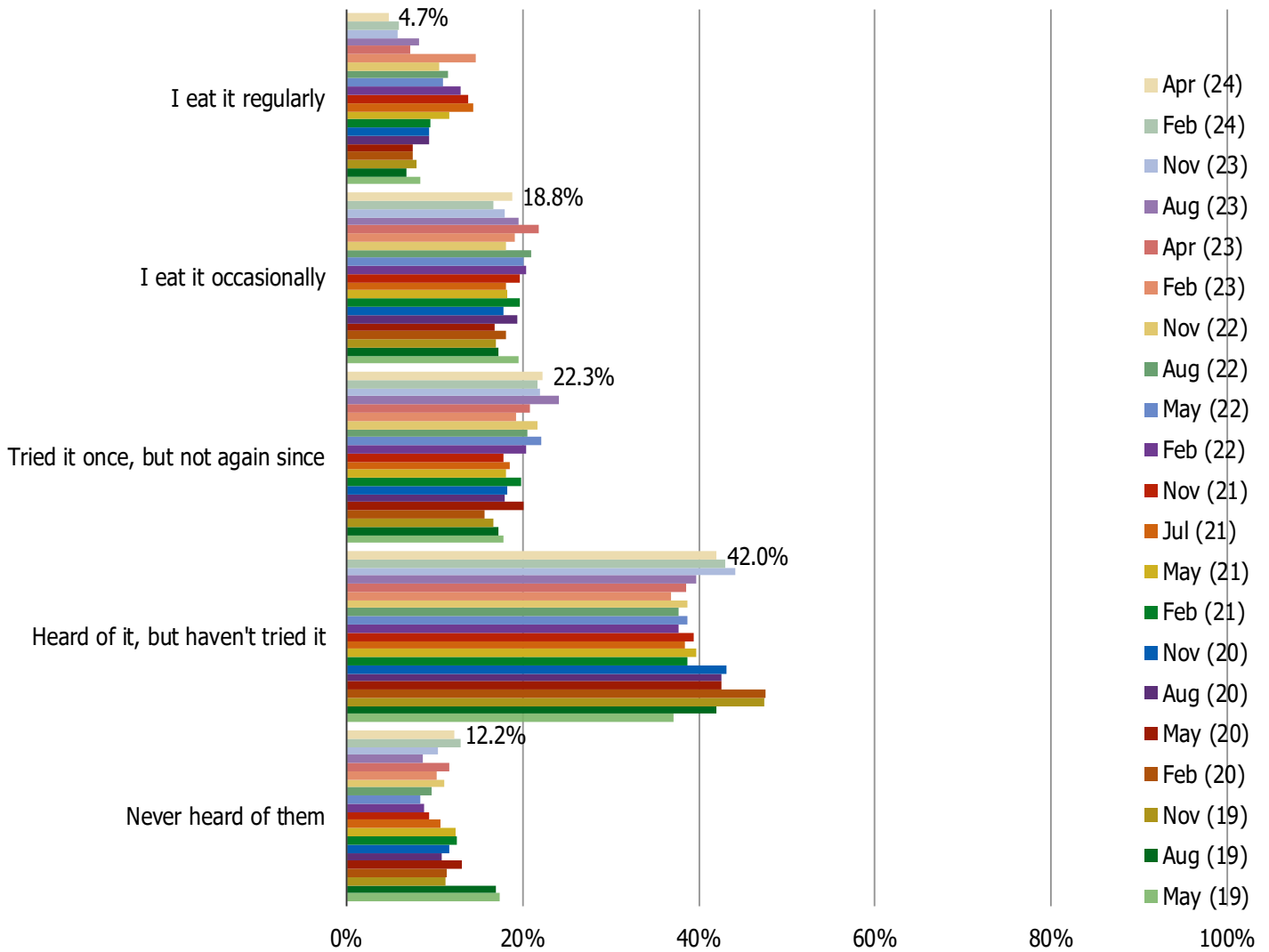
Noteworthy Stats:

- 4.7%** Of respondents note that they eat plant based meat substitutes regularly.
- 40.7%** Of respondents have heard of Beyond Meat.
- 17.6%** Of respondents have tried food from Beyond Meat.
- 65.7%** Of respondents believe that plant based meat alternatives are here to stay (vs. just a fad).

