Understanding the Plant-Based Consumer

A DEEPER LOOK INTO PLANT-BASED PURCHASE TRENDS – US & GREECE

December 10, 2020

IRi
Growth delivered.

Today’s Discussion

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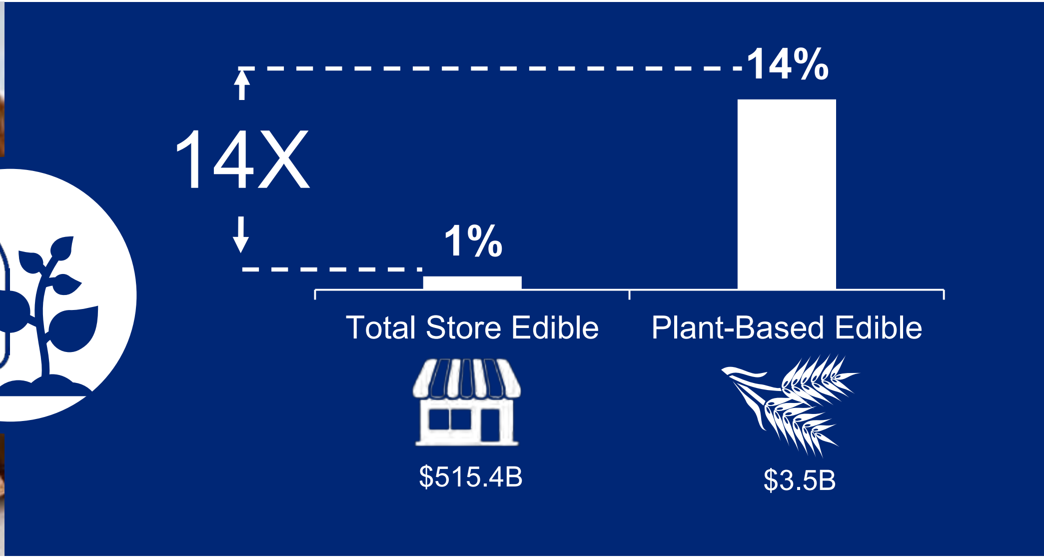
1 US PLANT-BASED CONSUMER PURCHASE TRENDS

The CAGR Growth of Plant-Based Options Has Been 14 Times Compared to the Total Store

Dollar Sales, CAGR Growth % – 2015-2018



	Total Store Edible		Plant-Based Edible	
	$ Sales	% Chg	$ Sales	% Chg
Latest 52 Wks	$526.2B	+2.4%	$4.0B	+11.3%

Source: IRI POS, MULOC, 52 Weeks ending 11-03-19, for CAGR CY 2015- CY 2018

Strong Double-Digit Dollar Growth Was Seen Across Nearly All Plant-Based Segments Explored

Plant-Based Dollar Sales, % Change vs YA

RFG Milk

$1.7B
+5%

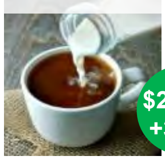
Meat Substitutes

$760M
+12%

FZ Meals

$214M
+16%

Creams/ Creamers



$213M
+35%

Yogurt

$205M
+35%

Protein Supplements

$184M
+19%

Ice Cream/ Sherbet

$171M
0%

SS Milk

$154M
-7%

Natural & Processed Cheese

$100M
+17%

FZ Novelties

$82M
+40%

Protein Bars

$57M
+16%

RFG & SS Salad Dressings

$34M
+39%

RFG Whipped Toppings

$18M
>250%

Cream Cheese/ Cheese Spread

$17M
+37%

Sour Cream

$5M
+17%

RFG Desserts

$5M
+69%

Margarine Spreads

$3M
>300%

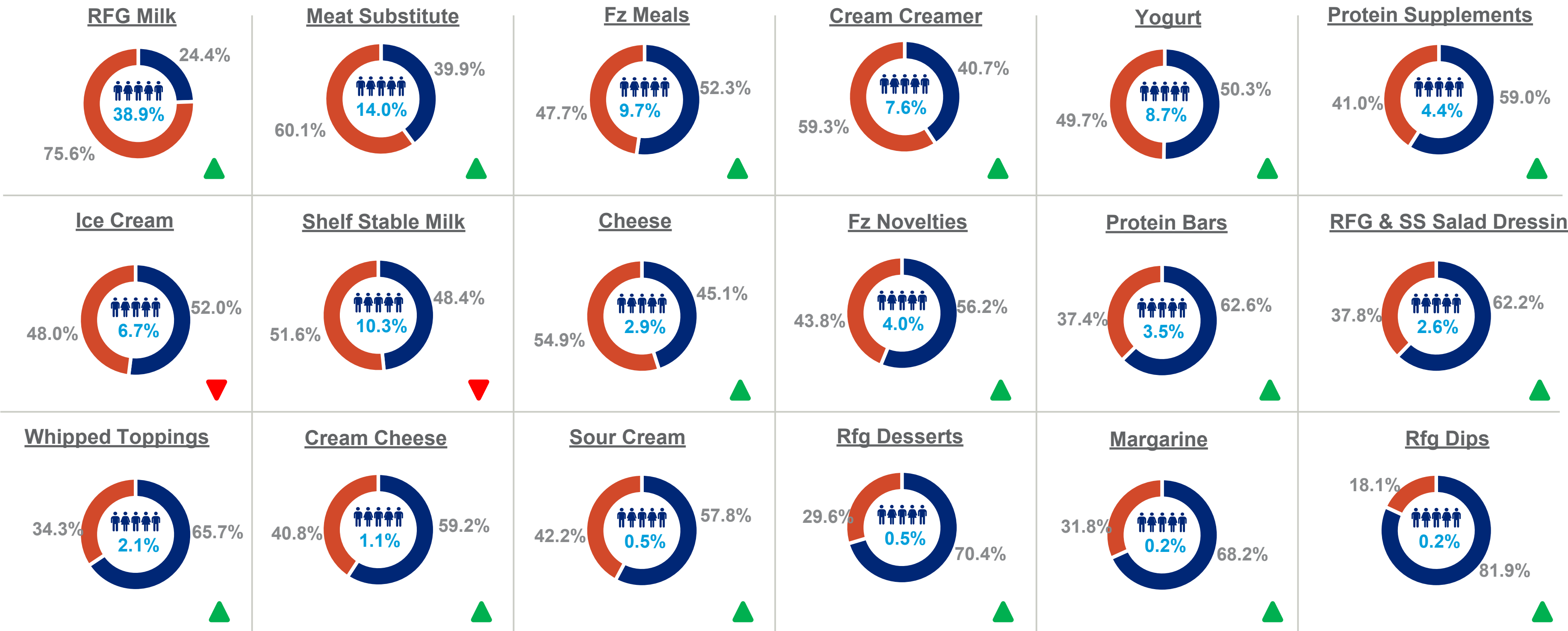
RFG Dips

$1M
>450%

Source: IRI POS, MULOC, 52 Weeks ending 11-03-19

Nearly All Plant-Based Categories Experienced an Increase in Repeat Buyers

Plant-Based Alternatives – HH Penetration 1x & 2x Buyers



Share of % HHs Buying 1x
Share of % HHs Buying 2x+
% Total HH Buying
Growing/Declining 2x Buyers

