



# Who's Powering Plant-Based Demand?

MEET THE CONSUMERS WITH AN APPETITE FOR PLANT-BASED EATING



Spanning a spectrum of ages, they're not strictly vegan or vegetarian. And, they're looking for more plant-based options on their plate. These are today's plant-based consumers—as you get to know their appetites, you can evolve your offerings to boost your business.





## Plant-based demand thrives in the mainstream

In the past, the term “plant-based” might have conjured an idea of niche consumers. But today, potential customers are seeking plant-based options as part of their diverse, mainstream diets. In our most recent consumer sentiment survey, we found that a staggering 80% of respondents are either already purchasing plant-based foods or are interested in doing so—with heavy representation among women and younger generations.

The good news about this taste for great food? Generational appeal points to long-term viability for plant-based food, making adding it to your offerings a key growth opportunity both now and into the future.

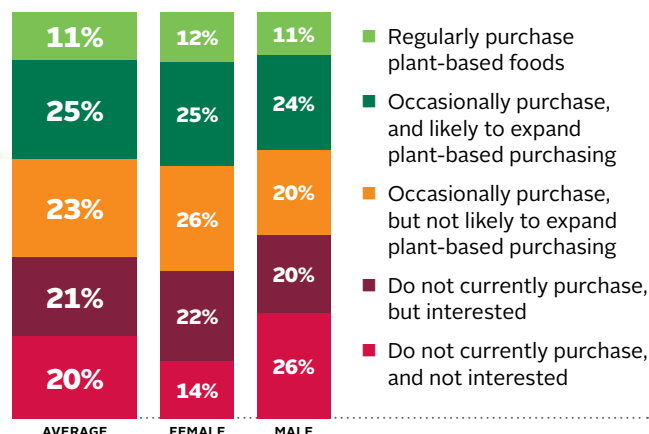
Millennials and Gen Z are among the most likely to ask for a field of plant-based options to choose from: 30% of the former note that they’re trying to add more plant-based foods to their diets, and 60% of the latter agree.<sup>1</sup>

So no matter the consumers you’re hoping to draw in, there’s likely a growth opportunity on the (farm) table.

**PLANT-BASED  
INTEREST SPANS  
BEYOND YOUNGER  
GENERATIONS**

**42%**

of total consumers  
purchase plant-based  
food on a casual  
or committed  
basis<sup>1</sup>



Rich's Consumer Sentiment  
Tracker June 2021

### GENERATIONAL APPEAL SIGNALS LONG-TERM VIABILITY

Millennials and Gen Z are already eating plant-based meats and expect to increase their consumption in the future.

**30% of Millennials & 60% of Gen Z  
are trying to eat more plant-based foods<sup>2</sup>**

**79% of Millennials  
are already eating plant-based meats<sup>2</sup>**

**79% of Gen Z  
are eating plant-based 1-2 times per week<sup>2</sup>**

<sup>1</sup> The Good Food Institute, U.S. Plant-Based Market Overview 2019

<sup>2</sup> Plant-Based Food Association & SPINS 2020



## THE PICKS OF THE PLANT-BASED CONSUMER



## Insights worth harvesting

Knowing who's purchasing plant-based food is the first step to sowing the seeds of innovation for your menus and offerings. The next step is finding the insights that drive their behavior, to serve up the options that will yield success for your business.

First and foremost: they're overwhelmingly "flexitarian"—meaning they choose vegetarian options often, but still incorporate animal-based products into their diet.

How does this translate to opportunity? **Consumers' average basket is 61% larger than non-plant-based shoppers<sup>3</sup>**—and that's a difference you can build business success off of by catering to their diverse (and plant-hungry) palates.

<sup>3</sup> Plant-Based Food Association & SPINS 2020  
<sup>4</sup> Dupont Nutrition & Health

## Top crop cravings for any occasion

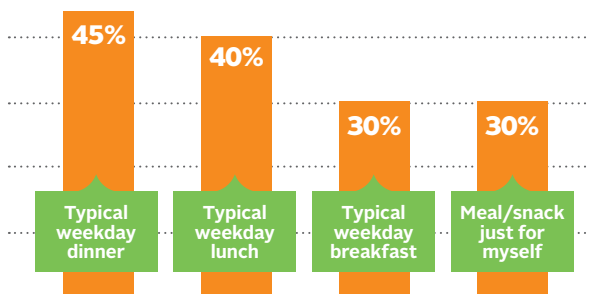
For today's consumers, plant-based meals and snacks aren't just reserved for "healthy" occasions or specific meatless meals.

When it comes to their desired time to go plant-based, typical weekday occasions usually lean towards the healthier side compared to special events—making day-to-day timing popular for plant-based options. For operators, these round-the-clock opportunities create endless possibilities for introducing plant-based options.

How to do it? First and foremost, put taste at the top of the priority list, by offering up classic tastes and textures that consumers love, made with plant-based solutions that taste as delicious as their traditional counterparts.

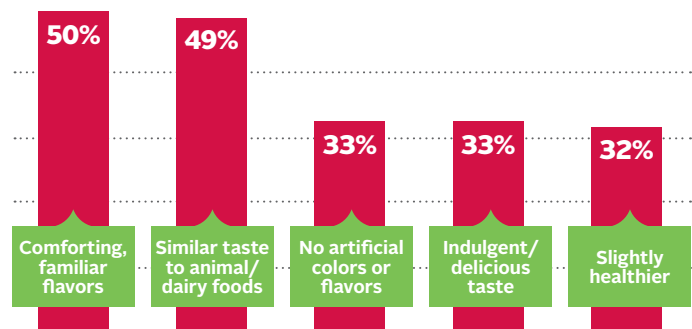


## WHAT MEALS ARE PEOPLE MOST INTERESTED IN HAVING PLANT-BASED OPTIONS?



Source: Rich's 2021 Consumer Sentiment Survey

## TOP FEATURES PEOPLE WANT IN PLANT-BASED FOODS



Source: Rich's 2021 Consumer Sentiment Survey

MEET THE CONSUMERS WITH AN APPETITE FOR PLANT-BASED EATING







No matter the meal, plant-based options are a delicious way to delight your consumers. For breakfast, a Bright 'N Early Breakfast Sandwich prepared with Cauliflower Sandwich Roll Dough and Plant-Based American Style slices starts the day right. At lunch or dinner time, Green Goddess Garden Pizza made with our Cauliflower Pizza Crust and Plant-Based Mozzarella-Style Shreds is perfect for firing up flexitarian appetites. A sweet treat like a Chocolate Chip Ice Cream Sandwich brought to life with our Oat Milk Vanilla Soft Serve Base and Vegan Chocolate Chip Cookie Dough is a sweet finale for those looking to eat their plant-based fill.



For inspiration on how to capture the hearts and minds (and appetites) of the plant-based consumer, our downloadable Recipe Guide For Our Plant-Based Portfolio is the perfect start, with these recipes and more for 13 delicious plant-based dishes.

[DOWNLOAD RECIPE GUIDE](#)



Rich Products Corporation  
One Robert Rich Way | Buffalo, NY 14213

[RichsUSA.com](http://RichsUSA.com)

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