PLANT BASED PROTEIN – MARKET SIZING

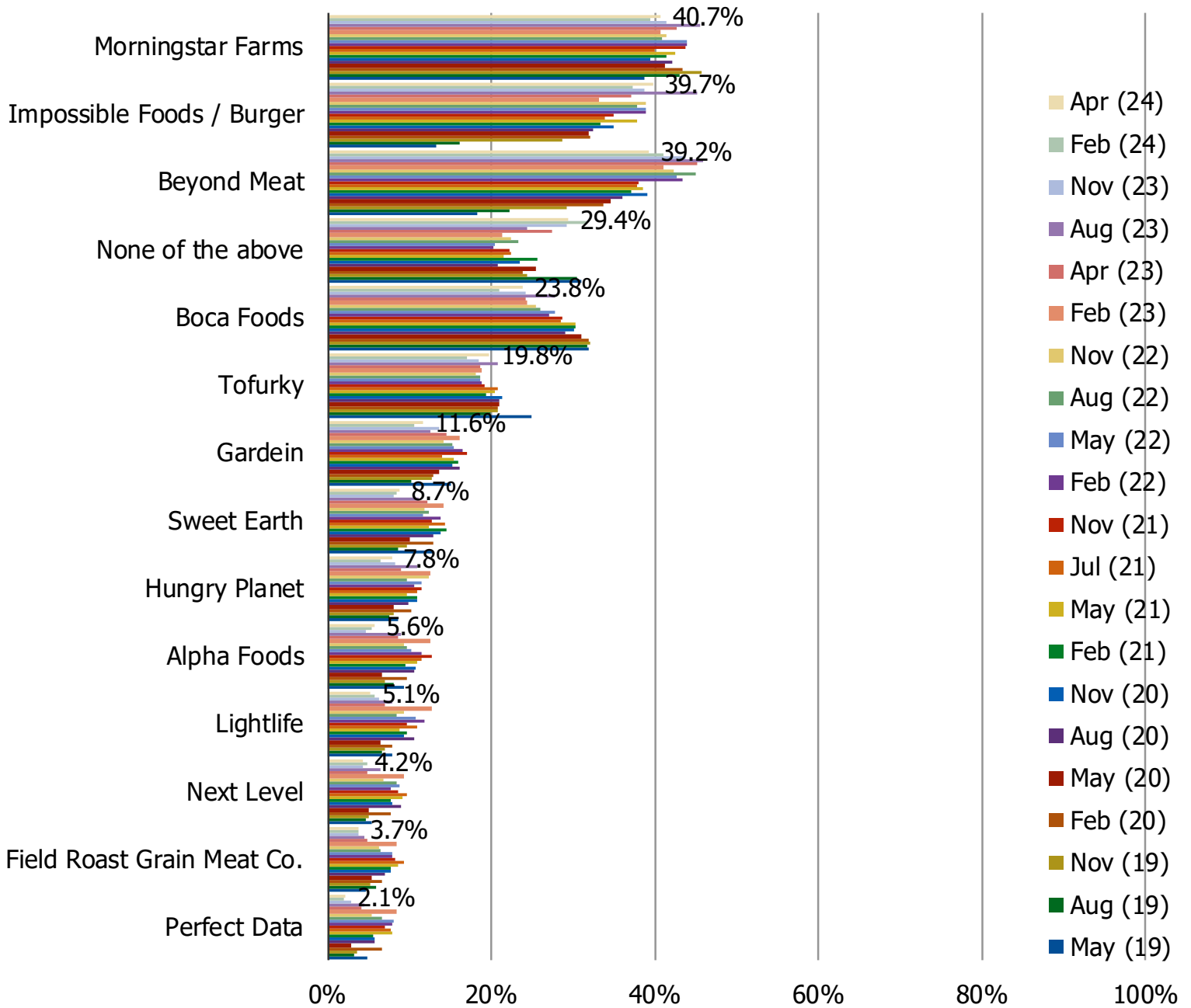
WHAT IS YOUR EXPERIENCE WITH PLANT BASED MEAT SUBSTITUTES (IE. BURGERS THAT ARE MADE WITH PLANT PROTEIN AND DON'T CONTAIN ANY BEEF).