Source: IRI Panel, All Outlets, 52 Weeks ending 11-03-19, NBD Aligned

Executive Summary

Plant-Based Dairy Alternative Purchases Fueled by Special Diets

The leading reason consumers purchase plant-based items is to address special diets.

The Most Prevalent Diets in Households Purchasing Plant-Based Products Exclude Dairy Products:

41% *dairy-free*

44% *vegan*

22% *lactose-free*

DAIRY ITEMS ARE MORE PREFERRED FOR:

taste

family appeal

familiarity

among buyers of both dairy and plant-based items

Leading Barriers to Buying Dairy Products

digestion

health perceptions

63%

of plant-based exclusive product buyers

say…

nothing *would motivate them to buy a dairy version*

Online Survey Fielded Among National Consumer Panel January, 2019 | Time Period Base = 26 w/e 1/13/19

Women are 2x More Likely Than Men to be on Plant-Based Diets, Which Impacts Their Dairy Purchases

Household Members on Special Diet:
Male vs. Female – Among Those Who Purchased Plant-Based Products

Women are
2x More Likely
Than Men to be
on Plant-Based Diets

Base: Respondents whose household members are on a vegan / dairy-free / another type of diet n=197

85% **of respondents reporting they or another *adult* household member are on a dairy-free, vegan, etc. diet, are *WOMEN***
base: all respondents on a dairy-free, vegan diet who purchased plant-based products n=197

42% **of respondents reporting they or another *adult* household member are on a dairy-free, vegan, etc. diet, are *MEN***
base: all respondents on a dairy-free, vegan diet who purchased plant-based products n=197

Q2a. Please tell us who in your household is on this diet, including yourself. (Select all that apply)
Q2. You mentioned you/your family members are on a specific diet. Please tell us which diets you and/or your household members are on. (Please select all that apply)

Dairy Purchases are Driven by Taste and Trust
Plant-Based Purchases Driven by Perceived Health and Special Diet

Purchase Drivers – Dairy and Plant-Based Buyers

Please tell us the reasons why you have purchased <product> during the past six months?

	Dairy	Plant-Based Alternatives
Taste	**70%**	40%
Trust	**60%**	26%
Health	50%	**73%**
Diet	4%	**47%**

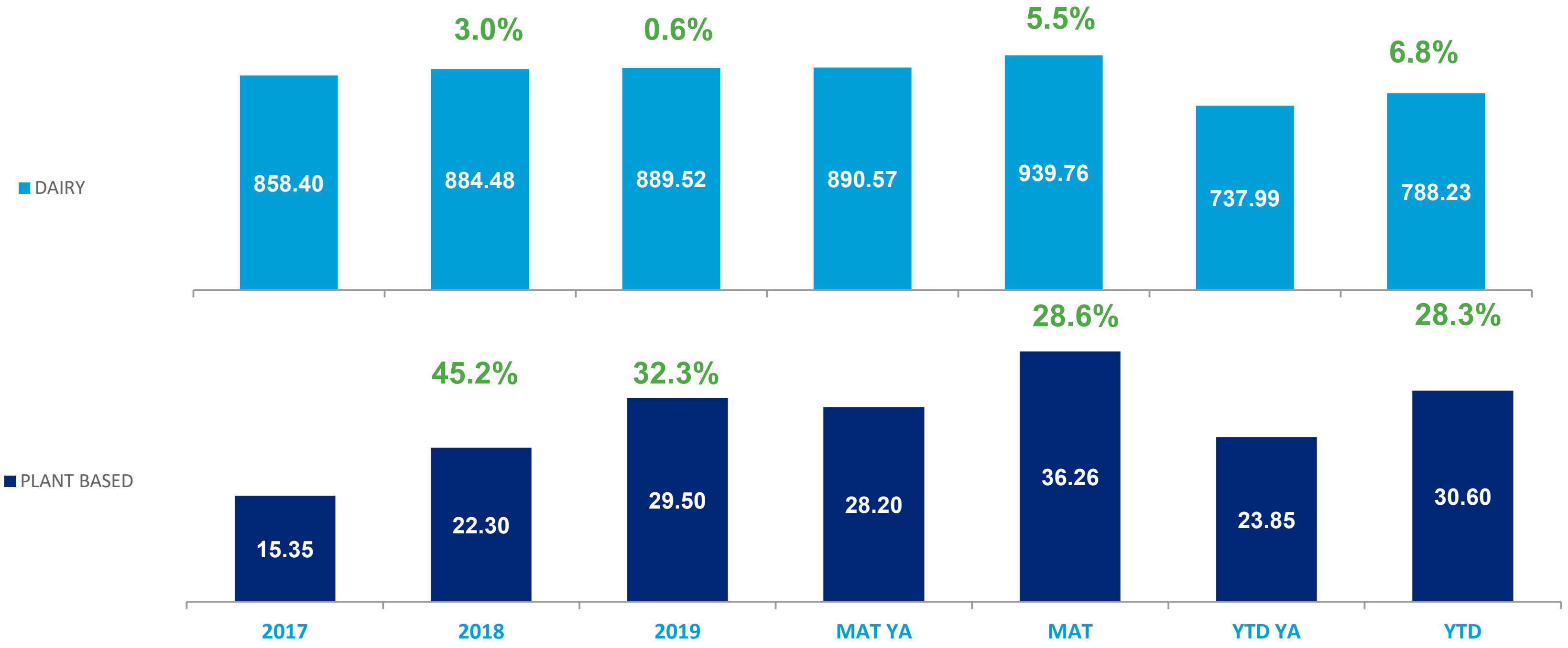
Online Survey Fielded Among National Consumer Panel January, 2019 | Time Period Base = 26 w/e 1/13/19

