

Understanding the Plant-Based Foods Trend

Healthy eating is an ideal for many consumers. For most consumers, healthier eating requires changes and adopting new habits. Plant-based is an approach to eating that consumers can utilize to stack the deck nutritionally on a daily basis.

54%



of consumers would like to eat more **PLANT-BASED** foods and beverages

MILLENNIALS 52%

GEN X 52%

BOOMERS 58%

Some of the key objectives consumers aspire to when choosing to eat plant-based include:

- Redefining what is tasty and considering "flavor per calorie"
- Choosing overall "vegetable-driven" plates
- Eliminating excessive processing in foods and beverages
- Eating and drinking to avoid inflammation
- Seeking gut-friendly nutrition
- Eating more good fats

Source: Transformation of the American Meal 2017 and Health + Wellness 2017 reports