Posed to all respondents



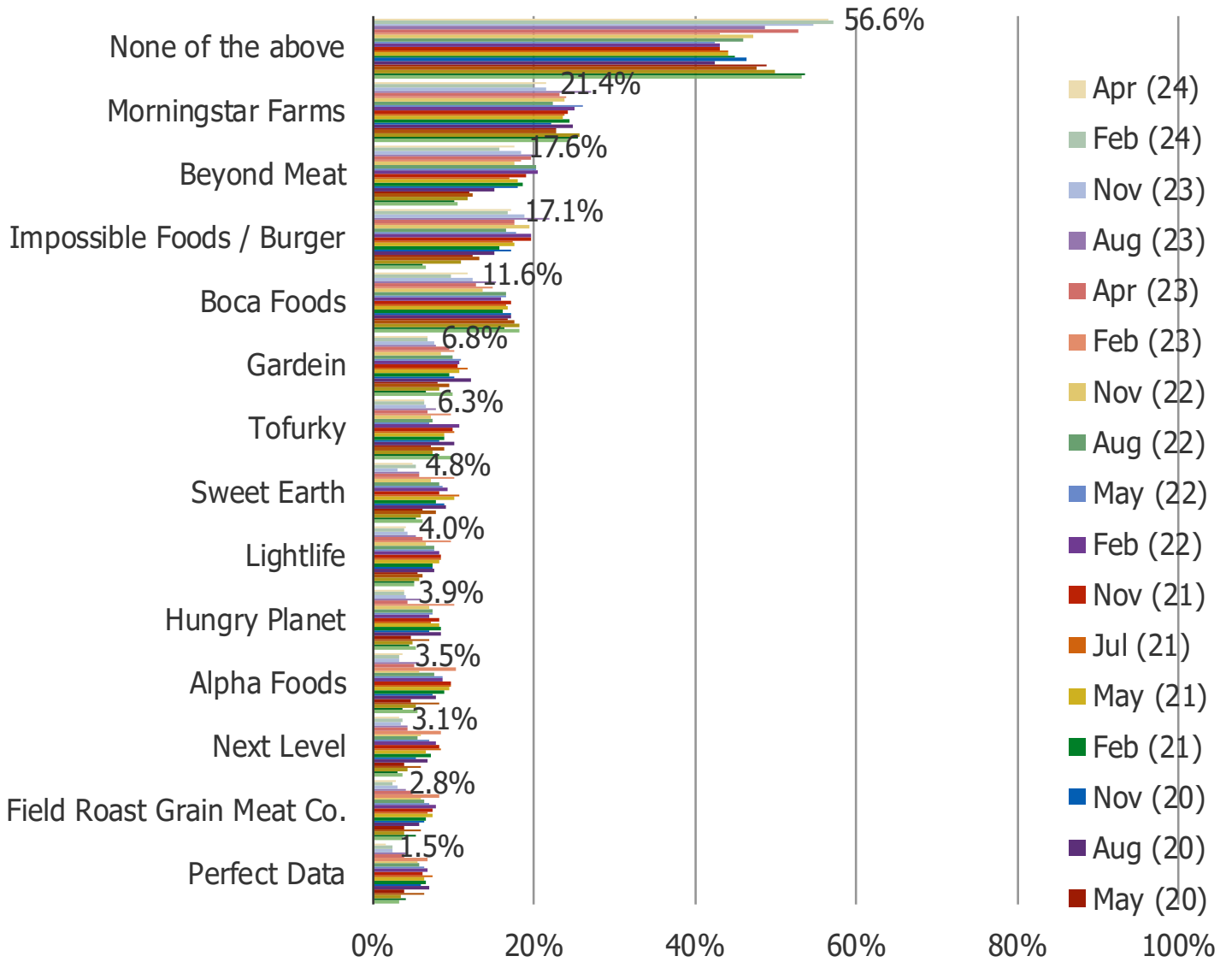
HAVE YOU HEARD OF ANY OF THE FOLLOWING BRANDS? (SELECT ALL THAT APPLY)