Color coding indicates statistical difference

2 GREECE PLANT-BASED CONSUMER PURCHASE TRENDS

Dairy Categories vs Plant Based Performace

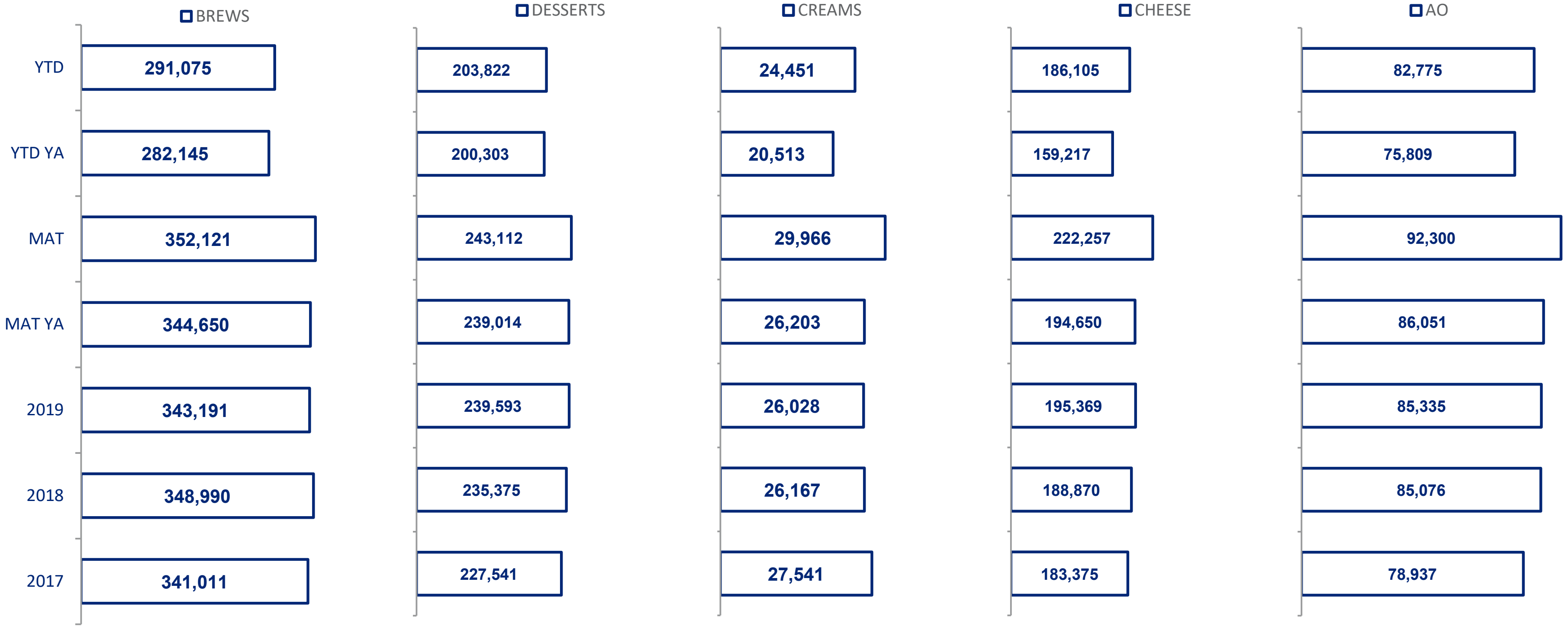
HM/SM Value Sales (in mio €) and Trends



Source: IRI InfoScan® FMCG DB, Bazaar and Random Weight excluded, YTD: Jan-Oct 2020

Dairy Categories Performace

HM/SM Value Sales (in mio €)



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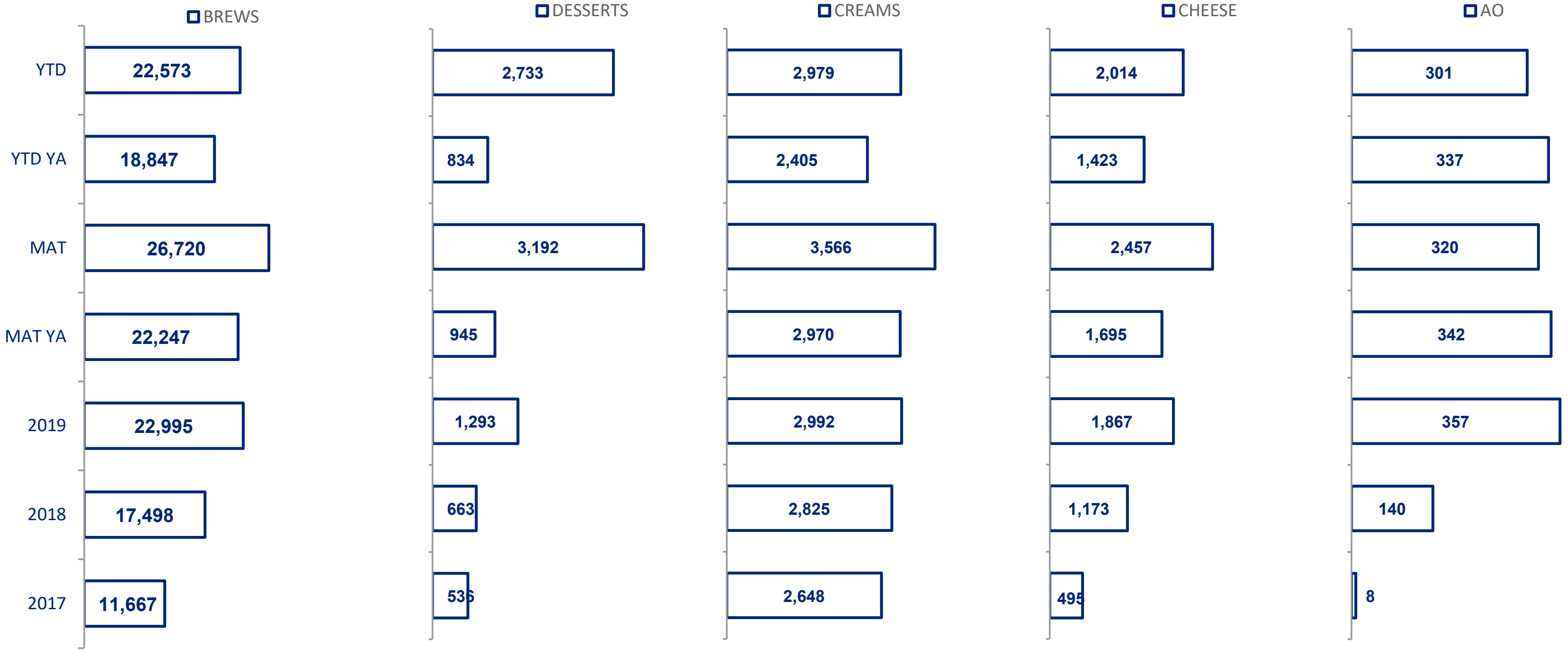
Plant Based Categories Performace

