

PREPARED BY:  
Richard Baker,  
Food Distribution Guy  
Published: May 2021

---



**THE FUTURE OF PLANT-BASED EATING!**



Plant-based proteins are sweeping the food and beverage sector as health-conscious consumers seek more sustainable options. While the number of vegans and vegetarians has increased, they pale in comparison to the large group of flexitarian consumers – people who are actively restricting animal-based products but have not fully eliminated these from their diet – who now make up 42% of the market. By comparison, vegans and vegetarians respectively account for 4% and 6% of consumers globally. <sup>1</sup>

Ingredion is a leading global ingredients solutions company. They turn grains, fruits, vegetables, and other plant materials into ingredients that make crackers crunchy, candy sweet, yogurt creamy. They assist F&B manufacturers to achieve that health claim, simplify their ingredient lists or make their products greener and more sustainable.

This report is a summary of a webinar presented by Ingredion and hosted by Food Business News titled:

*“The Future of Plant-based Eating”*

### Key Take-Aways

1. Consumers are interest in plant-based foods has increased during the pandemic.
2. Consumers are willing to pay more for plant-based foods provided they deliver on key consumer drivers.
3. Drivers for plant-based eating go beyond health and wellness to include transparency and sustainability.
4. Taste and texture, ingredients – key integral elements in plant-based eating.
5. Technology driving opportunities in the plant-based sector.

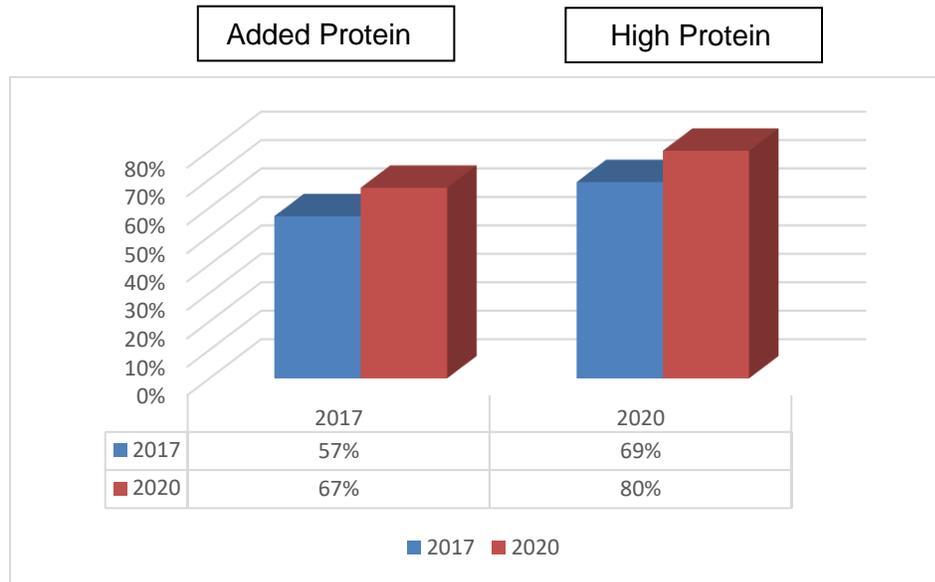
### Consumer Habits and Insights Driving Future Growth

- Consumer habits driving plant-based growth in no particular order:
  1. Environmental concern.
  2. Animal welfare.
  3. Dairy avoidance.
  4. Red meat avoidance.
  5. Protein’s health halo
  6. Functional benefits – taste and texture.

<sup>1</sup> 42% of Global Consumers are Flexitarians & Driving Mainstream Plant-based Shift, [www.greenqueen.com.hk](http://www.greenqueen.com.hk), April 2021

- Consumer’s demand for protein continues. **65%** - percent of consumers who seek out a good source of plant protein.

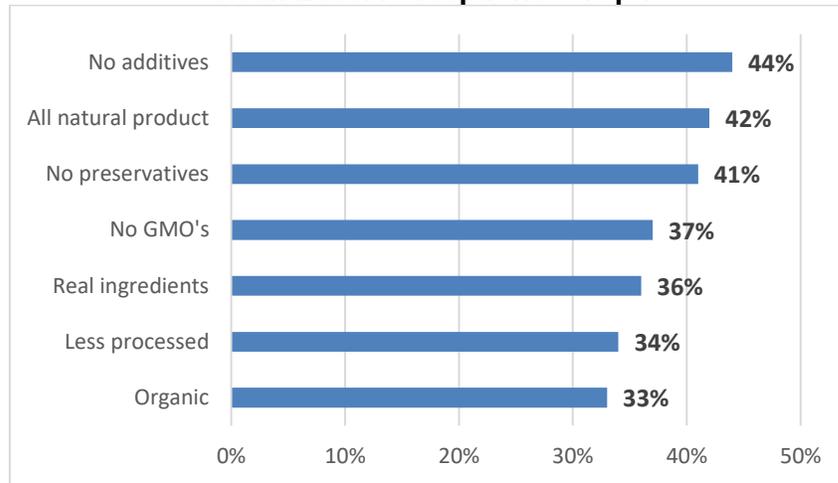
**How Important to You are each of the Following When Buying a Food or Beverage?**