Posed to all respondents



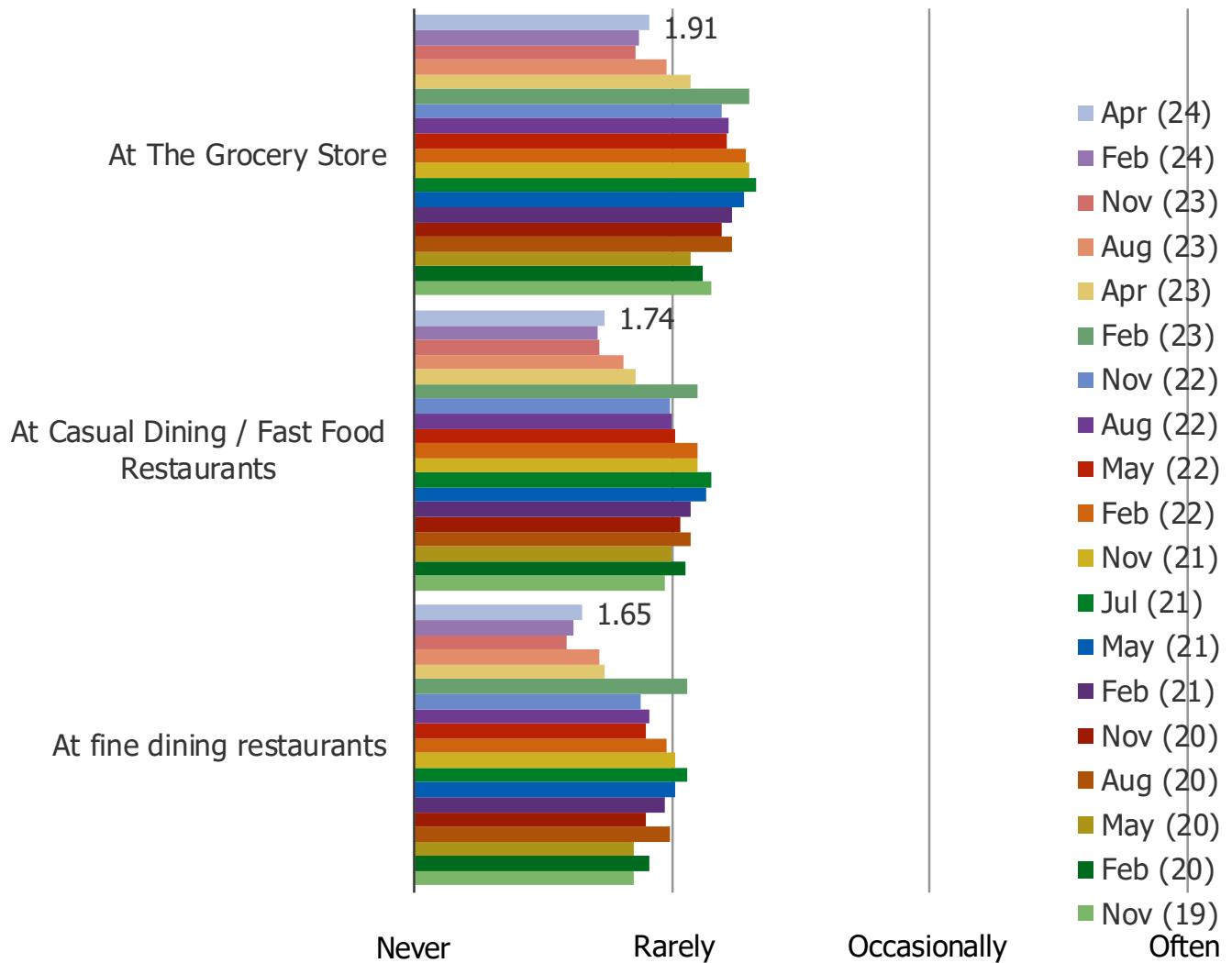
HAVE YOU TRIED FOOD FROM ANY OF THE FOLLOWING BRANDS? (SELECT ALL THAT APPLY)