HM/SM Value Sales (in mio €)



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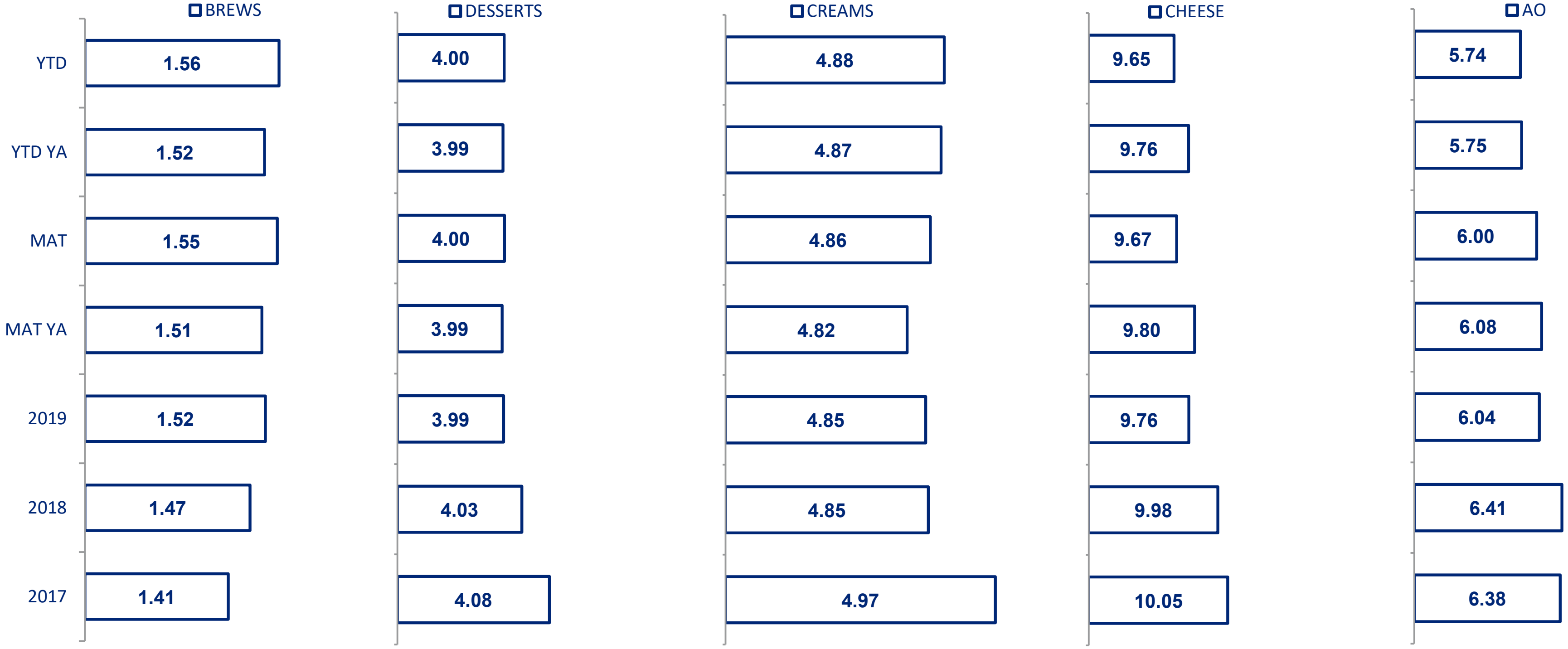
Dairy Categories Performace

