
Plant-Based Strategies for Retail:

An overview of leading plant-based assortment, merchandising, and marketing tactics at top U.S. retailers

September 15, 2020



Agenda



Introduction & overview of the plant-based market

with Caroline Bushnell, Associate Director of Corporate Engagement, GFI



Strategies and insights from the Good Food Retail Report

with Emma Ignaszewski, Corporate Engagement Strategist, GFI



Insights from Whole Foods Market on winning with plant-based foods

with Parker Brody, Sr. Global Category Manager, Whole Foods Market



Covid-19: Plant-based sales data, consumer perceptions and behavior

with Kyle Gaan, Research Analyst, GFI

The Good Food Institute

GFI is a 501(c)(3) nonprofit working to create a sustainable, healthy, and just food system through three key areas of work:



Science and Technology

Bridging gaps in scientific research, funding, and talent across the alternative protein sector.



Corporate Engagement

Helping the food industry and investor communities put delicious, affordable alternative proteins on every menu and in every food retailer.



Policy

Advancing government investment in sustainable proteins as well as fair regulation and legislation.



GFI officially earned GuideStar's 2019 and 2020 Platinum Seal of Transparency—obtained by less than 1% of nonprofits—reflecting our commitment to maximum impact, efficiency, and inclusion.

We work as a force multiplier, bringing the expertise of our departments to the rest of the world.



United States
Brazil
India
Israel

Europe
Asia Pacific

90+ staff in 6 countries

How will we feed 10 billion people by 2050?

Sustainably



Industrialized animal agriculture is in the top **2-3 most significant contributors** to the world's most pressing environmental issues such as water use, air pollution, and loss of biodiversity.



Industrialized animal ag is responsible for **14.5% of greenhouse gas emissions**—a higher share than the entire transport sector.

Source: United Nations, [Livestock's Long Shadow](#) (report)

Efficiently



It takes **nine calories** of food fed to a chicken to produce **one calorie** of meat.



75% of agricultural land is used for raising and feeding livestock yet only provides **1/3** of the global protein supply.

Sources: World Resources Institute (calorie formula); UN FAO (land use)

Safely



Animals in the United States **consume more than 2x** as many medically important antibiotics as humans do.



Based on current trends, medical experts expect **10 million annual deaths** from antimicrobial resistance (AMR) in 2050, a 14-fold increase over current deaths.

Sources: FDA (animal-consumed antibiotics); IMS Health (human-consumed antibiotics); United Nations IAGC (AMR)

GFI's Approach: Accelerating alternative proteins



The Challenge

Current meat, egg, and dairy production is unsustainable and inefficient. It is a key driver of climate change, environmental degradation, and antibiotic resistance.



GFI's Solution

We can create meat, eggs, and dairy more sustainably and efficiently by making them from plants, cultivating them directly from cells, or producing them by fermentation.

Instead of asking consumers to give up the foods they love, GFI is accelerating the transition to alternative proteins by helping companies make products that are **delicious**, **affordable** and **accessible**.

The Plant-Based Market

Veggie → Plant-based 2.0



Plant-based 2.0 is reframing the meat and dairy categories

MEAT



PLANT-BASED
MEAT



ANIMAL-
BASED MEAT

DAIRY




PLANT-BASED
DAIRY



ANIMAL-
BASED DAIRY

The opportunity is with omnivores and flexitarians





Consumers are actively
trying to **reduce meat
consumption** and **eat more
plant-based foods**.

60% of consumers want to
reduce their meat consumption.

Source: Aramark

54% of consumers reported they
are trying to consume fewer
animal-based foods and more
plant-based foods.

Source: IPSOS

Millennials & Gen X are highly engaged in plant-based meat

IRI: Millennials + Gen X drove 67% of plant-based protein volume sales, versus 57% of meat categories sales, for the 52 weeks ending 5/20/2018

79% of millennials eat meat alternatives

30%

eat meat alternatives every day

50%

eat meat a few times per week

37%

plan to buy more meat alternatives next year



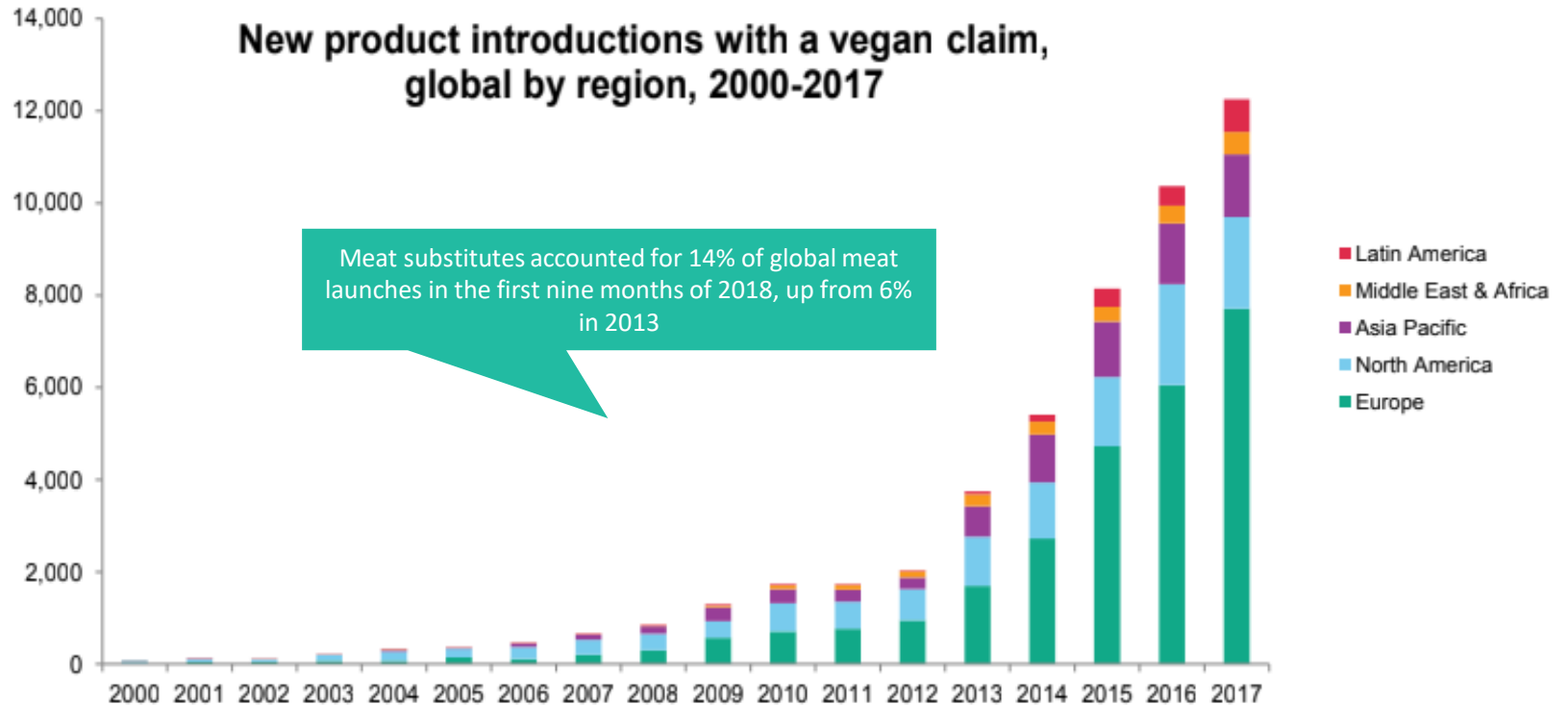
61%

Plant-based shoppers
are **valuable**.

They spend 61% more
than the average shopper.

Source: SPINS

This is a consumer shift, not a fad



The top 6 U.S. meat companies are all active in plant-based and/or cultivated meat



Smithfield

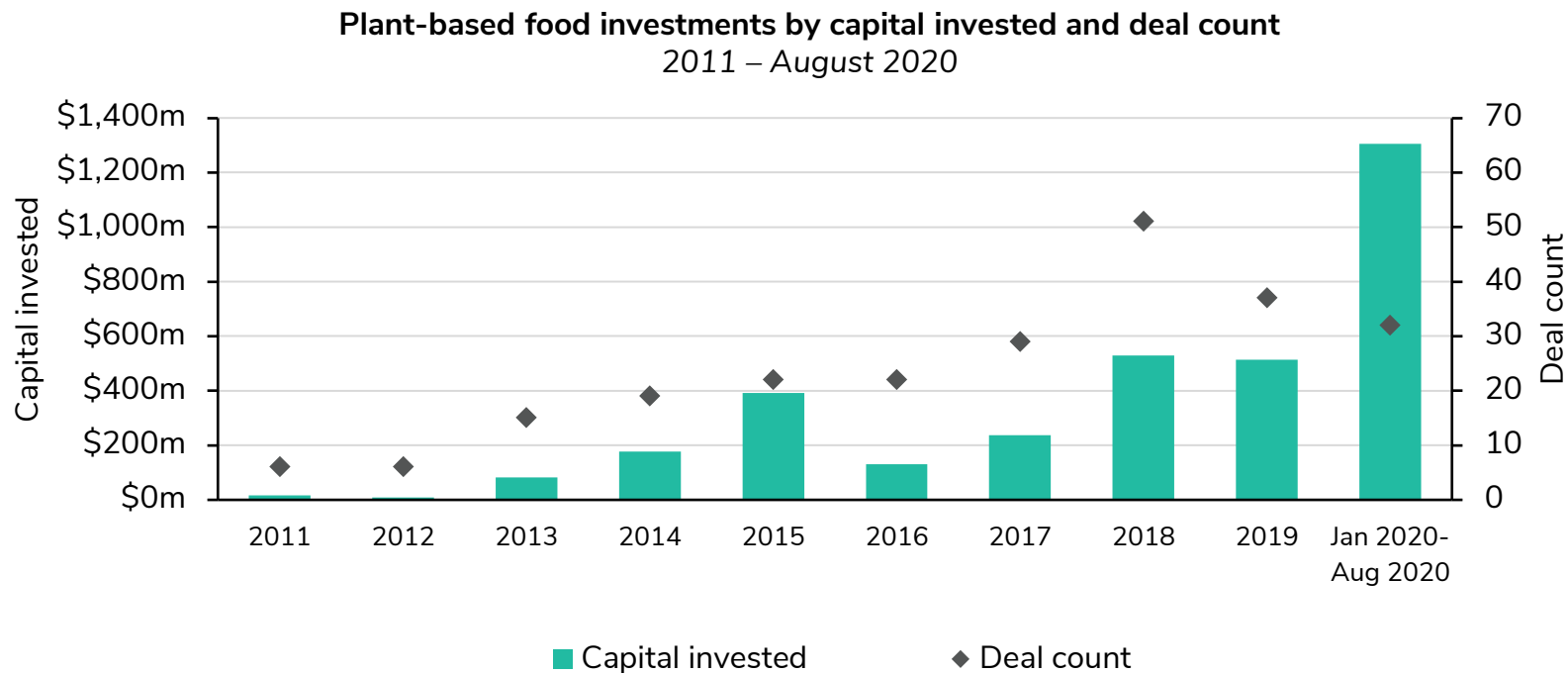


	Tyson	JBS	Cargill	Smithfield	Hormel	CONAGRA BRANDS
Manufacturing Launch of a plant-based product or product line	✓	✓	✓	✓	✓	✓
Investment Known investments in a plant-based or cultivated meat company	✓		✓			✓

