

# Driving Forces Behind Plant-Based Diets: Climate Concern and Meat Reduction

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## INTRODUCTION

Scope

Key findings

## THE DRIVING FORCES OF PLANT-BASED DIETS

Widespread global concern about climate change

64% of global respondents try to have a positive environmental impact

More than 40% of global consumers avoid some animal products

Meat reduction is a much bigger story than absolute meat avoidance

The US vegetarian population is the third-largest globally

Strong linear correlation between climate worry and meat reduction

Moves towards policies actively seeking to lower meat consumption

Per capita meat consumption declines in Western Europe and Australia

Investors seek to fund defensible and unique food products

Growth in most top meat substitutes markets

## KEY MARKETS

With Japan and China first, Tofu dominates global meat substitutes

North American meat substitutes innovation set to remain strong

United Kingdom largest market for meat substitutes in Europe

Meat substitutes have peaked in Germany

## INNOVATION

Setting the right priorities for plant-based product development

Pinpointing what improvements to make to existing assortments

Matching meat substitute innovation with the right market

Understanding pricing as a key selection factor

Improving availability through scale and swift export of great products

## POSITIONING

Publicly traded Beyond Meat tones down sustainability

New marketing campaign in the US: fitness positioning

Nestlé launches Incredible Burger across Europe without advertising

Year of the vegan proclaimed in the UK

Germany: a global leader in vegan-labelled assortment

North American consumers drawn to meat reduction, shun “vegan”

## OUTLOOK

Meat sales set to increase faster than meat substitutes

Meat substitutes set to split into increasingly independent subcategories

Strong brands able to capture more value from popularity of plant-based diets

Meat substitutes set to come under fire as over-processed food

Companies prepare to meet criticism with product development

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