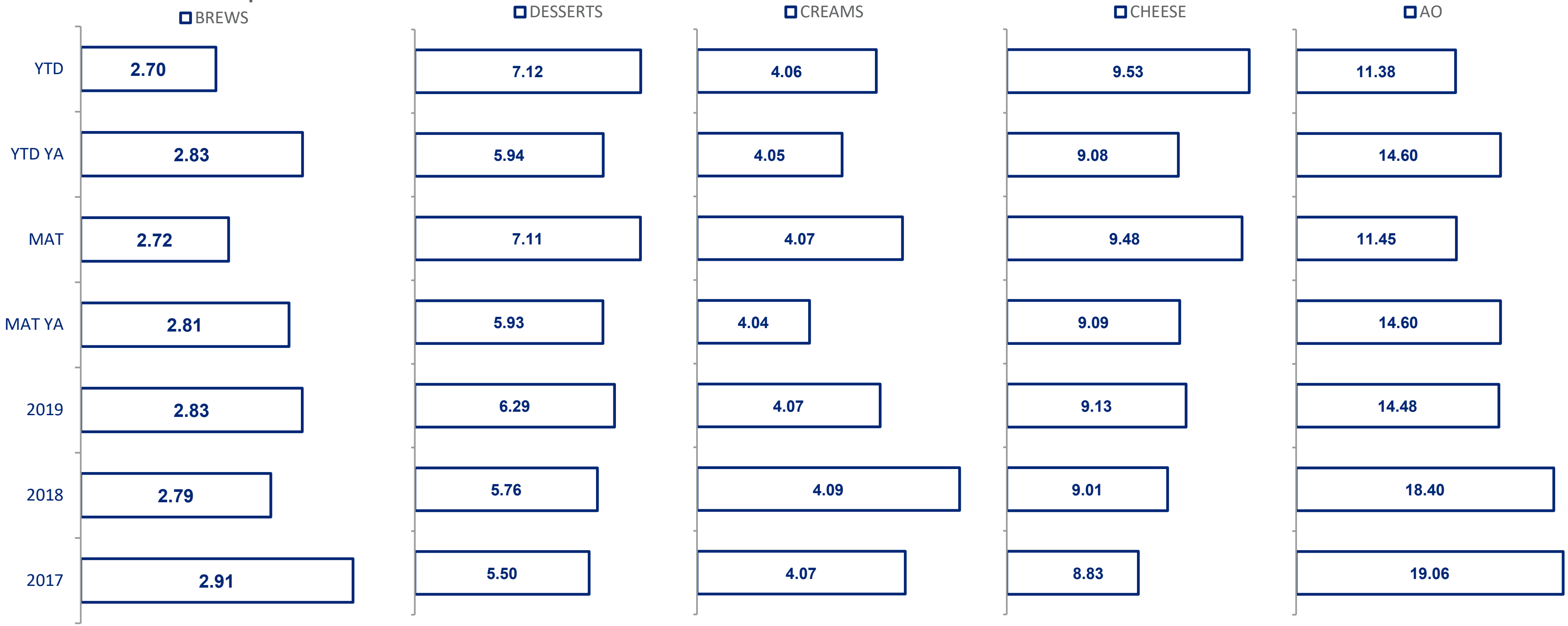
HM/SM Price per volume



Source: IRI InfoScan® FMCG DB, Bazaar and Random Weight excluded, YTD: Jan-Oct 2020

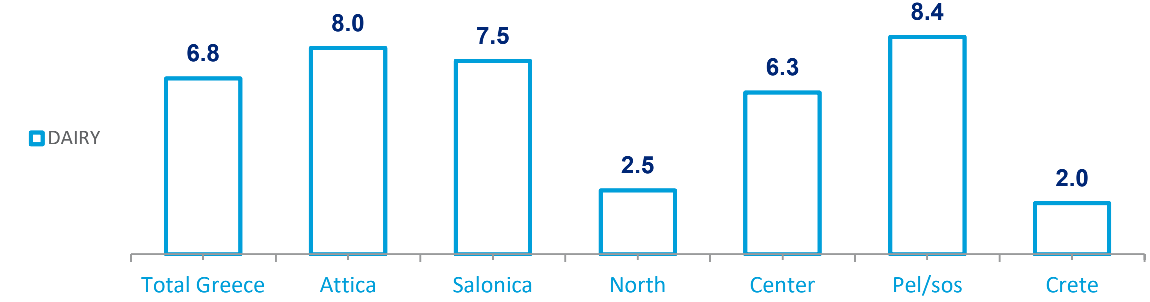
Plant Based Categories Performace

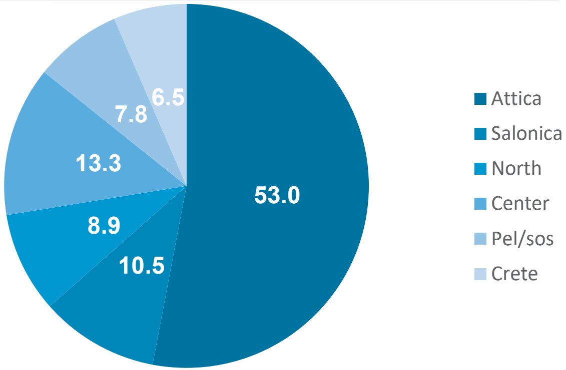
HM/SM Price per volume

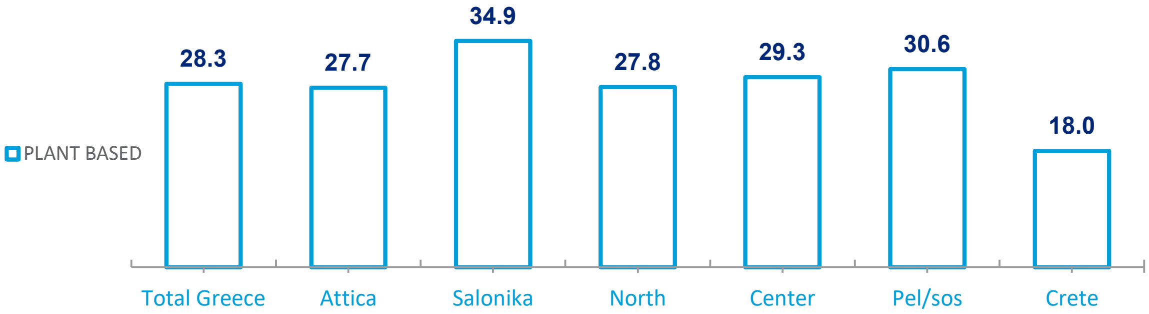


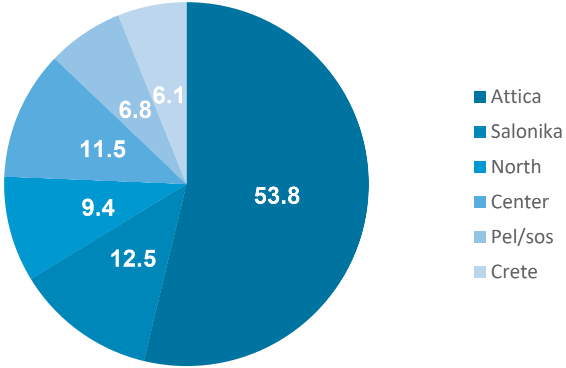
Source: IRI InfoScan® FMCG DB, Bazaar and Random Weight excluded, YTD: Jan-Oct 2020