Posed to all respondents



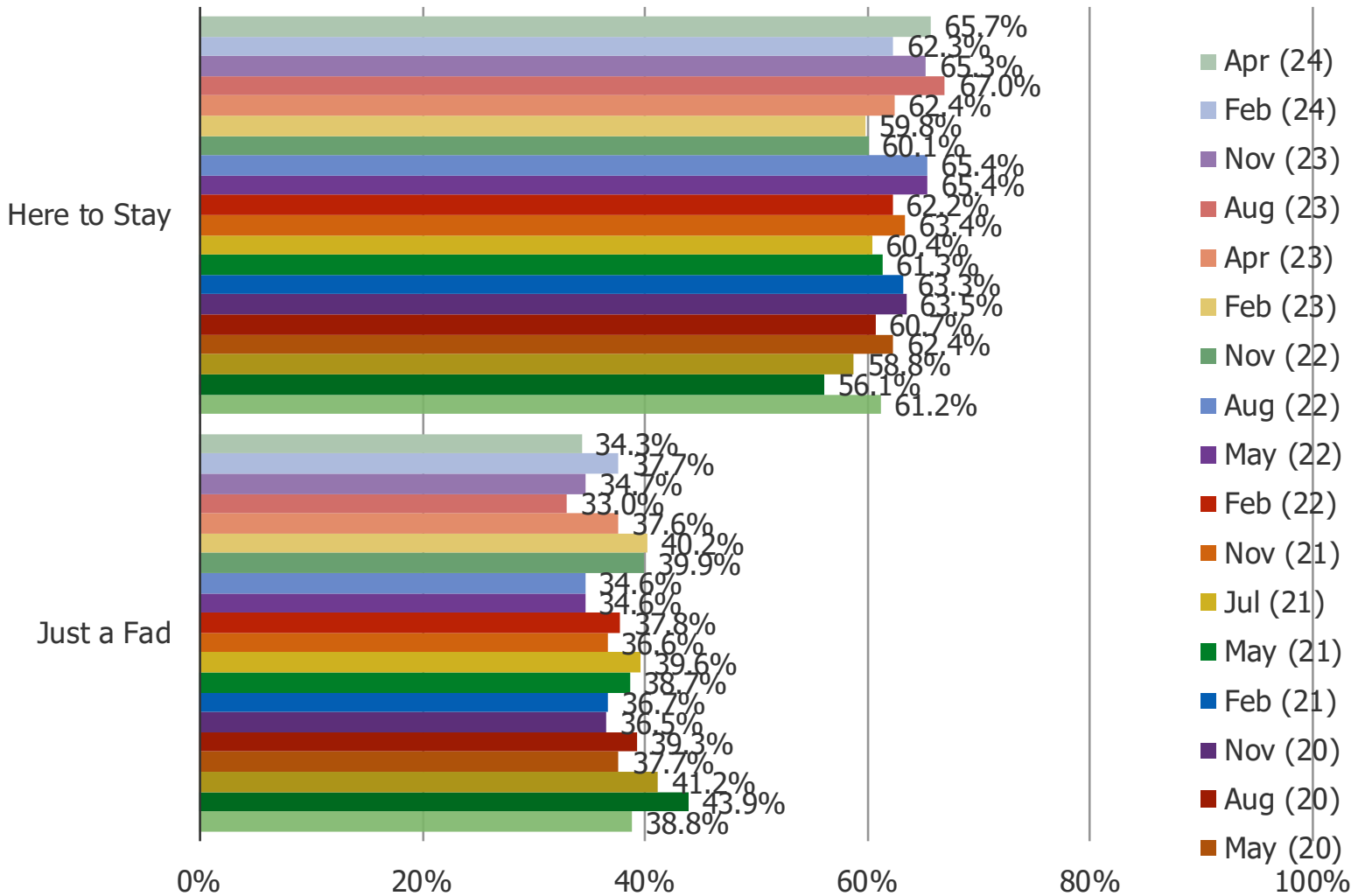
GOING FORWARD, HOW OFTEN DO YOU THINK YOU WILL GET PLANT-BASED MEAT ALTERNATIVES...