*“This [plant-based] segment has surged since we entered the space. We fully expect **this is where the majority of the growth will reside** in the future.”*

- Michael H. McCain, President & CEO, Maple Leaf Foods

Venture capital is flowing into plant-based food companies

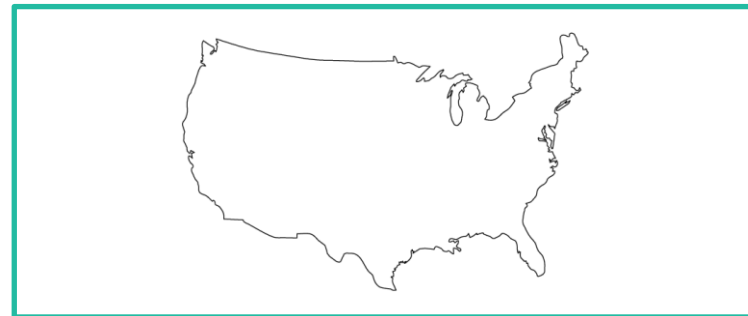


Source: GFI custom PitchBook analysis of plant-based food companies located and/or selling in the U.S. (including fungi) excluding IPO, Merger/Acquisition, and Buyout/LBO.

The global plant-based meat market is projected to reach at least \$100b if not \$370b by 2035

U.S. plant-based meat market projections

Source	Projected market size	By year	Projected share of U.S. meat market
Wells Fargo	\$12b-\$15b	2029	4%
Grizzle	\$34b	2030	10%
Bernstein	\$30b-\$41b	2030	12%



Global plant-based meat market projections

Source	Projected market size	By year	Projected share of global meat market
UBS	\$85b	2030	6%
J.P. Morgan	\$100b	2035	7%
A.T. Kearney	\$370b	2035	23%



Note: U.S. share calculations assume \$341 billion U.S. total meat market size; global share calculations assume \$1.4 trillion global total meat market, except for A.T.

Kearney which assumes \$1.6 trillion global total meat market

Source: [Business Times](#) (May 2019); J.P. Morgan (May 2019); [A.T. Kearney](#) (2019); [Grizzle](#) (May 2019); [UBS](#) (July 2019)

How we define plant-based foods

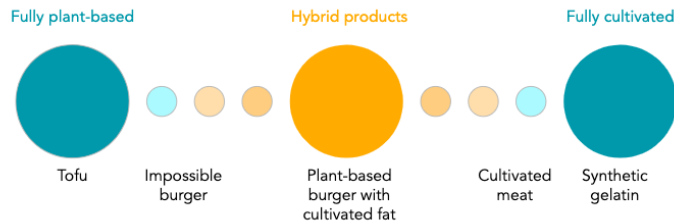
For the purpose of this report, plant-based products are defined direct replacements for animal-based products, such as plant-based meat, seafood, eggs, and dairy.

Includes:

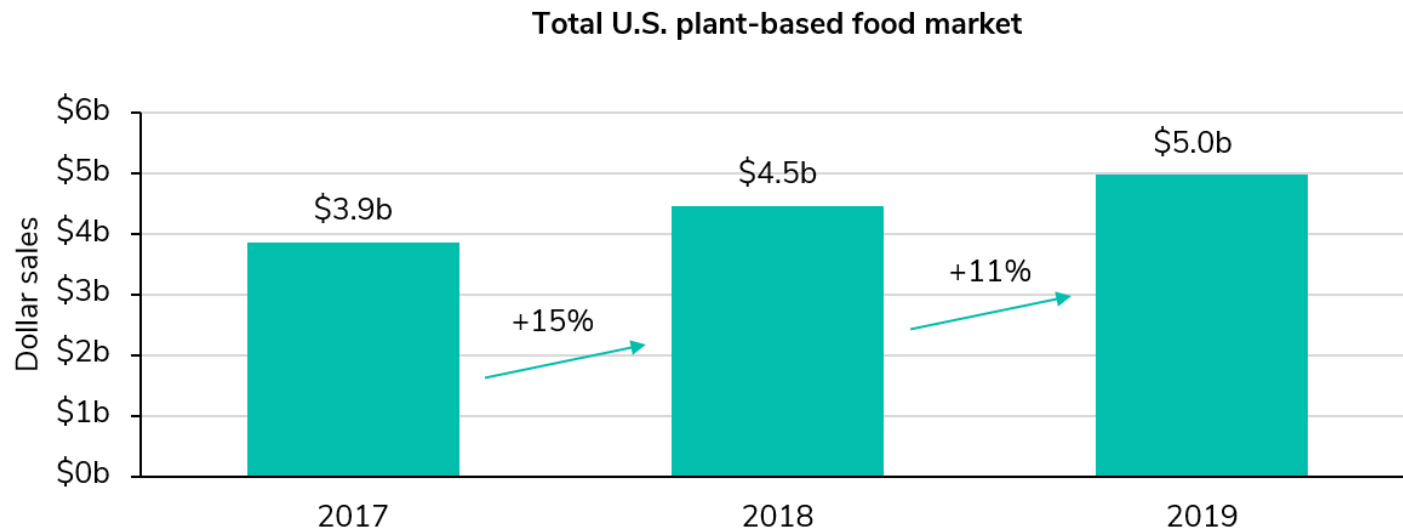
- Biomicicked meat, eggs, and dairy (e.g. Beyond Meat)
- Functional meat replacement made from plants (e.g. tofu, tempeh, jackfruit, seitan)
- Meals with animal ingredient replacements (e.g. Amy's frozen meals)
- Fungi- and algae-based products (e.g. Quorn)

Does not include:

- Inherently plant-based food (e.g. kale, chickpeas)
- B2B ingredient companies (e.g. Trophic, duckweed)



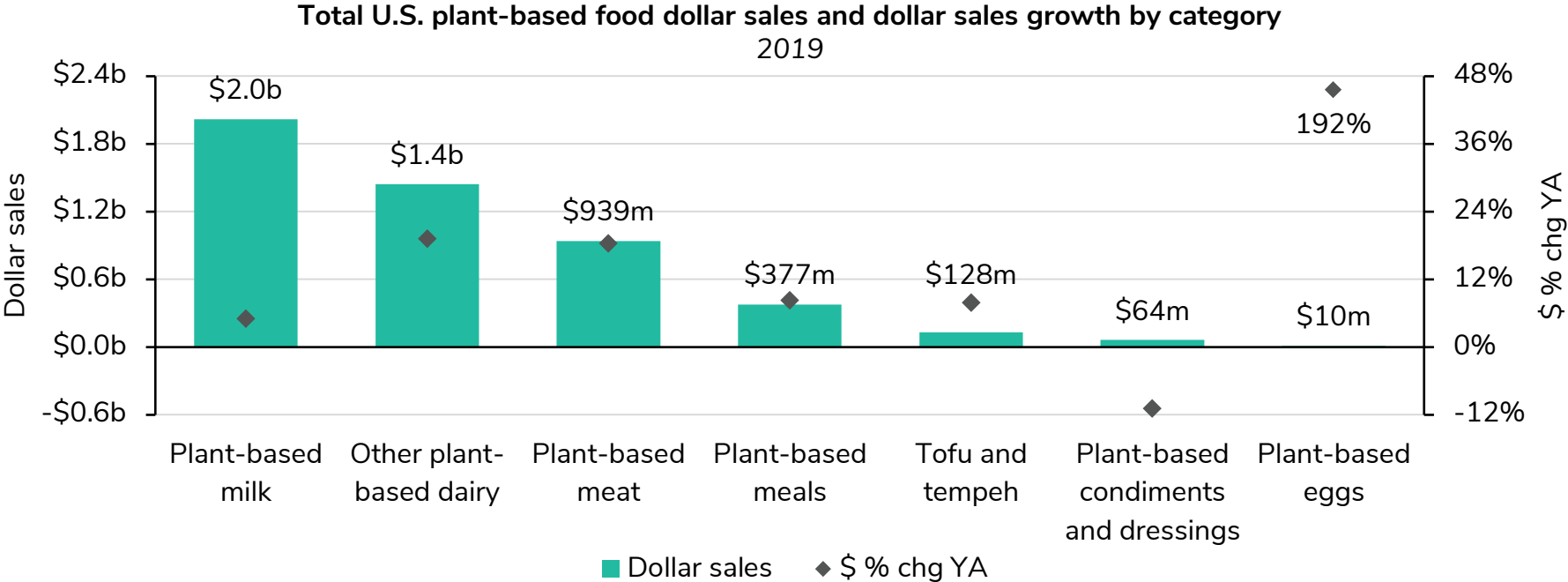
U.S. retail sales of plant-based food were worth \$5 billion in 2019



Note: the data presented on this slide is based on custom-GFI plant-based categories that were created by refining standard SPINS categories. Due to the custom nature of these categories, the presented data will not align with standard SPINS categories.

Source: SPINSscan Natural and Specialty Gourmet (proprietary), SPINSscan Conventional Multi Outlet (powered by IRI), 104 weeks ending 12-29-2019

Plant-based dollar sales by category



Note: the data presented on this slide is based on custom-GFI plant-based categories that were created by refining standard SPINS categories. Due to the custom nature of these categories, the presented data will not align with standard SPINS categories.

Source: SPINSscan Natural and Specialty Gourmet (proprietary), SPINSscan Conventional Multi Outlet (powered by IRI), 52 weeks ending 12-29-2019

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A photograph of a plant-based burger served in a cardboard box. The burger is topped with lettuce, tomato, and a yellow sauce. A wooden skewer is inserted into the top of the bun. A white plastic fork and knife are placed in front of the box. The background is blurred, showing a glass of green juice and a striped shirt. The entire image has a teal overlay.