Dairy vs Plant Based Categories Evolution Per Area - YTD vs YTD YA



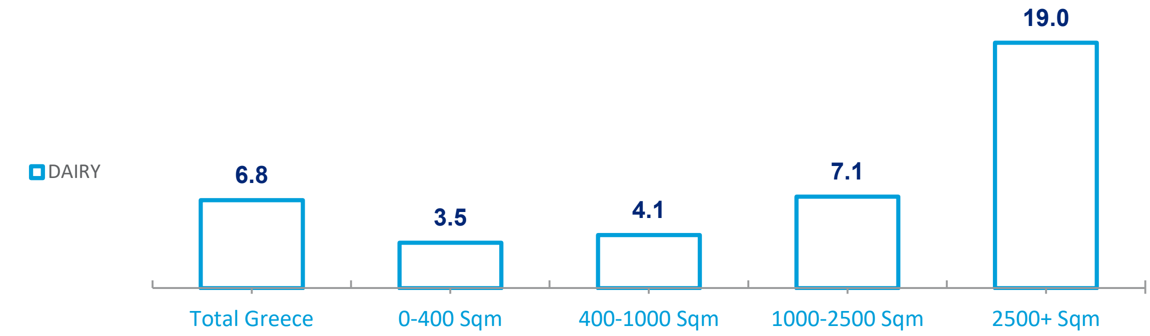


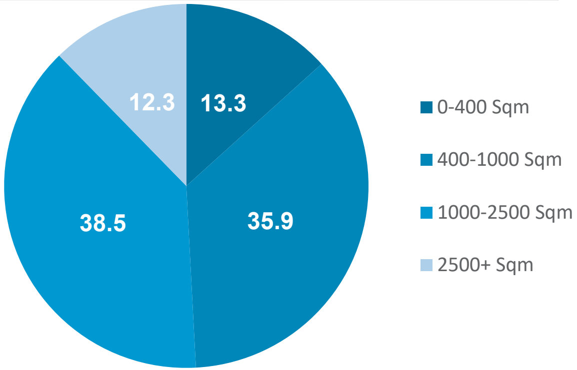


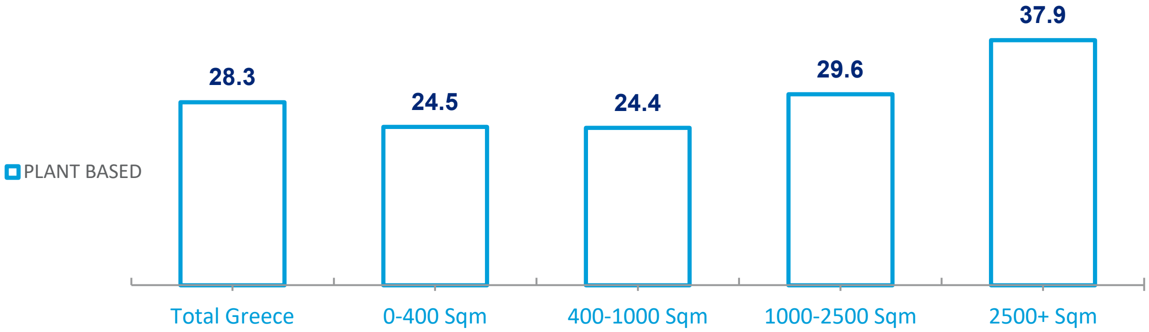


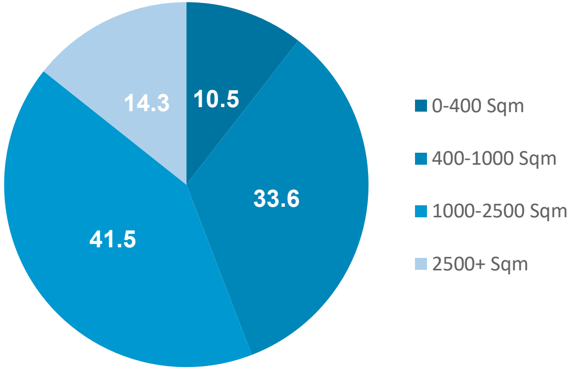
Source: IRI InfoScan® FMCG DB, Bazaar and Random Weight excluded, YTD: Jan-Oct 2020

Dairy vs Plant Based Categories Evolution Per Shop Type - YTD vs YTD YA





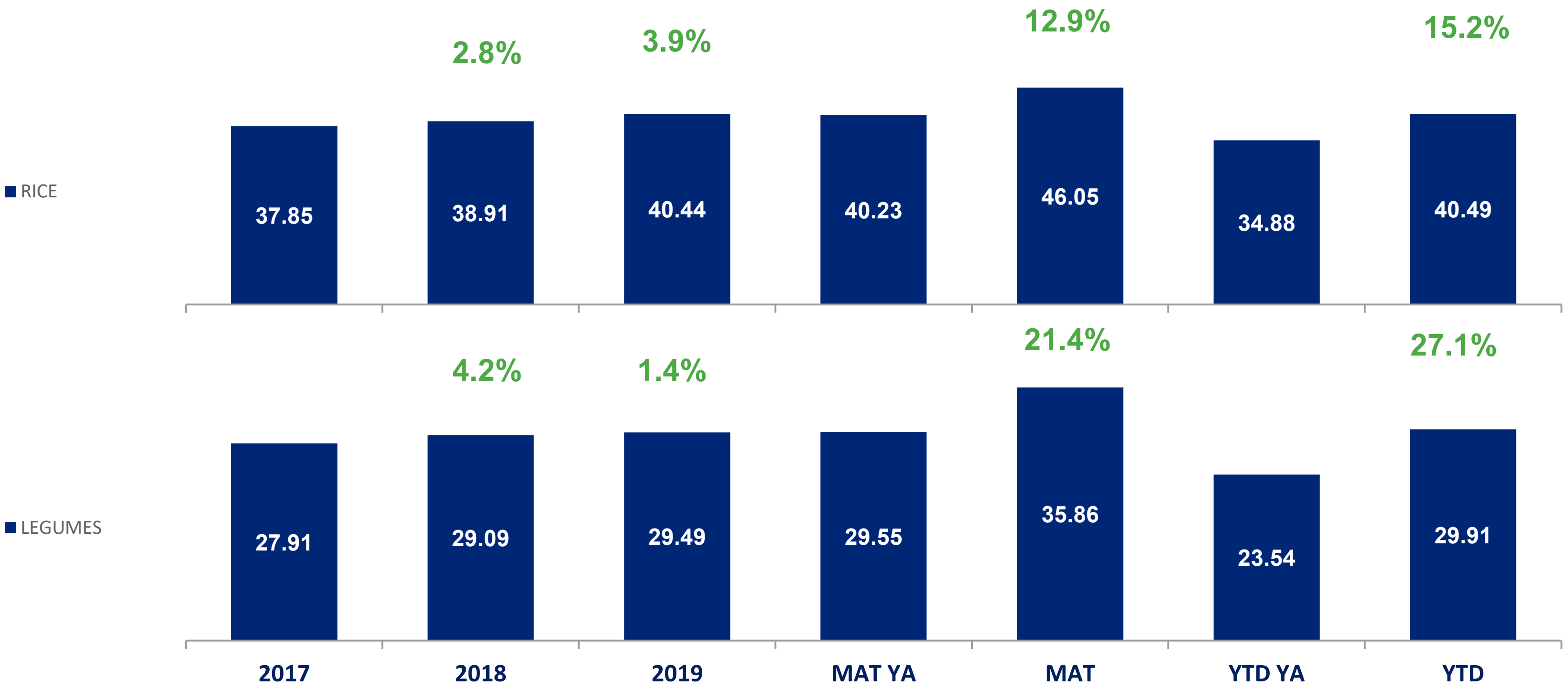




Source: IRI InfoScan® FMCG DB, Bazaar and Random Weight excluded, YTD: Jan-Oct 2020