Posed to all respondents



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

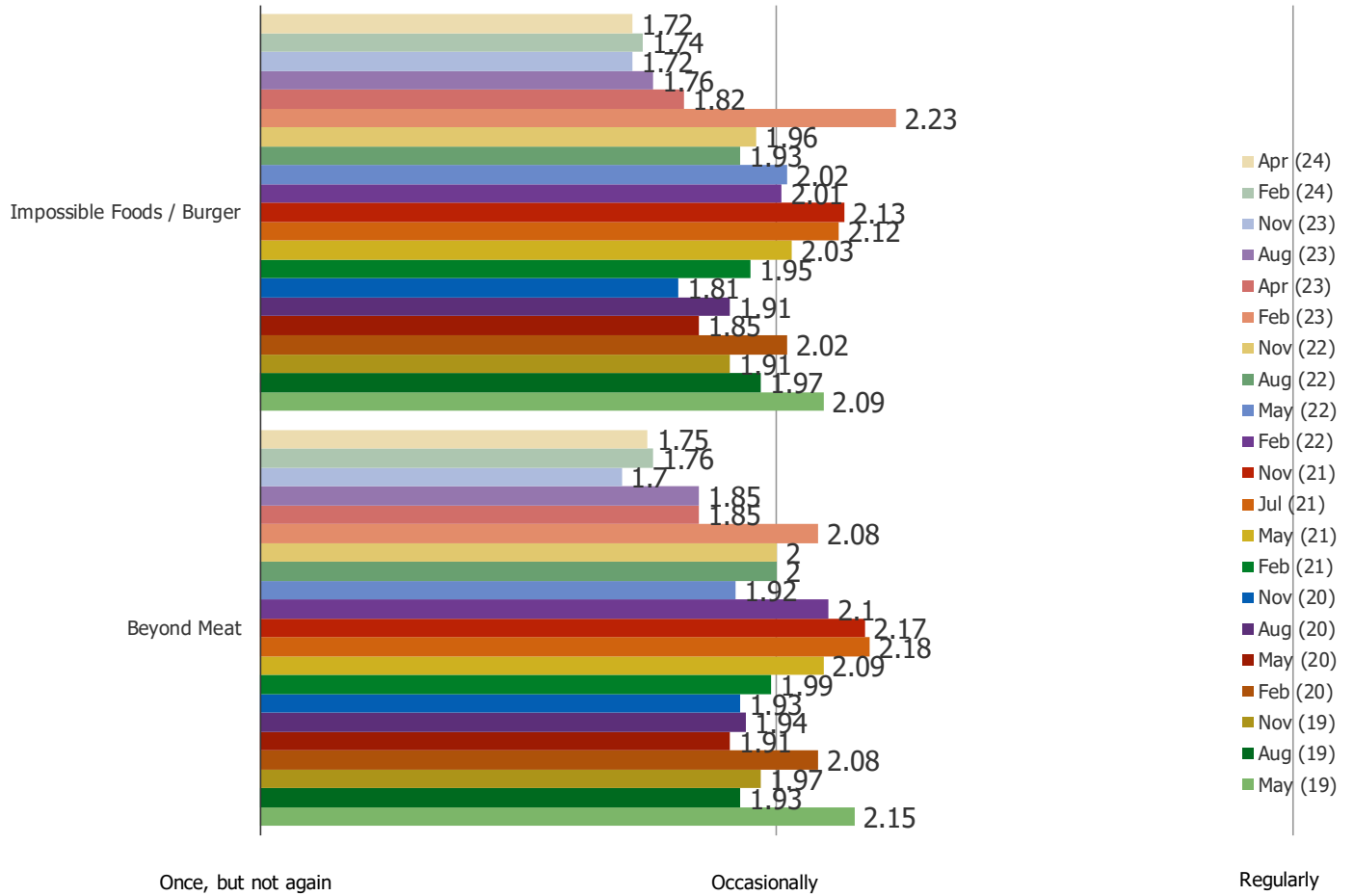
Posed to all respondents



PLANT BASED PROTEIN – RESPONDENTS WHO HAVE TRIED IT

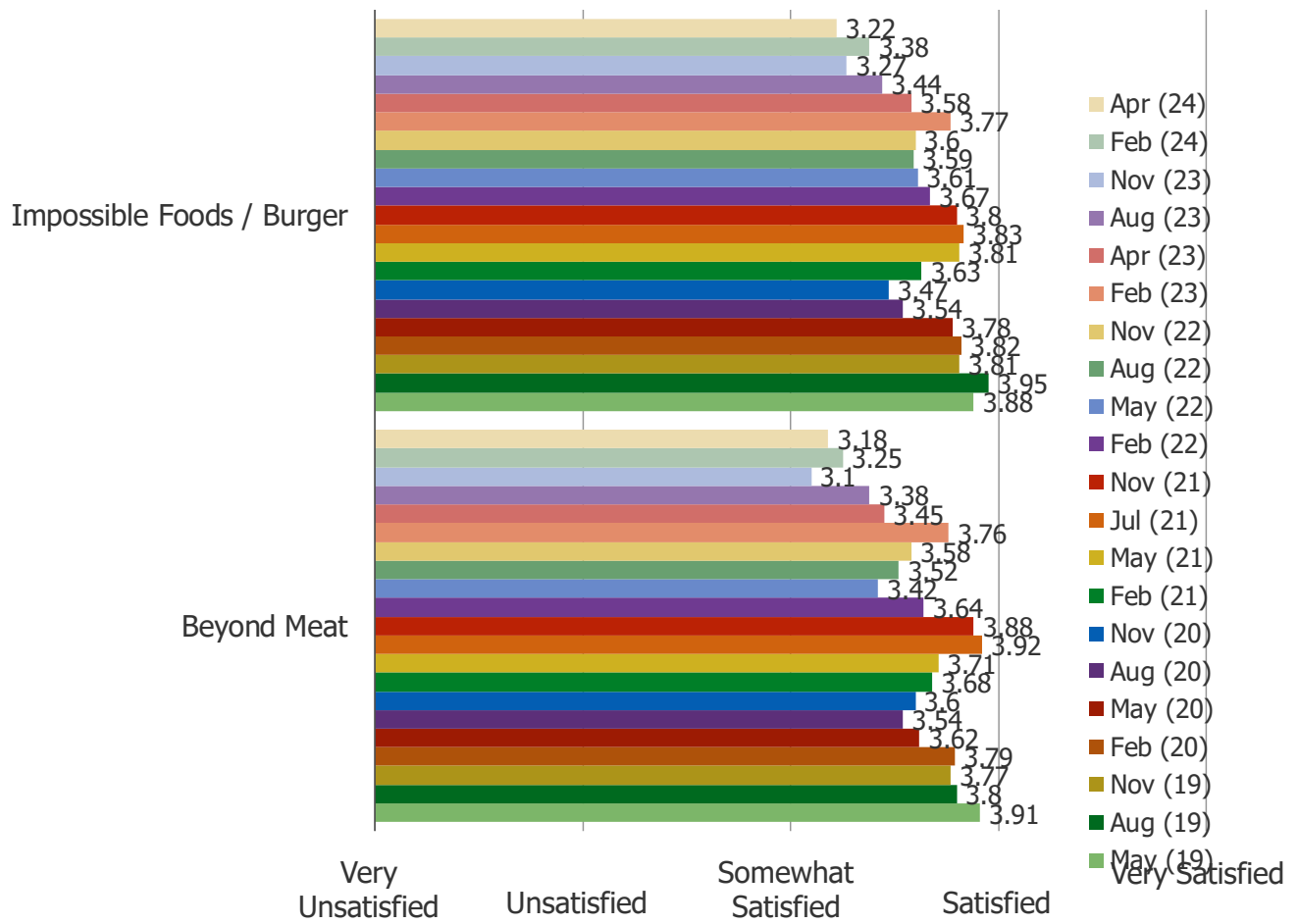
HOW OFTEN DO YOU EAT IT?