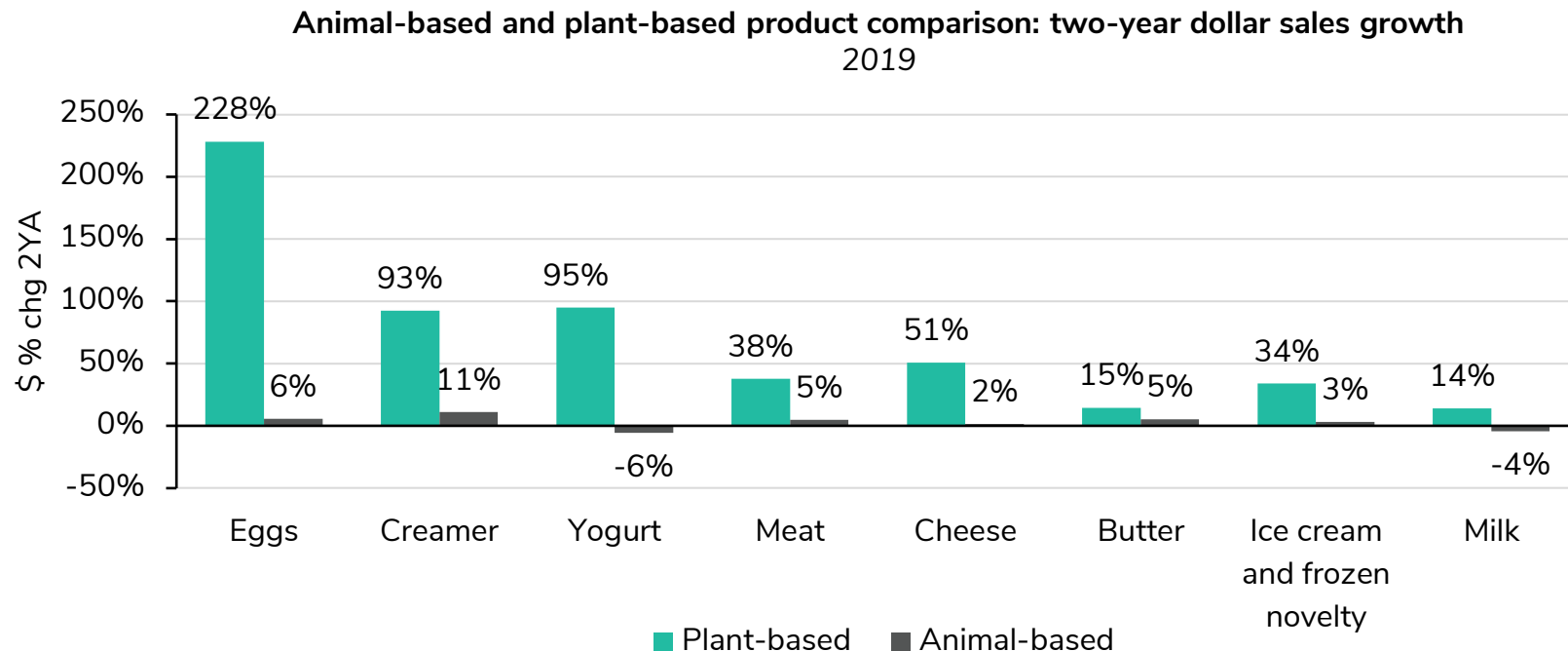
14x

Plant-based sales
are **growing rapidly.**

Plant-based sales are
growing 14 times faster
than total food sales.

Source: IRI

Plant-based food sales growth outperforms animal-based food sales growth across key categories

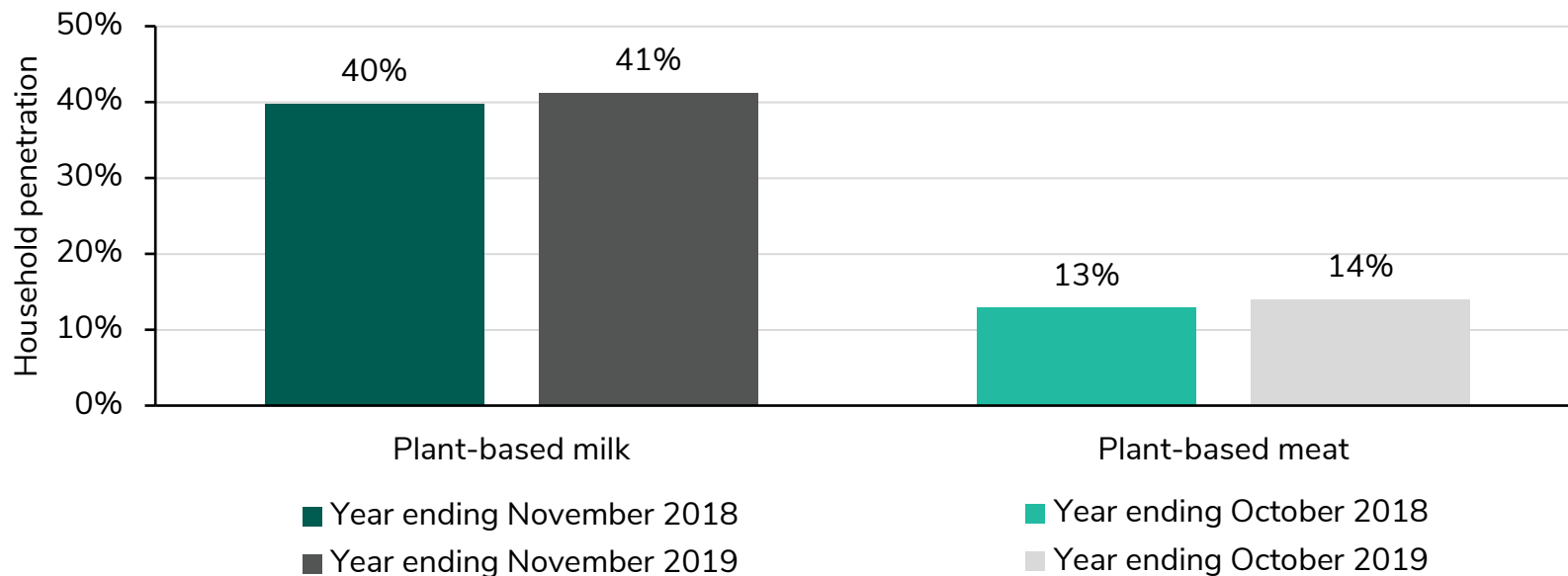


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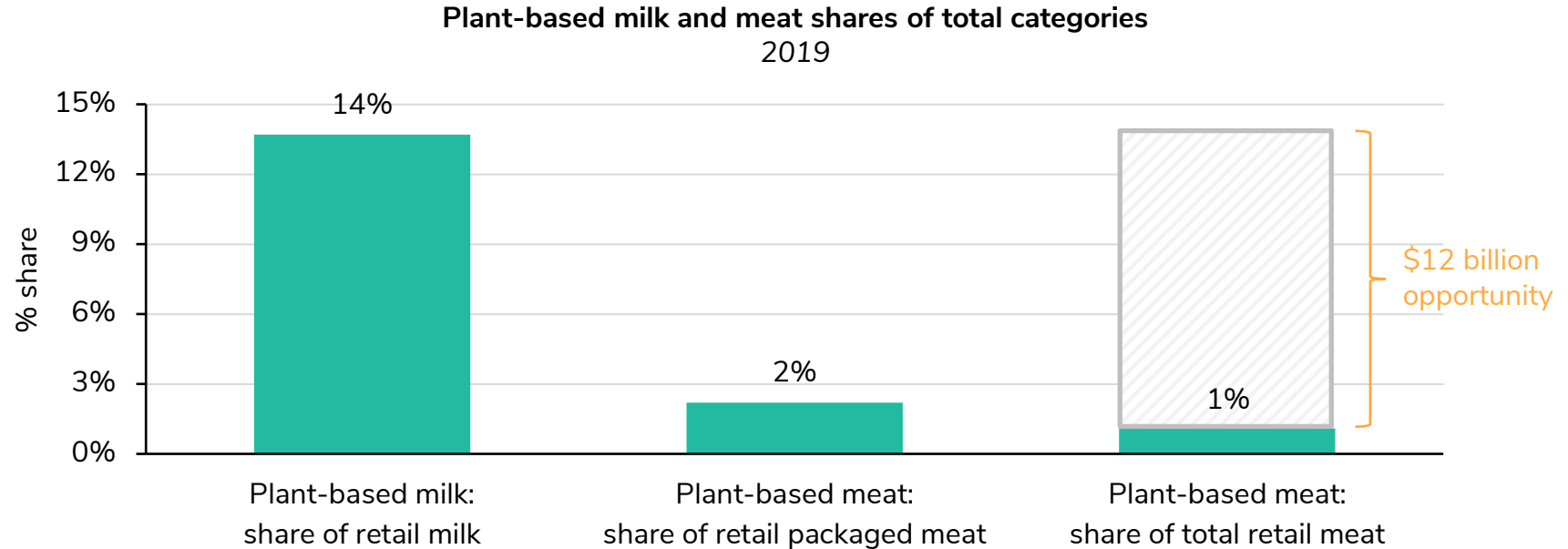
Source: SPINSscan Natural and Specialty Gourmet (proprietary), SPINSscan Conventional Multi Outlet (powered by IRI), 104 weeks ending 12-29-2019

Household penetration of plant-based categories continues to grow, with plant-based milk at 41%

Household penetration of plant-based milk and plant-based meat



There is a \$12 billion opportunity for plant-based meat to reach market share parity with plant-based milk



Note: SPINS does not report non-UPC meat counter sales. To account for this, the plant-based meat total retail share calculation uses the \$95 billion total meat market size reported by Nielsen, as this number includes both retail packaged meat sales and non-UPC meat counter sales

Source: SPINSscan Natural and Specialty Gourmet (proprietary), SPINSscan Conventional Multi Outlet (powered by IRI), 52 weeks ending 12-29-2019; Nielsen (2019),

[The F Word: Flexitarian Is Not a Curse to the Meat Industry](#)

Good Food Retail Report

Good Food Retail Report

www.gfi.org/retail-report

- Benchmarking top U.S. retailers on plant-based sales strategies
- Case studies & best practices
- Highlights & awards



Areas of Focus



Product Assortment

Across 11 different plant-based meat, egg, and dairy categories...

- How many unique SKUs are on the shelves?
- How many private label SKUs are on the shelves?



Merchandising

- Where are products merchandised?
- Are there aisle signage and shelf tags conveying information about these products?



Marketing

- Is the retailer engaging in cross-category promotions of plant-based food?
- Is the language being used to characterize the category the most effective language?

About the benchmarking



Retailers

- Walmart Inc.
- The Kroger Co.
- Albertsons Cos. Inc.
- Ahold Delhaize USA
- Publix Super Markets Inc.
- H. E. Butt Grocery Co.
- Wakefern Food Corp.
- Amazon (as Whole Foods Market)
- Southeastern Grocers LLC
- Meijer Inc.
- Target Corp.
- Wegmans Food Markets Inc.
- Hy-Vee Inc.



Product Categories

- Refrigerated plant-based meat
- Frozen plant-based meat
- Refrigerated plant-based milk
- Plant-based cheese
- Plant-based yogurt (including kefir)
- Plant-based butter
- Plant-based ice cream and frozen novelty
- Plant-based creamers
- Plant-based eggs
- Plant-based spreads (i.e., cream cheese, sour cream)
- Frozen plant-based meals

Note: Companies are audited & awarded at banner level.

Results from small format (Aldi, Trader Joe's) and warehouse club (Costco, BJ's, Sam's Club) retailers are not published in this first edition—publication is forthcoming.