Adjusted Categories Value Sales Evolution

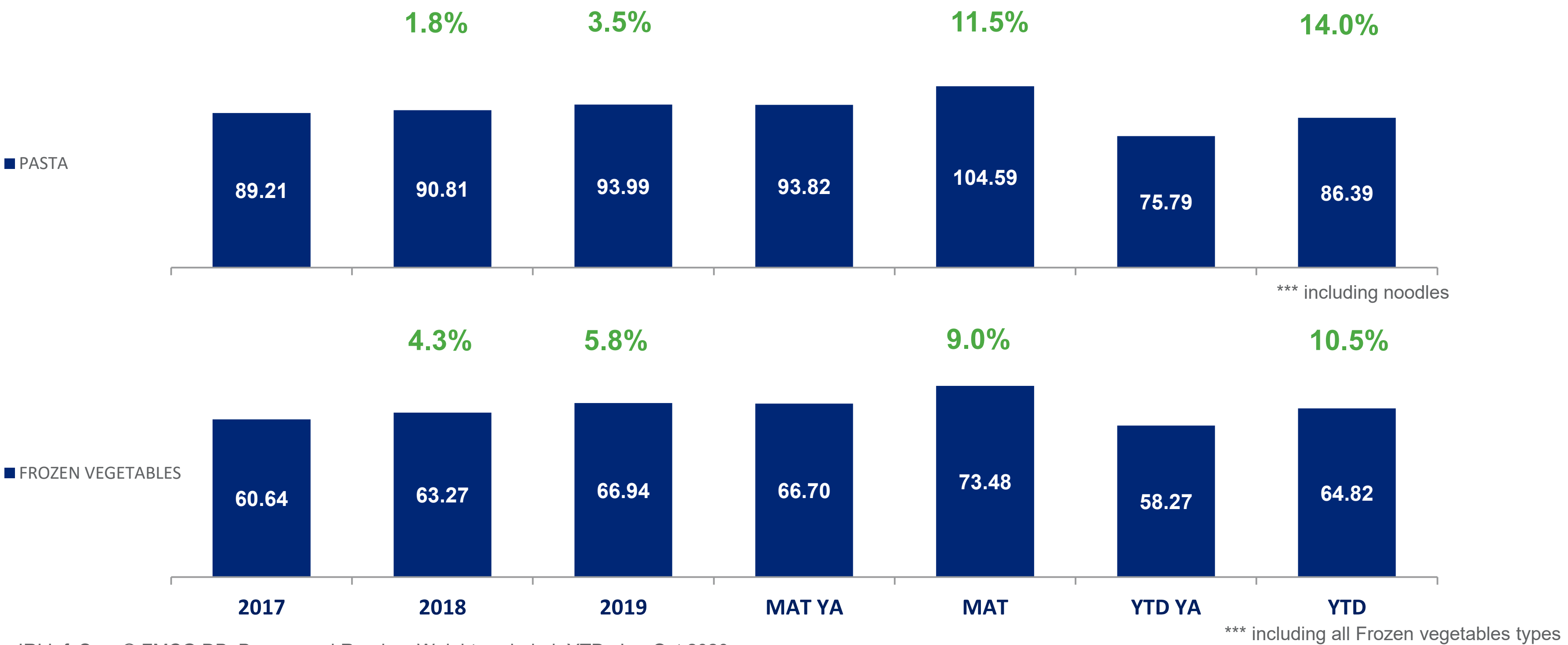
HM/SM Value Sales (in mio €) and Trends



Source: IRI InfoScan® FMCG DB, Bazaar and Random Weight excluded, YTD: Jan-Oct 2020

