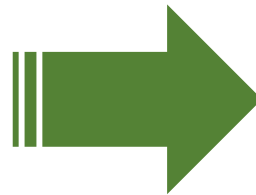
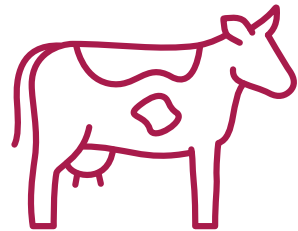




# Understanding the Multifaceted Plant-based Consumer

## 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.



# KEY FINDINGS

## Desired attributes for plant-based products

					
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.