Product Assortment: Key Strategies



Stock a wide assortment of plant-based meat, egg, and dairy products to meet consumer demand. Top retailers offer:

- 150+ plant-based meat SKUs
- 380+ plant-based dairy & egg SKUs



Develop compelling private-label products, prioritized by the size, growth, and household penetration of the respective plant-based and animal-based categories.



Give customers a chance to sample professionally prepared plant-based products by adding them to foodservice and prepared foods offerings to drive trial.

Results: Product Assortment

Banner	Star Rating
Whole Foods	★★★★★
King Soopers	★★★★★
Wegmans	★★★★
Ralphs	★★★★
Fred Meyer	★★★★
Hy-Vee	★★★★
Giant Food	★★★★
Publix	★★★★
ShopRite	★★★
Target	★★★
Kroger	★★★
Safeway	★★★
Harris Teeter	★★★
Albertsons	★★★
H-E-B	★★★
Stop & Shop	★★★
Vons	★★★
Meijer	★★★
Winn-Dixie	★★
Walmart	★★
Food Lion	★
GIANT Food Stores	★
BI-LO	★

Product Assortment: Key Considerations

If it's not on the shelf, merchandising and marketing won't matter.



Almost **5,000 unique plant-based products** were sold in the United States in 2019.



Customers are looking for diversity in:

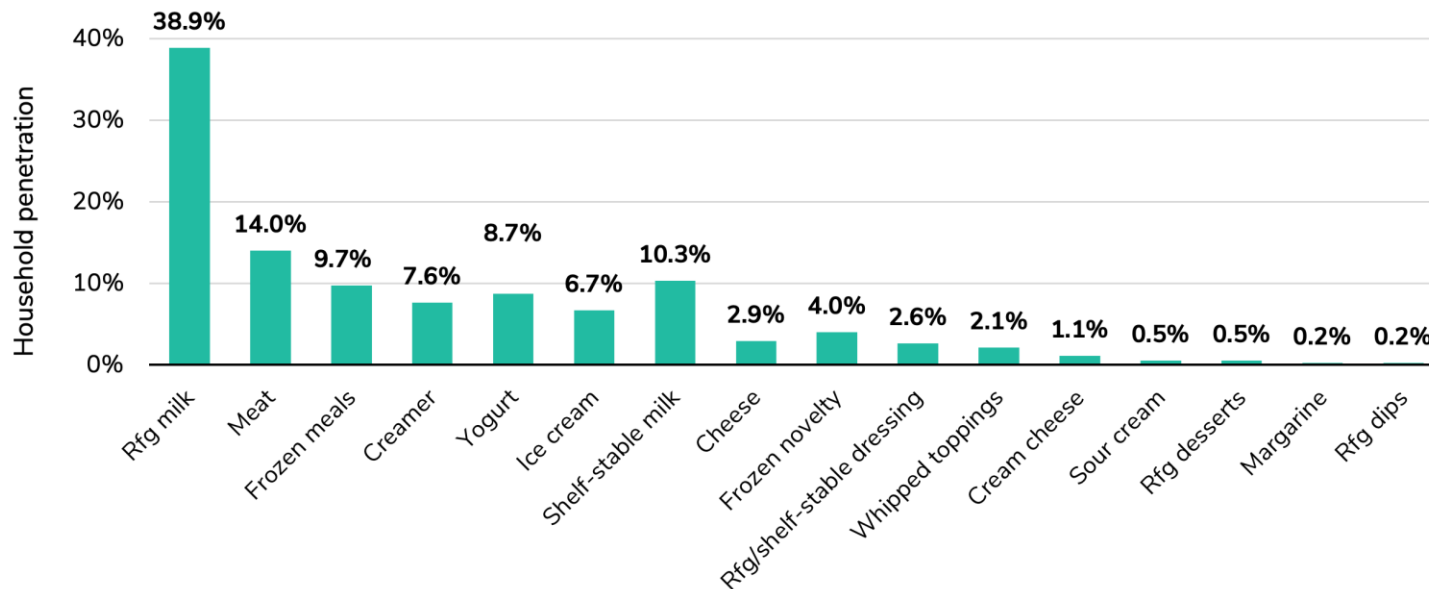
- **Product types** (e.g., plant-based beef, chicken, pork, fish)
- **Product formats** (e.g., grounds, sausages, patties, nuggets, strips, shreds)
- **Flavors**
- **Unit sizes**



Also relevant are the size and growth of **animal-based categories**—including those that have yet to see extensive market disruption from plant-based products.

Product Assortment: Key Considerations

Household penetration of plant-based categories
Year ending October 2019



Product Assortment: By the Numbers

500+

Maximum Total SKUs

The retailer with the most total products had more than 500 unique plant-based meat, egg, and dairy options.

80%

10+ Refrigerated Meat SKUs

More than 80% of retailers offered at least 10 different refrigerated plant-based meat SKUs.

100+

Plant-Based Meat Products

Leading retailers had 100+ plant-based meat products across the refrigerated and frozen sections.

70+

Milk SKUs

Leading assortments boast 70–90 plant-based milk SKUs.

The Plant-Based Private-Label Retailer Landscape

Top U.S. retailers offer **plant-based meat and dairy** products in private-label lines.



 Meat					
 Milk					
 Other dairy					
 Meals/meal prep					



70%

Top U.S. banners are
delivering plant-based
protein of some type
in prepared foods.

Source: GFI, Good Food Retail Report

1/3

More than a third of the banners benchmarked featured **plant-based meat** in at least one of the following sections:

- Fresh deli & prepared foods
- Grab & go
- Salad bar
- Hot Bar
- Restaurant-style foodservice

Source: GFI, Good Food Retail Report



Product Assortment: New formats & departments



Bristol Farms: Plant-based butcher

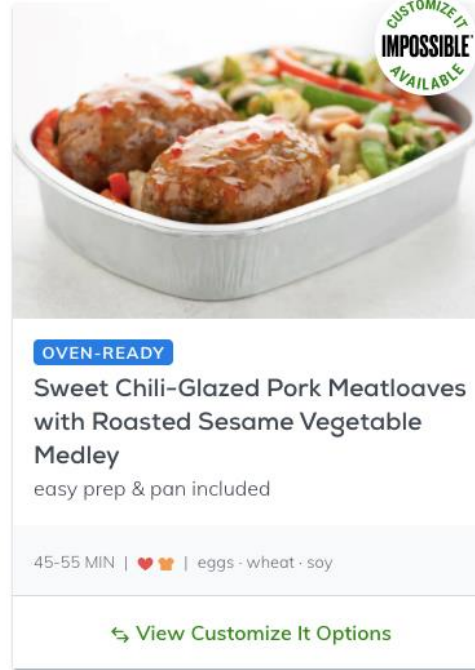


Wegmans: Plant-based random weight patties

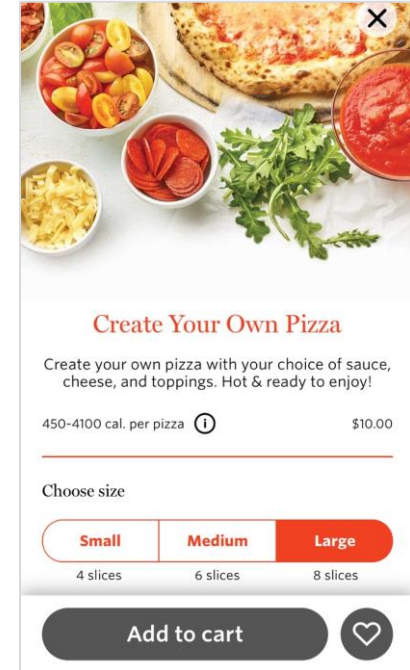
Prepared Foods & Retail Foodservice



Whole Foods: Plant-based meat in the hot bar



Kroger: Home Chef Meal Kit



Wegmans: Meals2Go App

Key Takeaways: Prepared Foods & Retail Foodservice



Attract & retain the plant-based consumer by offering meal options that span **protein types, flavors, and levels of engagement** (from create & cook to ready-to-eat).



Take advantage of **trends**, but also craft plant-based meals with **tried-and-true center-of-plate concepts**.



Tap into growing categories **like plant-based meat analogues** that taste, cook, and sizzle like their animal-based counterparts.



Label and market plant-based products using evidence-driven tactics like **plant-based, protein-forward language** and **emphasis on taste**.



Take advantage of choice-based user interfaces (whether in-person or digital) to **offer easy swap-outs**.



Leverage both **own-brand innovation** and **branded partnerships** to inspire trial and drive on-shelf sales.

Merchandising: Key Strategies



Merchandise plant-based sets integrated or integrated-segregated with the conventional set to make products more accessible to the mainstream shopper.



Leverage “plant-based” aisle signage and shelf tags to communicate store location and product features to customers.



Showcase plant-based categories in endcaps and special displays, especially alongside analogous animal products.

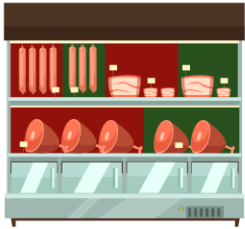
Results: Merchandising

Banner	Star Rating
Giant Food	★★★★
Target	★★★★
Albertsons	★★★★
Meijer	★★★★
Whole Foods	★★★★
King Soopers	★★★★
Ralphs	★★★★
ShopRite	★★★★
Safeway	★★★★
Vons	★★★
H-E-B	★★★
Winn-Dixie	★★★
Food Lion	★★★
Wegmans	★★★
Stop & Shop	★★★
Walmart	★★★
Kroger	★★★
Harris Teeter	★★★
Publix	★★
BI-LO	★★
Fred Meyer	★★
GIANT Food Stores	★★
Hy-Vee	★

Integrated-Segregated Merchandising

Benefits:

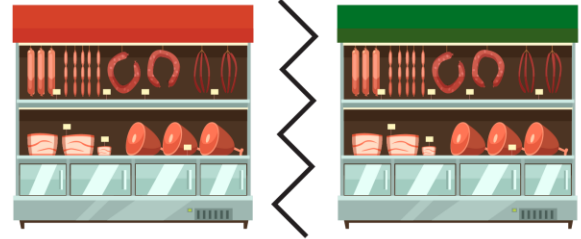
- Plant-based options are easily found in go-to areas.
- Plant-based and animal-based products are easily compared.
- Consumers have the opportunity to appreciate premium products and trade up.