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



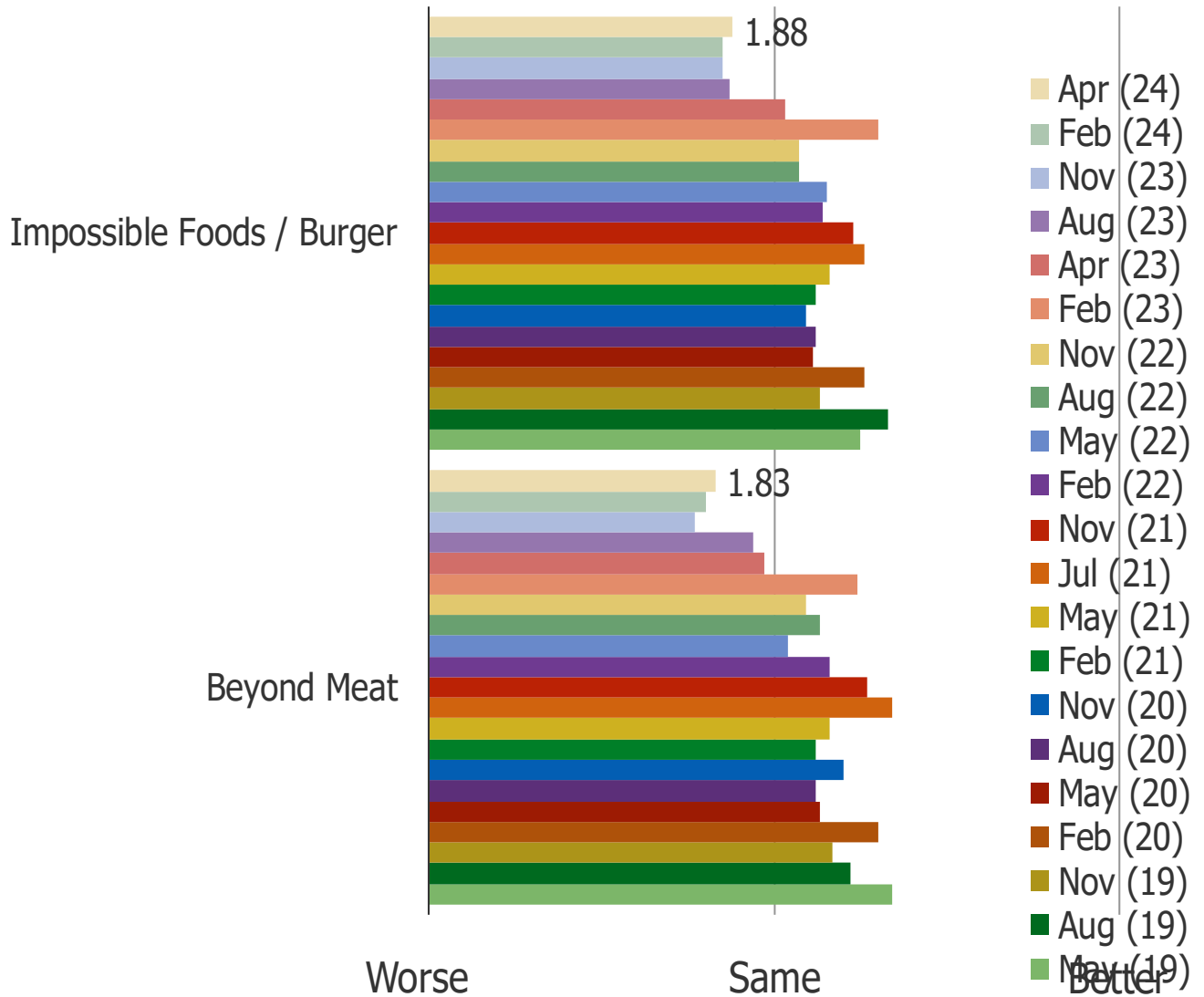
HOW SATISFIED WERE YOU WITH THE PRODUCT?

