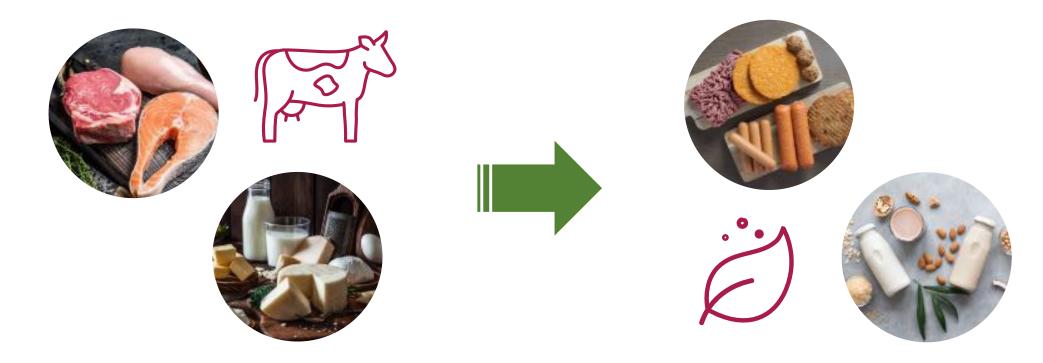


Understanding the Multifaceted Plant-based Consumer



Plant-based products are witnessing significant growth.

The market is evolving from products trying to mimic meat and dairy to plant- forward products. Takasago has surveyed plant-based product consumers and found that the top reasons to increase consumption include health and nutrition, adding variety to diet and concerns over sustainability and animal wellbeing.





Takasago's Consumer Insight & Market Research Hybrid Approach captures consumers' experiences, supporting the development of consumer-loved products across the new product development cycle.



DISCOVERY BOARDS

BeEPer™ (Behavior, Emotion, Perception) panels (US, Europe)



PRODUCT DESIGN STUDIES

Technology/ Flavor/ Base (US, Germany)



WORKSHOPS

In-depth
conversations with
vegan/vegetarian
& flexitarians /
omnivore consumers
(Germany)



IDE@SCREEN™

Mindset Segmentation
Desired Attributes
New Product Concepts
(Japan, China,
Thailand, S Korea, USA,
Germany, France)



TrendSeeds™

% Consumption
Vegans/vegetarians/flexit
arians
Desired Flavors by
Motives and Concepts

(27 Countries)



KEY FINDINGS

Desired attributes for plant-based products

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Vegans & vegetarians might have different taste expectations to omnivores and flexitarians	Versatility is key	Short shelf life and chilled shelving are preferred	Locally-sourced and minimally- processed ingredients are desire	Products are generally deemed to be too expensive	"A brand that supports a purpose or cause I believe in", and a satisfying texture are delighters.



Our global studies showed differences in consumptions, motivations, desired ingredients and products across countries, age groups and eating behavior groups.

Learnings are translated to offering a wide array of flavors and formats, not only mimicking animal-based products, but a vast line-up of regional and vegetable profiles to cater for everyone's needs.

Click on the "Shojin" logo to learn more about Takasago's plant-based Shojin® solutions.