Integrated



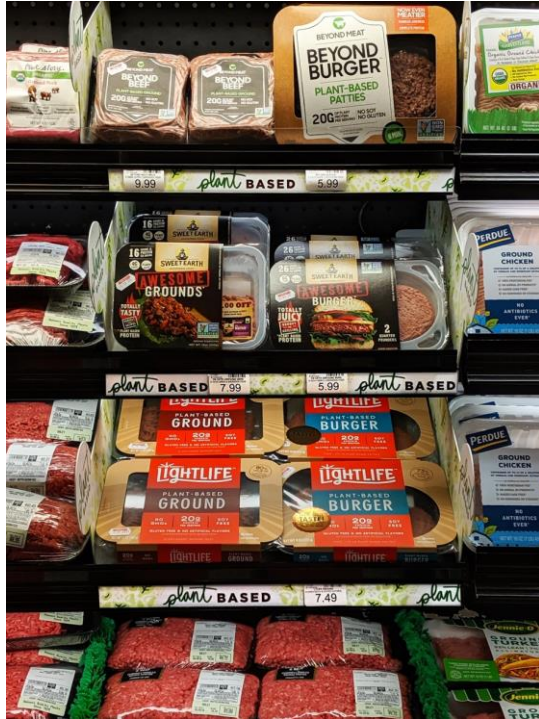
Integrated-Segregated



Segregated

Merchandising: Heinen's Merchandising Shifts

+43% in plant-based dollar sales, YOY



Merchandising: Kroger Merchandising Test



+23% in
plant-based
meat sales

A recent study from Kroger and the Plant Based Foods Association placed a 3-foot plant-based meat section in the meat aisle. The results? **Plant-based meat sales increased by 23%** compared to control stores.

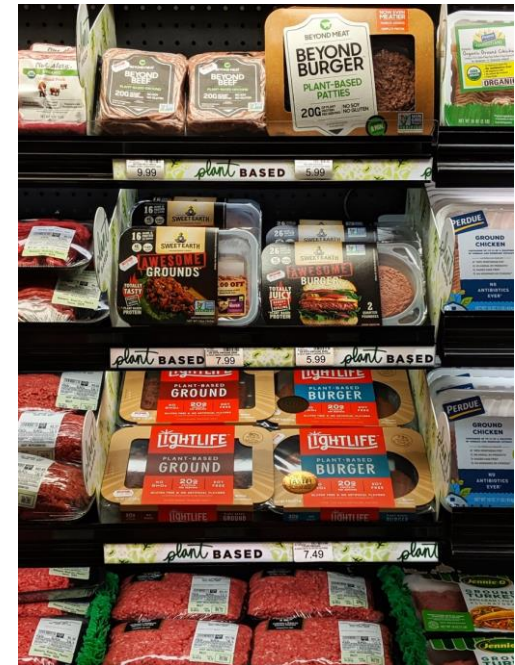
Merchandising: Shelving, Aisle Signage, and Shelf Tags



King Soopers



Giant Food

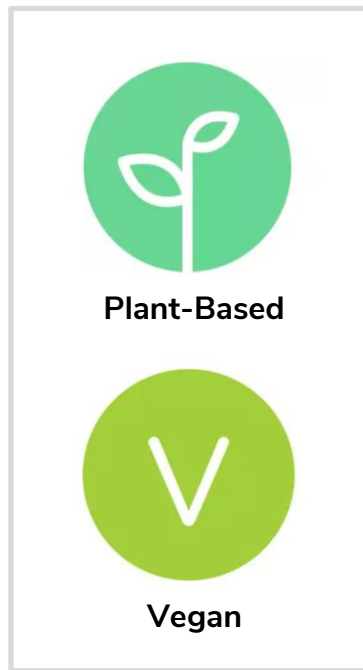


Heinen's

Aisle Signage and Shelf Tags



King Soopers



Target



Sprouts

Protein Department of the Future



Merchandising: By the Numbers

65%

Meat Aisle Presence

65% of retailers merchandised at least one refrigerated plant-based meat product in the meat aisle.

57%

Aisle Signage for Plant-Based Meat

57% of retailers featured aisle signage for plant-based refrigerated or frozen meat products.

91%

Multiple Integrated Categories

91% of retailers extended an integrated or integrated-segregated merchandising strategy to multiple categories beyond plant-based milk.

31%

Preferred Language

Of that group, approximately 31% deployed inclusive language, such as “plant-based” or “plant-powered,” instead of limiting language, such as “vegan” or “vegetarian.”

E-Commerce Strategies



Use menu sub-categories.



Cross-list to retain customers.



List plant-based products alongside their conventional counterparts.



Describe categories and subcategories with recommended language.



Minimize clicks to access a category.



Assign all relevant attribute tags.

E-Commerce Strategies: King Soopers



Beef



Chicken



Pork & Ham



Bacon & Breakfast Sausage



Packaged & Sliced Deli Meats



Dinner Sausage



Hot Dogs & Franks



Pepperoni, Salami & Summer Sausage



Lunch & Snack Kits



Turkey



Lamb, Veal & Bison



Plant-Based Meat

[← Back to Main Menu](#)

Dairy and Eggs

[Shop All Dairy and Eggs](#)

Milk and Plant-Based Milk

Cheese

Yogurt

Cream and Creamer

Butter and Margarine

Eggs and Egg Substitutes

[Sour Cream and Dips](#)

Refrigerated Dough and Crust

Pudding and Gelatin

Marketing: Key Strategies



Create cross-category, thematic, plant-based promotions.



Market around taste by upping the indulgence factor and featuring plant-based options as alternatives to animal-based.



Appeal to more customers by using inclusive terms, such as “plant-based” and “plant-protein,” instead of restrictive terms, such as “vegan” or “vegetarian.”



Leverage wellness and nutrition programs, as well as seasonal campaigns, and offer an in-store demo program to increase exposure.

Results: Marketing

Banner	Star Rating
Whole Foods	★★★★★
ShopRite	★★★★★
Stop & Shop	★★★★★
King Soopers	★★★★★
Ralphs	★★★★★
Kroger	★★★★★
Target	★★★★★
BI-LO	★★★★
Giant Food	★★★★
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Winn-Dixie	★★★★
Safeway	★★★★
Harris Teeter	★★★
GIANT Food Stores	★★★
Wegmans	★★★
Hy-Vee	★★★
H-E-B	★★★
Food Lion	★★★
Walmart	★★
Vons	★
Albertsons	★
Meijer	★

Marketing: By the Numbers

78%

Plant-Based Promotions

78% of retailers had at least one plant-based category promotion or marketing event.

57%

In-Store Displays

57% of retailers showcased plant-based products in endcaps, displays, or product sampling.

39%

Plant-Based Alongside Conventional Products

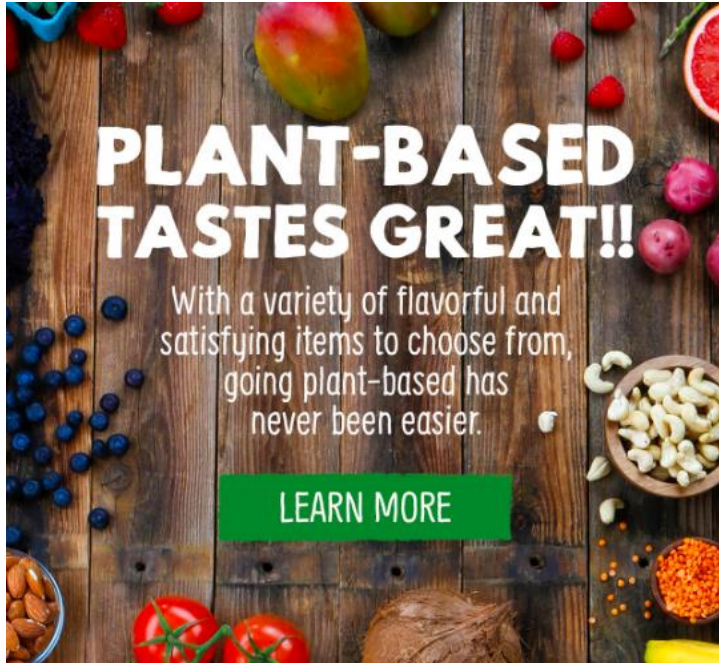
39% of retailers featured plant-based products next to animal-based products in a promotion.

65%

Preferred Language

65% of retailers used inclusive language, such as “plant-based” or “plant-powered,” instead of limiting language, such as “vegan” or “vegetarian” in marketing materials.

Marketing: Campaigns



Sprouts email campaign

**NO NEED TO
SACRIFICE FLAVOR...**
Many of your favorite products are plant-based, too!



**FROZEN
TREATS**

- ✓ Indulgent
- ✓ Satisfying
- ✓ Irresistibly creamy

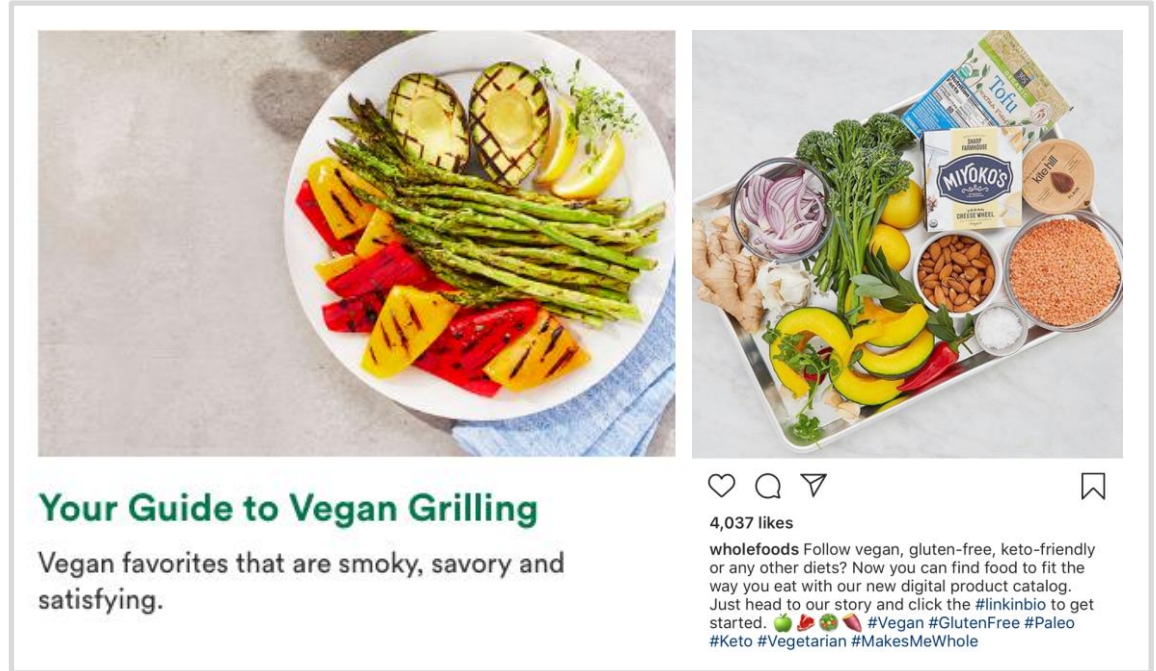


Sprouts email campaign

Marketing: Promos & Content

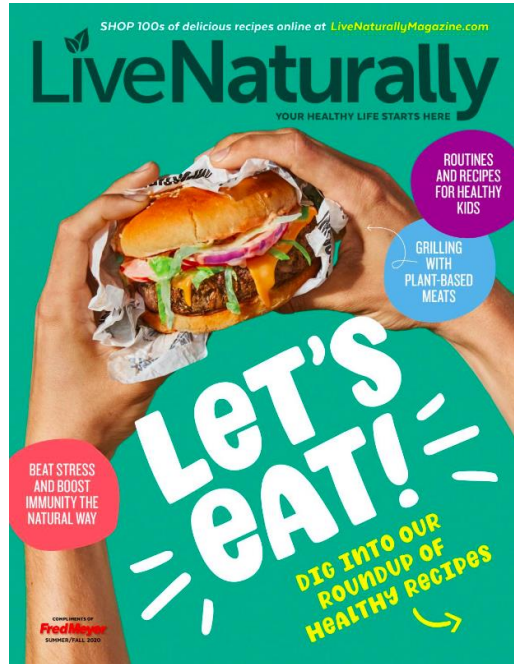


Aldi flyer with plant-based products



Whole Foods website and social content

Marketing: Store Magazines



The Kroger Co.—Live Naturally



The Kroger Co.—Live Naturally



Ahold Delhaize—Savory Magazine

Key Takeaways



Product Assortment

- Offer products featuring a diversity of protein types, formats, flavors, and price ranges across plant-based meat, egg, and dairy categories.
- Take advantage of the rise of plant-based via private label product development.
- Leverage prepared foods & foodservice to increase trial and drive sales.



