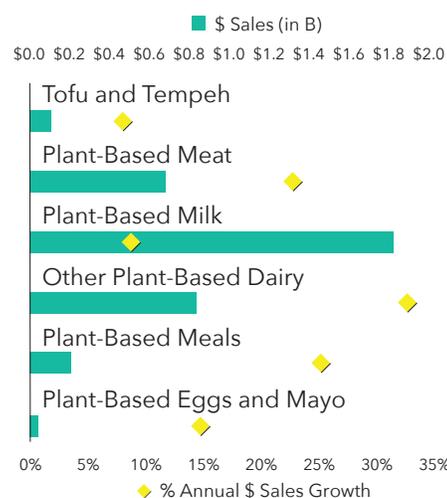




The Plant-Based Alternatives Market is Skyrocketing

New data commissioned by The Good Food Institute shows impressive growth across plant-based food categories!

Plant-based food sales are growing across all categories, with most categories growing in the double-digits.



\$3.7B

Plant-based foods are now a \$3.7B market!

23%

Plant-based meat grew 23% in the past year!

Market penetration is increasing for plant-based foods.



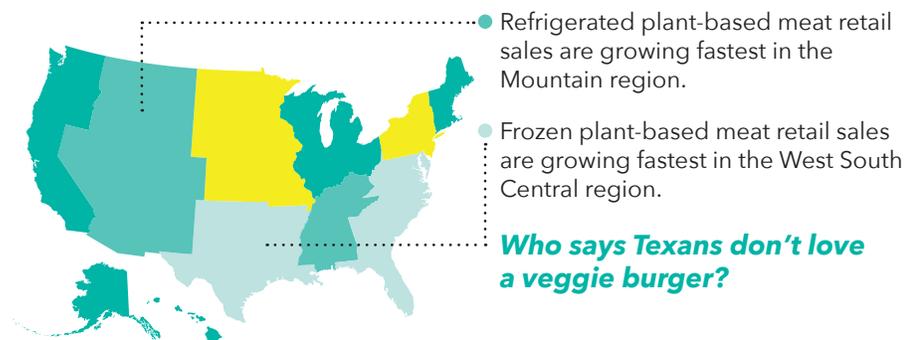
Plant-based meat is nearly 1% of retail meat sales.



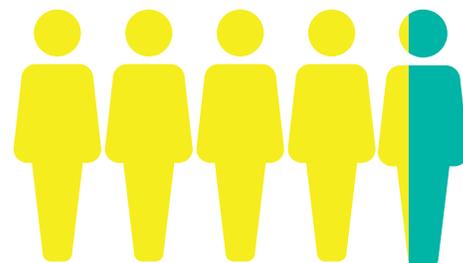
Plant-based milk is 13% of retail milk sales.

There is a \$10B opportunity for plant-based meat to reach parity with the market share of plant-based milk in retail.

Plant-based meat sales are growing across all nine U.S. census regions.



12% of U.S. households now purchase plant-based meat.



PLANT-BASED FOODS: This data set represents retail sales of plant-based foods that directly replace animal products, including meat, seafood, eggs, and dairy, as well as meals that contain animal ingredient replacements as defined by GFI. This data was obtained from Nielsen's xAOC channel plus Whole Foods Market over the 52-week period ending August 11, 2018.