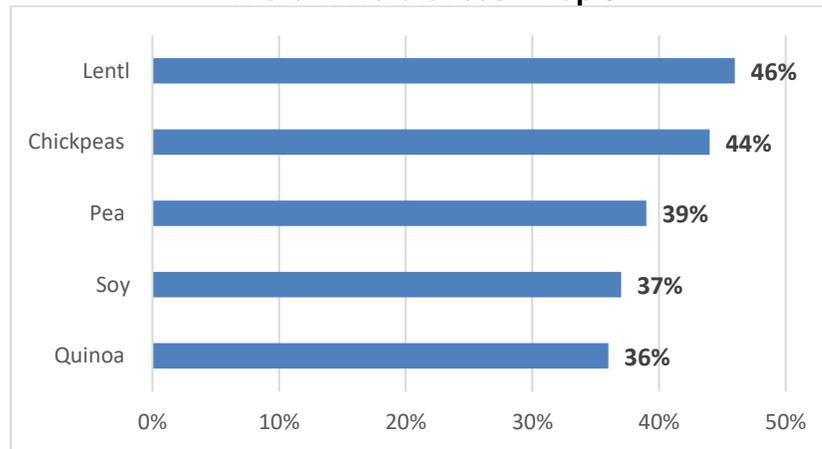
**Total of “Very Important” to “Quite Important”**

- Plant-based protein consumption continues to increase through Covid-19.
  - **85%** have altered their eating habits as a result of Covid.
  - **25%** - buying more protein from plant-based sources.
  - **26%** buying more plant-based dairy.
  - **25%** buying more plant-based meat alternatives.
- **43%** of consumers assume a product described as plant-based is healthier than one that is not, even if it has the same exact nutrition fact labels (halo effect).
- **34%** of consumers say that sustainability has an impact on food purchases.
- Consumers understand the value of plant-based proteins.
  - **68%** of global consumers attribute more value to “high protein” claims on foods and beverages.
  - More than **50%** are willing to pay more for plant-based ingredients.
  - **28%** of consumers are paying more for food and beverages with claims that are important to them.
- Plant-based proteins and flours made from peas, lentils, fava beans, and quinoa are among the most highly accepted ingredients across all applications. Pulses have higher market readiness than soy and whey protein.
- Plant-based + clean label to projected to rejuvenate multiple categories:

### Clean Label Perceptions – Top 7



### Protein Preferences – Top 5



## Transparency and Sustainability

- Consumers demanding greater transparency – from a health-driven focus to an inclusion of ethical and environmental factors.
  - **3 in 5** global consumers are interested in learning more about where food comes from and how it is made.
  - **59%** - important food products purchased or consumed to be produced in an environmentally way.
- Sustainability and animal welfare claims driving purchase decisions:
  - **23%** - are **buying more** packaged foods with **sustainability** or **environmental** claims than last year.
  - **22%** - are **buying more** packaged foods with **animal welfare claims** than last year.
  - **#2** – **Sourced regionally** was the 2<sup>nd</sup> highest priority for consumers reading ingredient decks.

## Technology Driven Opportunities

- Priority crops moving forward: Corn, Tapioca, Potato, Stevia, and Peas – core to the plant-based protein business.
- Pulses such as Peas, Lentils, Fava beans, and Chickpeas are earth friendly. They reduce greenhouse gas emissions and water pollution:
  - Meals with pulse proteins are associated with **8x** lower greenhouse gas emissions than a beef meal.
  - Pulse proteins require **100x** less water than animal proteins.
  - Pulse proteins and flours produced via dry fractionation require no water to manufacture.
  - Pulses take **4-7x** less energy than to produce the same amount of animal protein.
- Moving forward Vitessence Tex Crumbles 102 textured protein (made from allergen-friendly peas and contains 65% protein) helps to mimic the structure, bite, and texture of meat in a variety of meat alternative applications: Patties, Nuggets, Ground beef, and Seafood.

# FOOD DISTRIBUTION GUY PROFILE

Food Distribution Guy is Canada's first independently operated, one-stop resource for the retail grocery sector. Our mandate is to ensure our clients' success is sustainable in the long-term. We provide our clients with industry insights and assist them with their "Go-To" market strategy that helps them in breaking through the competitive landscape to "Getting and Staying" through the appropriate retail channels (traditional grocery, health stores, mass merchandiser, club, general merchandise, C-stores).

Richard Baker is CEO and Founder of Food Distribution Guy. He is a skilled strategic branding and award-winning marketing expert. His extensive marketing background stems from 25+ years in brand development, marketing, and sales capacities.

Richard has built a solid track record defining the brand's unique selling proposition and driving their development in sectors with formidable competition.

Richard Baker

C: 416-768-7648

Email: [richard@fooddistributionguy.com](mailto:richard@fooddistributionguy.com)

[www.Linkedin.com:richardecbaker](http://www.Linkedin.com:richardecbaker)

Website: [www.fooddistributionguy.com](http://www.fooddistributionguy.com)