Merchandising

- Merchandise products integrated-segregated or integrated with the conventional set.
- Display aisle signage and shelf tags to help customers locate products.



Marketing & Promotions

- Promote plant-based at a cross-category level.
- Feature plant-based alongside conventional categories in marketing.
- Use language that drives higher purchase intent like “plant-based” or “plant protein.”

Download the full report at www.gfi.org/retail-report

Agenda

- Plant-Based Consumers + WFM
- Current & Future Plant-Based Products
- White Space & Opportunities

Plant-Based Consumers + WFM

- State of the business
- Consumer cross-shop
- Importance of Plant-Based options

Current & Future Plant-Based Products

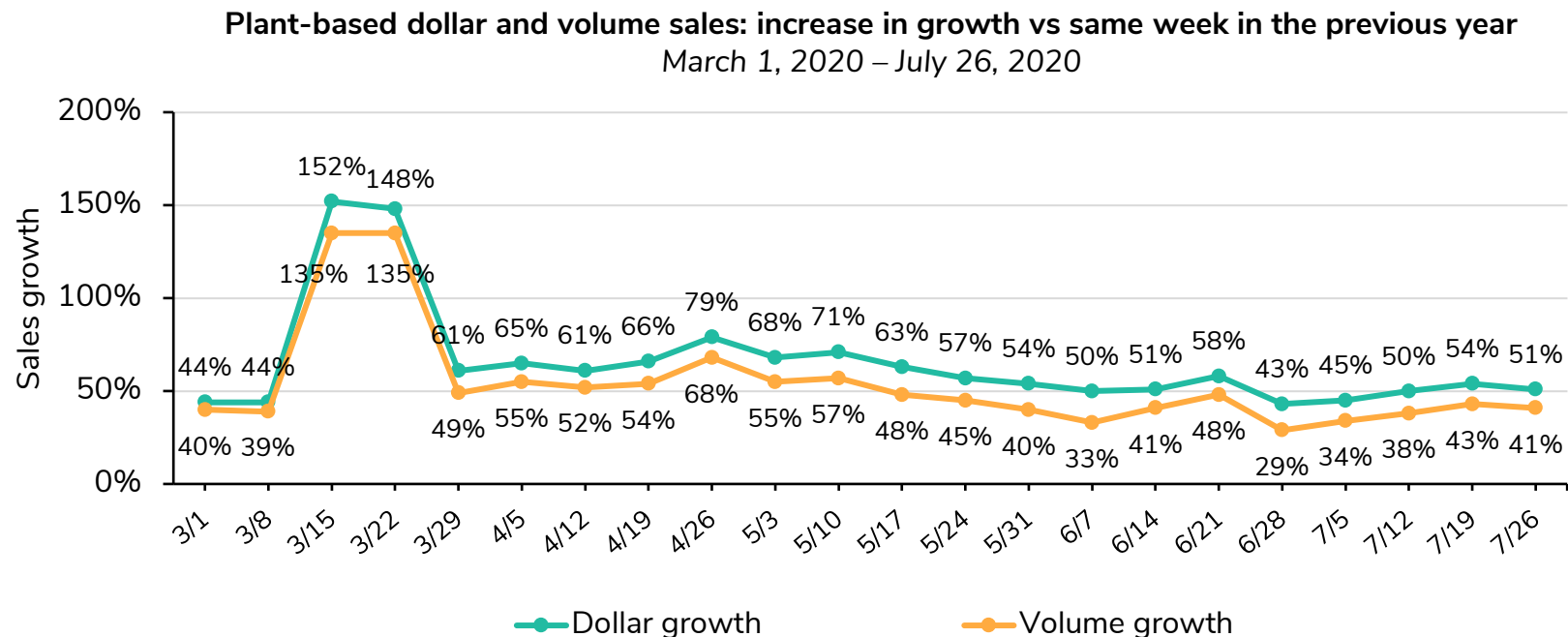
- **Category growth across the entire store**
- **Consumer expectations**
- **Cross-Section of health, environmental & animal welfare**

White Space & Opportunities

- Invention vs. Innovation
- Customer obsession
- Quality Standards & the future of food

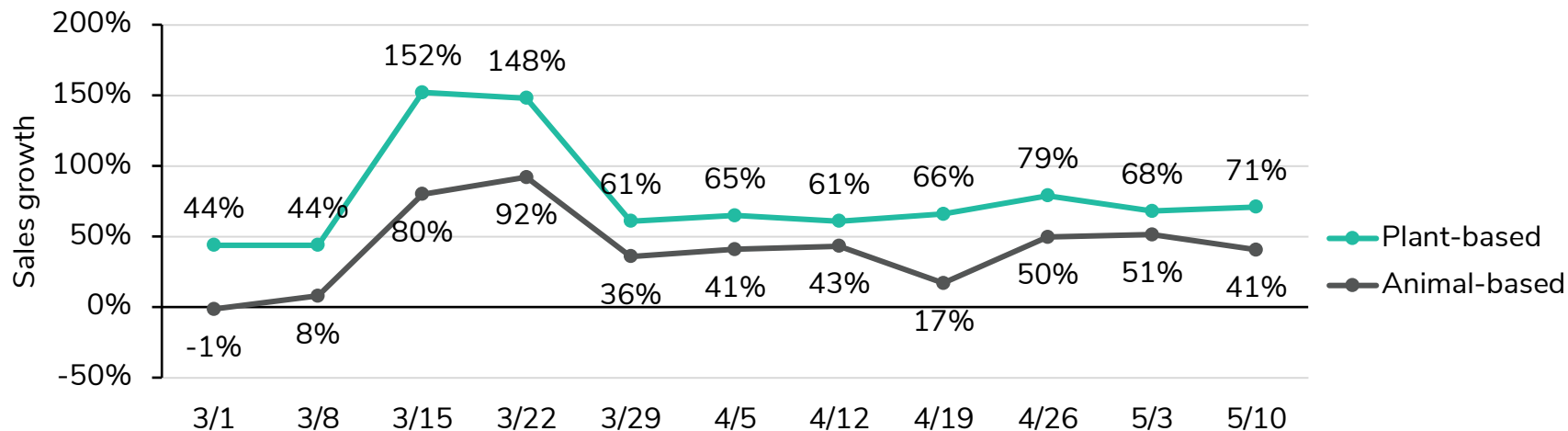
Effects of Covid-19 on the plant-based food industry

Plant-based meat has experienced strong growth in both dollar and volume sales



Plant-based meat dollar sales growth has consistently outperformed animal-based meat dollar sales growth

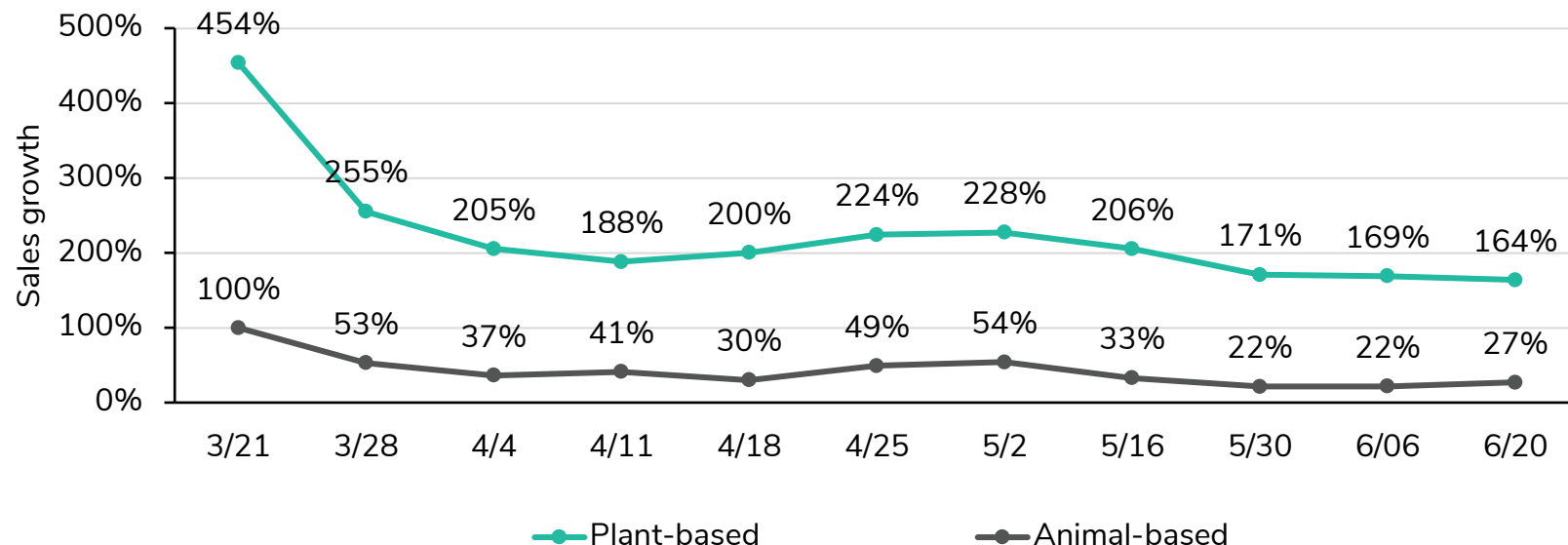
Plant-based and animal-based meat comparison: Increase in dollar sales growth vs same week in the previous year
March 1, 2020 – May 10, 2020



The animal-based and plant-based meat categories grew 45% and 86%, respectively, for the 9-week period ending May 10

Fresh plant-based meat sales growth has massively outperformed fresh animal-based meat sales growth