Adjusted Categories Value Sales Performance

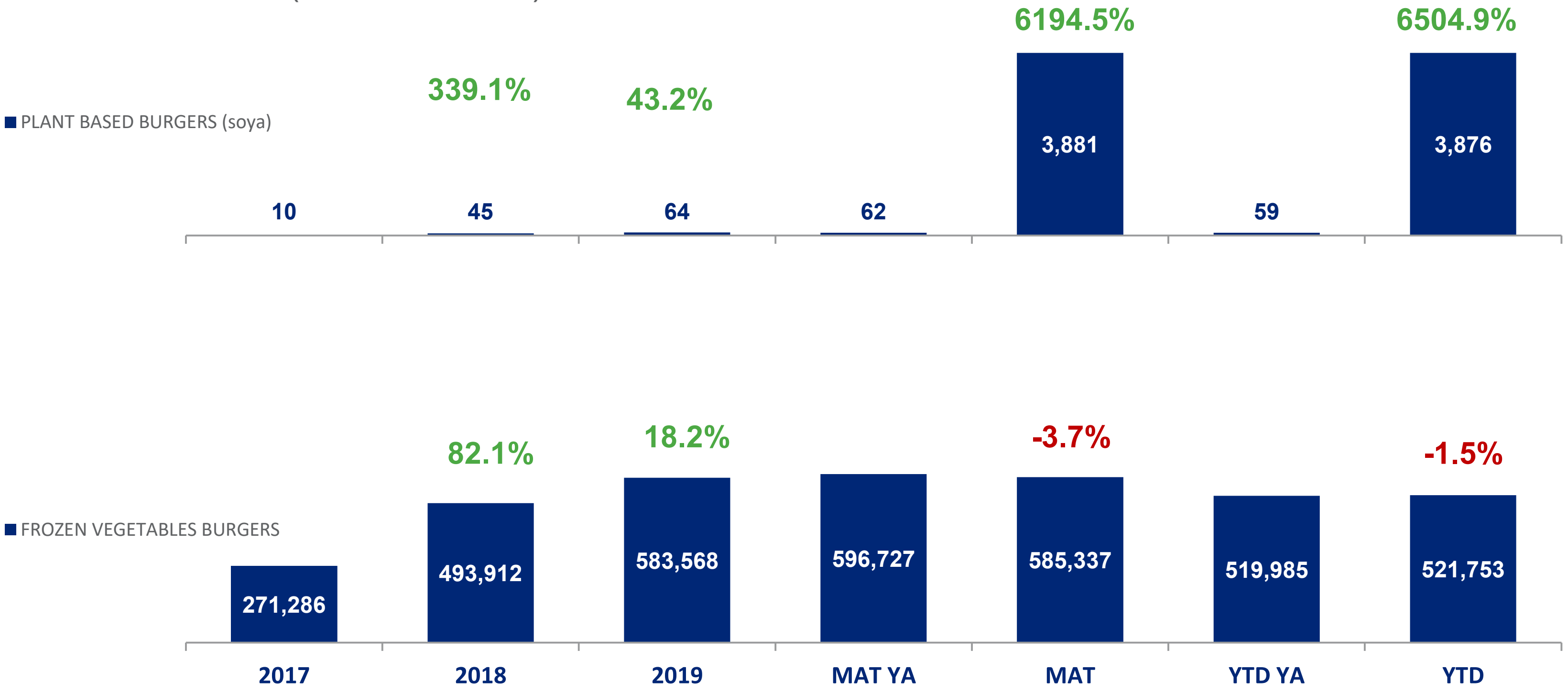
HM/SM Value Sales (in mio €) and Trends



Source: IRI InfoScan® FMCG DB, Bazaar and Random Weight excluded, YTD: Jan-Oct 2020

Adjusted Categories Value Sales Performance

HM/SM Value Sales (in thousands €) and Trends



Source: IRI InfoScan® FMCG DB, Bazaar and Random Weight excluded, YTD: Jan-Oct 2020

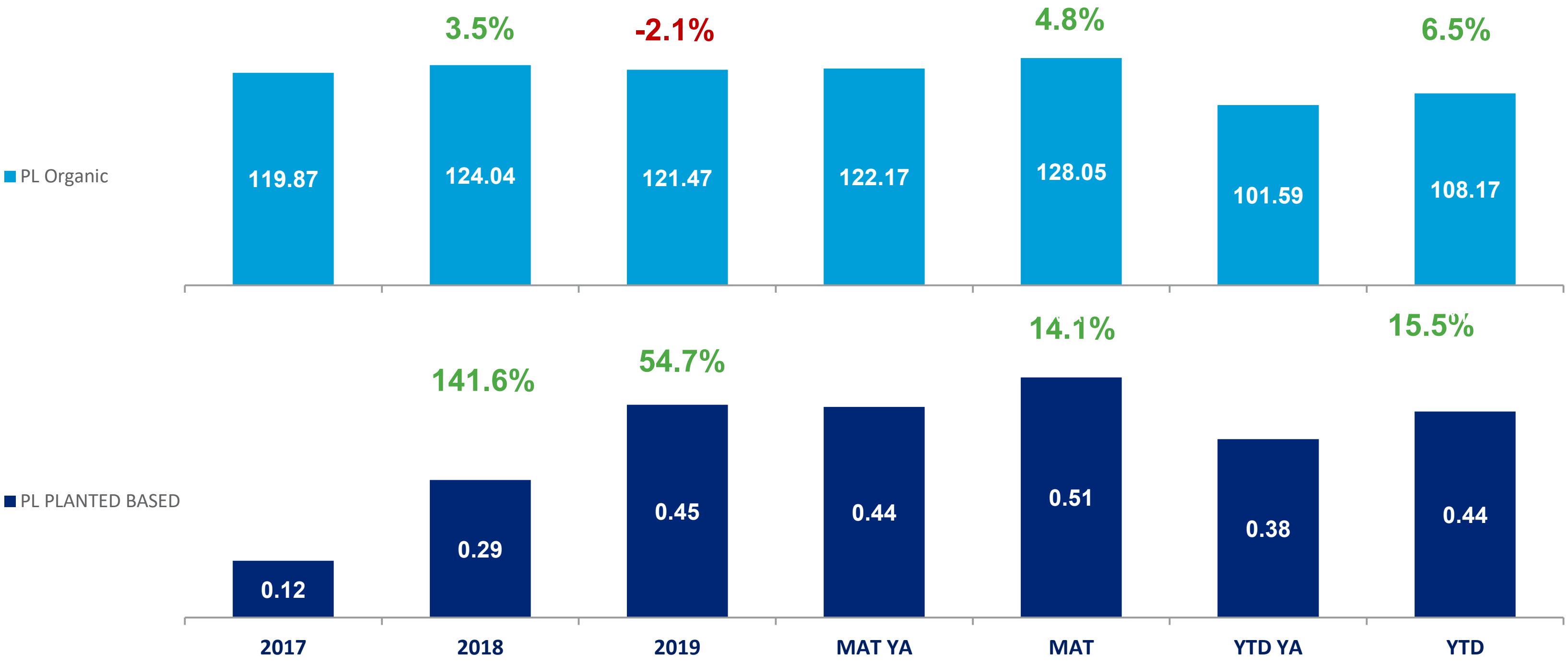
Adjusted Categories

HM/SM Price per volume

Source: IRI InfoScan® FMCG DB, Bazaar and Random Weight excluded, YTD: Jan-Oct 2020

Plant Based vs Organic Private Label Performance

HM/SM Value Sales (in mio €) and Trends



Source: IRI InfoScan® FMCG DB, Bazaar and Random Weight excluded, YTD: Jan-Oct 2020

3 WRAP UP

Wrap Up & Conclusions

- **USA** - While currently a small proportion of their respective categories, consumer interest in plant-based eating is **on trend and growing**
- **USA** - Key **motivators** to purchasing plant-based are **health and special diets** due to food / drink allergies or sensitivities, **particularly among women and Hispanics**
- **USA** - While **Dairy products are preferred for taste, family appeal and familiarity**, barriers to purchasing include digestion and health perceptions
- **GREECE** - Exceptional peak increase in plant based products (28,3%) vs. total dairy (6,8%)
- **GREECE** – Price per volume in Brews and Desserts is much higher in plant based products.

Questions & Answers

FOR MORE INFORMATION, CONTACT US

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