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?

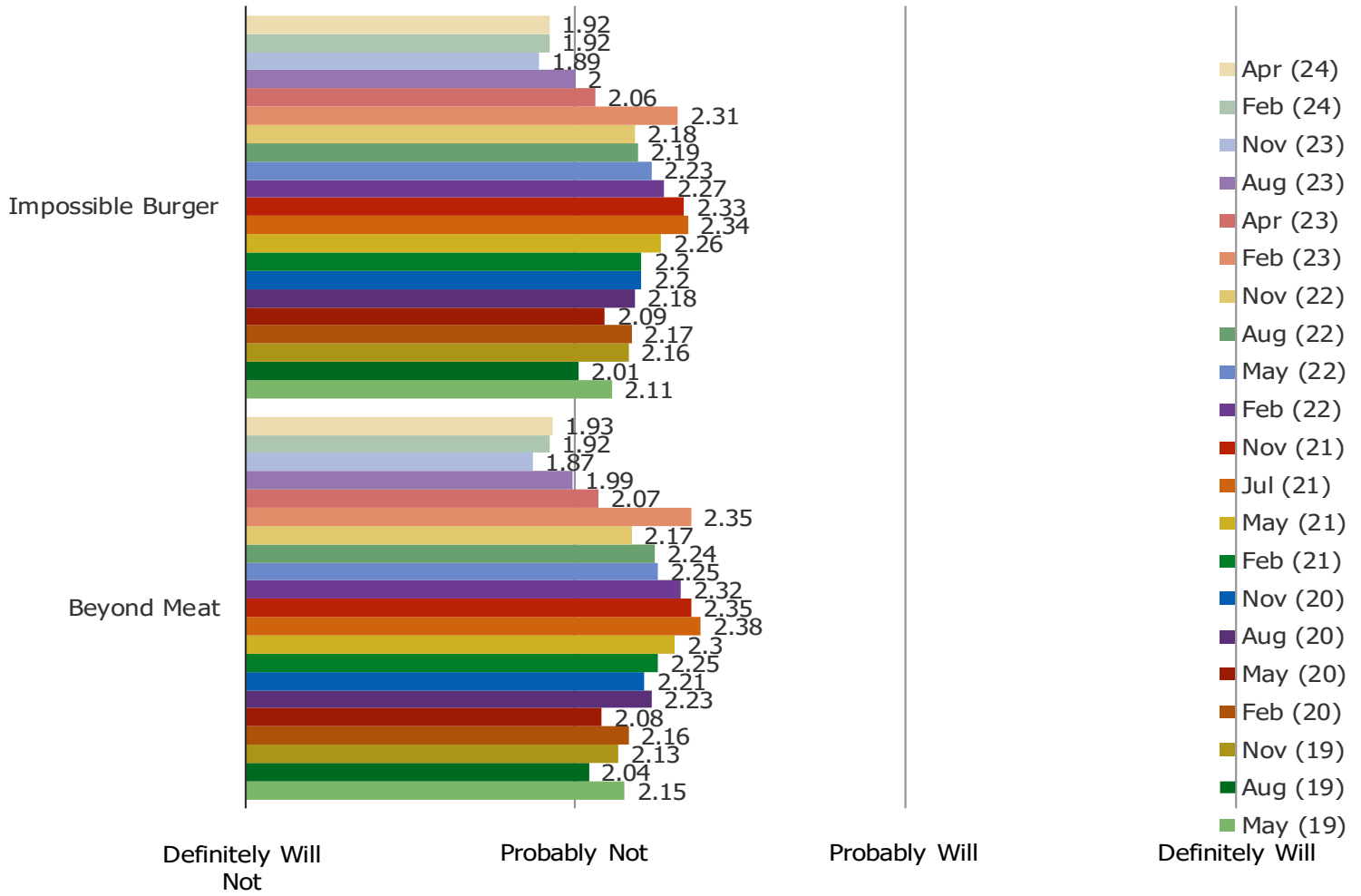
Posed to respondents who have tried food from each of the following.



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