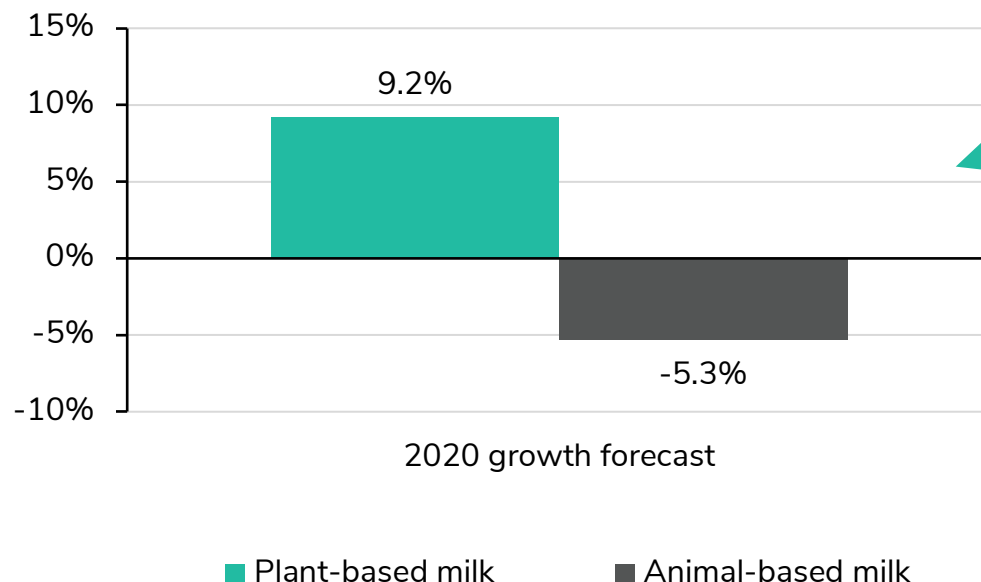
Plant-based and animal-based fresh meat comparison: Increase in sales growth vs same week in the previous year
March 21, 2020 – June 20, 2020



Source: Supermarket Perimeter, "Nielsen releases sales numbers for fresh perimeter products week of March 28" (April 2020), "Fresh departments still going strong amid COVID-19 for the week of April 4" (April 2020), "Grocery sales still elevated, but down from Easter week sales" (April 2020), "Above-average grocery sales continue, food prices rise" (May 2020); "Grocery sales start to slow, remain elevated over last year" (June 2020), "Consumers buy more seafood as meat prices rise" (June 2020); "Perimeter department sales continue downward trend into June" (June 2020); "Final Nielsen COVID-19 grocery report shows continued double-digit growth" (June 2020)

Plant-based milk sales are projected to grow by 9% in 2020, animal-based milk sales are projected to decline by 5%

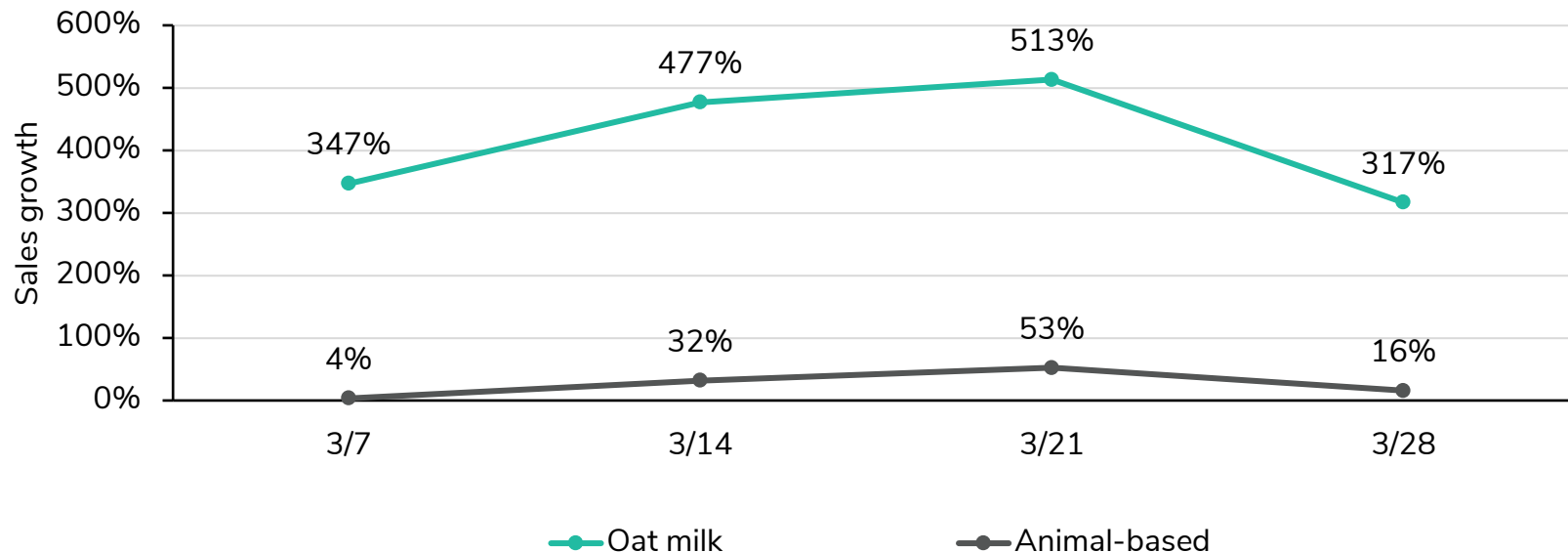
Plant-based and animal-based milk comparison: 2020 growth forecasts



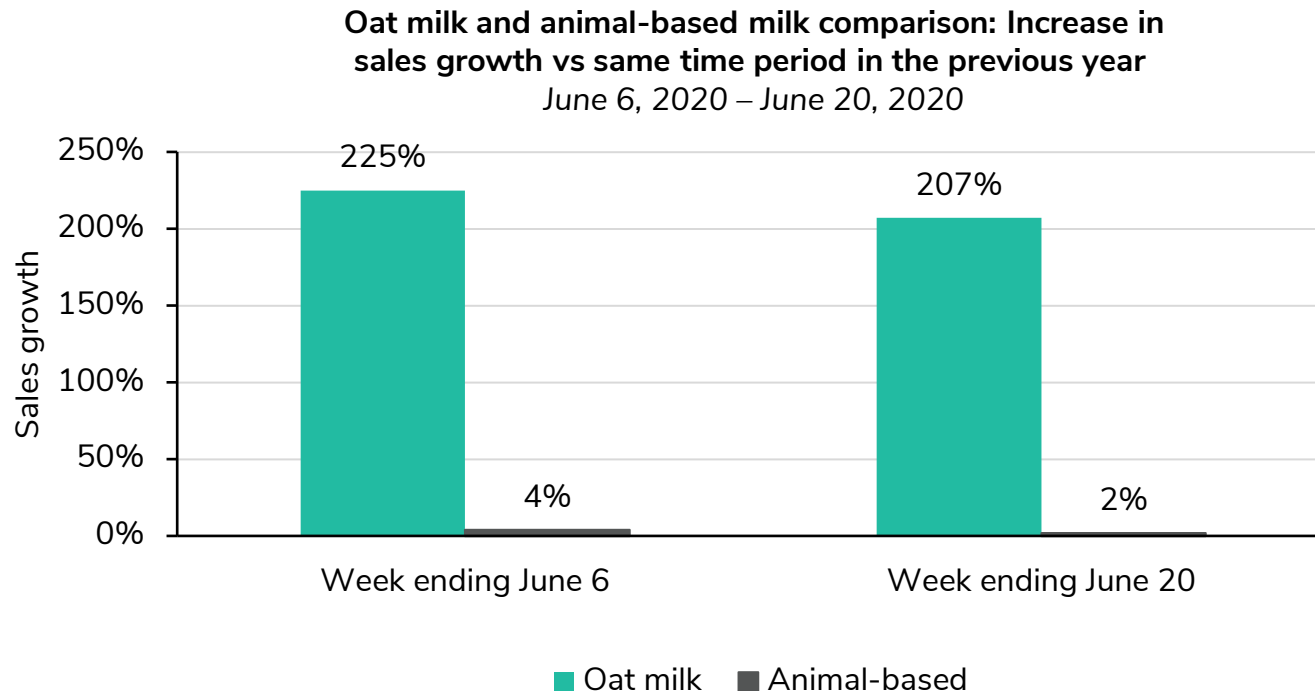
On a 15-year long-term CAGR basis from 2005-2020, animal-based milk's market size declined 1.5%, while plant-based milk's grew 6.7%

Oat milk as a subcategory has massively outperformed animal-based milk

Oat milk and animal-based milk comparison: Increase in sales growth vs same time period in the previous year
March 7, 2020 – March 28, 2020



Oat milk maintained its strong sales growth performance through June



Plant-based meat companies performed well during the initial months of Covid-19



- 66% increase in March sales, driven by frozen plant-based protein products



- Sales increased by 65% from March 13, 2020 to April 19, 2020, compared to the same period in 2019
- 38% of buyers were first time customers



- Sales increased 40% from February through April
- Sales of plant-based ham grew 631% compared to the same period last year

Plant-based meat companies have been performing well over the past few months

IMPOSSIBLE™


- Reports in early May indicated Impossible Foods products were being added to 777 retail locations in California, Nevada and the Chicago area, a 500% percent increase in grocery stores selling the Impossible Burger
- Impossible announced expansions into Publix, Walmart, and Trader Joes over the course of July and August
- Impossible products are now available in 9,200 retail stores nationwide



BEYOND MEAT®

- Beyond Meat's first quarter net revenues increased 141 percent from the previous year to more than \$97 million
- Beyond's U.S. retail sales increased 194.9% over the course of Q2 2020
- Beyond products currently available in 25,000 retail stores nationwide
- 4.9% of U.S. households tried Beyond Meat products by the end of June, up from 3.5% in January
- 50% of those who bought Beyond products bought them again, up from 45% in January

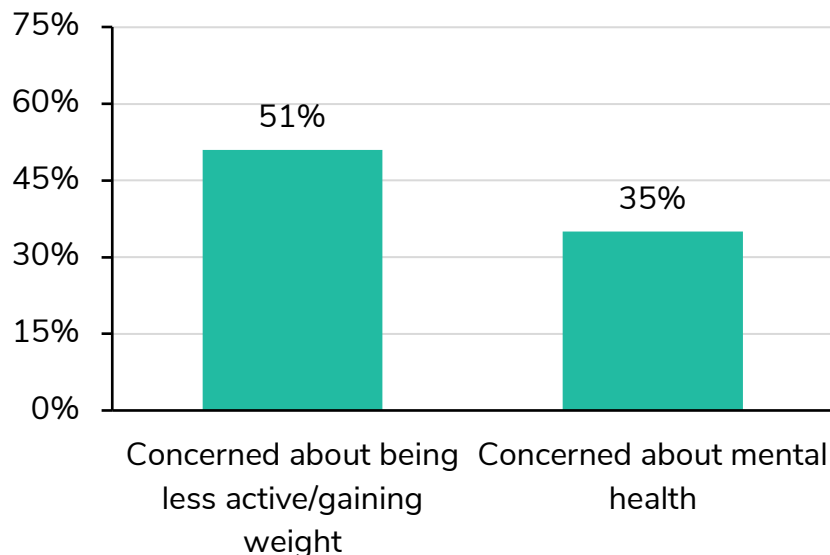
Plant-based companies raised \$741 million in investment capital in Q1 2020 alone

Investments in plant-based companies in 2020 (non exhaustive)	
Company	Amount raised
	\$6 million
	\$500 million
	\$4.6 million
	\$200 million

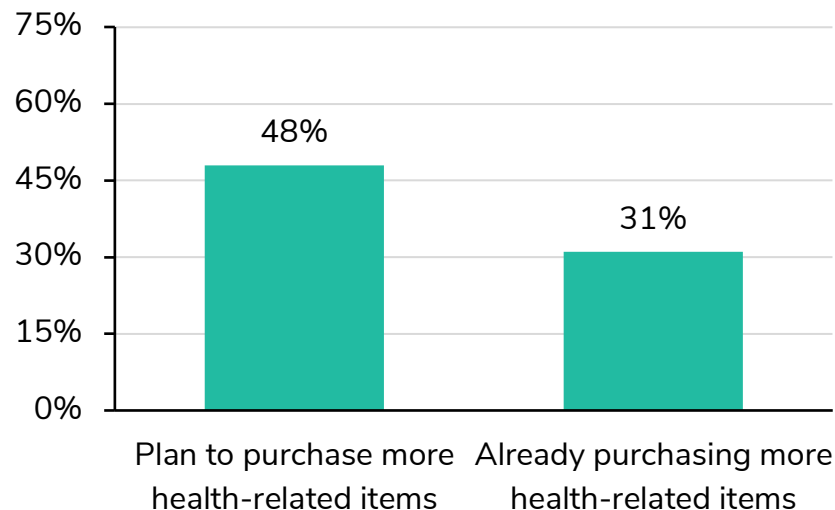
Effects of Covid-19 on consumer motivations/perceptions

Health concerns are top of mind for consumers during Covid-19

Consumer perceptions during Covid-19
August 2020

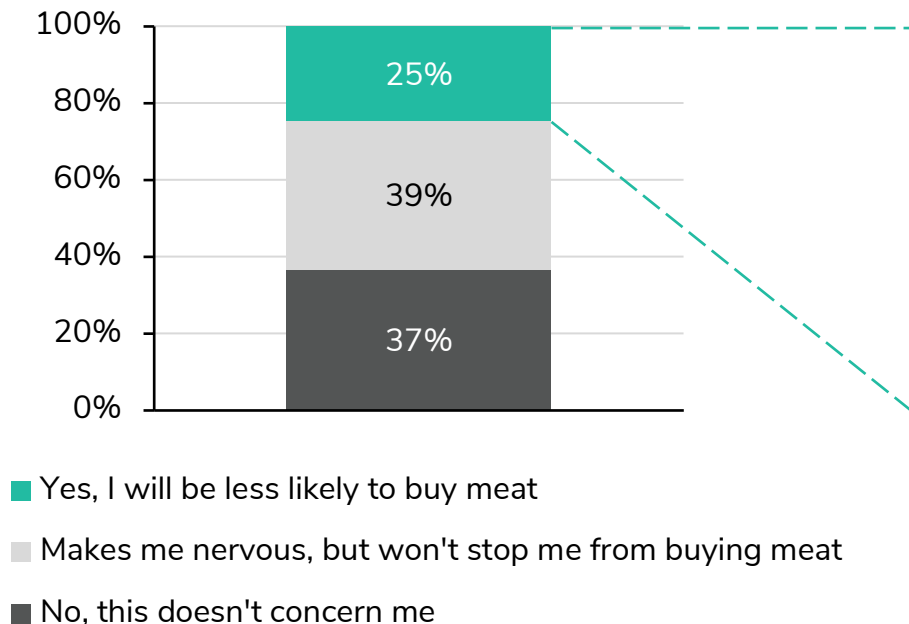


Consumer intent during Covid-19
August 2020

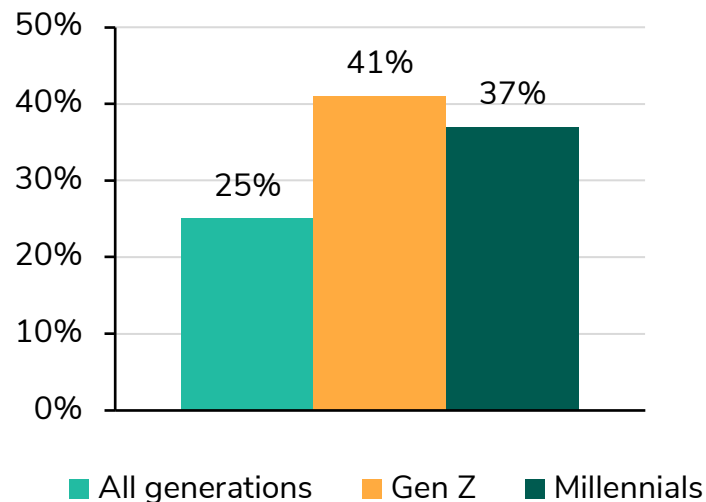


Gen Z and Millennials are more likely to report they will not buy animal-based meat due to fears of Covid-19

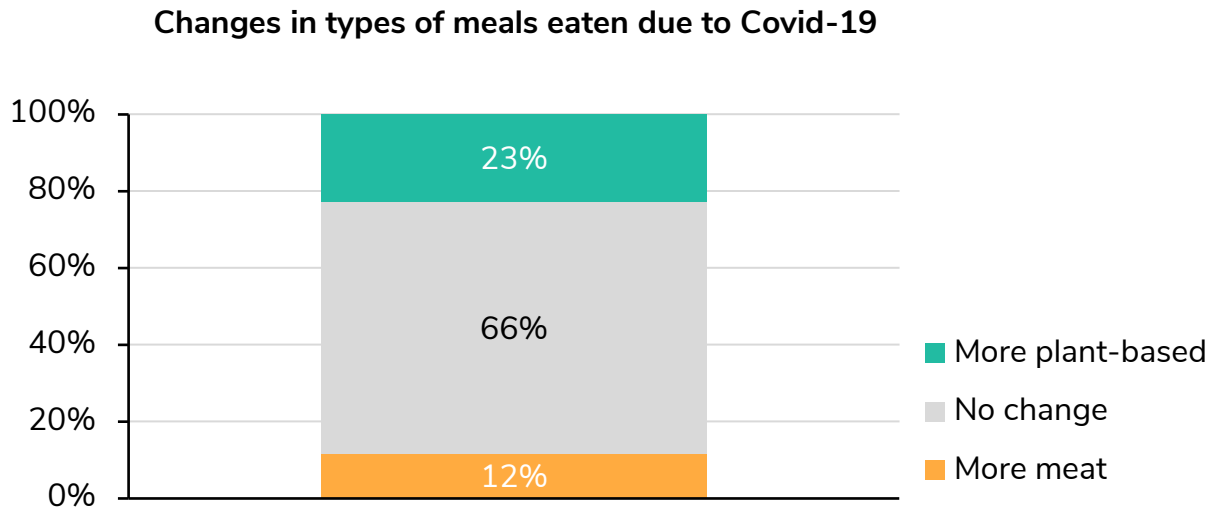
Consumer responses to whether or not Covid-19 makes them feel less safe about buying meat



Consumers who report they are less likely to buy meat, by generation



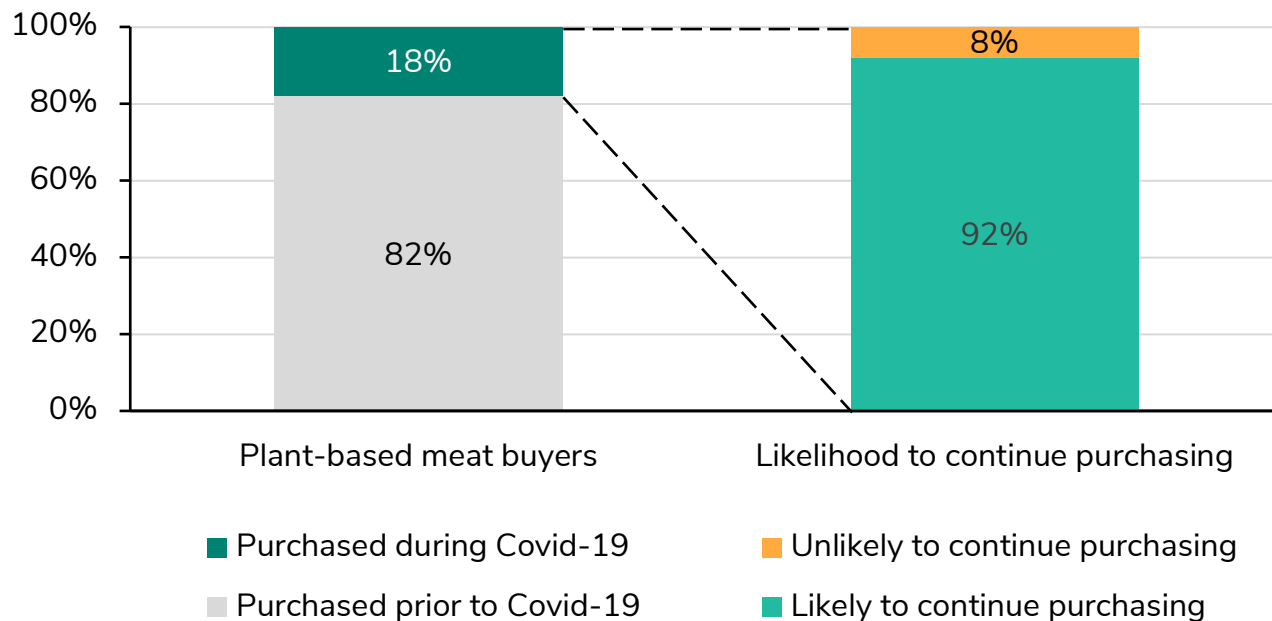
Almost one quarter of consumers report eating more plant-based meals due to Covid-19



Consumers aged 18-24 are the largest age group to eat more plant-based meals during the pandemic (29% vs 23%)

92% of first-time plant-based meat buyers during Covid-19 are likely to continue purchasing plant-based meat

Plant-based meat trial and likelihood to continue purchasing
August 2020



Q&A

- **Caroline Bushnell**, Associate Director of Corporate Engagement, GFI
- **Emma Ignaszewski**, Corporate Engagement Strategist, GFI
- **Parker Brody**, Sr. Global Category Manager, Whole Foods Market
- **Kyle Gaan**, Research Analyst, GFI

