



"IS THIS THE END OF MEAT?"

THE INDEPENDENT



Plant-based wave is happening across the globe

**\$4+ Billion
Market '19**

**NA, Europe,
Brazil & China**

**Growing
double digit**

**Flexitarians
largest group**

Plant-based food addresses these concerns..

Take **animals out** of the chain

Reducing **environmental impact**

Nutrition;
High on **fibers & proteins**


Plant-based drives **80% reduction** on **GHG emissions, Water and Land!**

Consumer behavior in the UK is adapting to reflect these macro trends



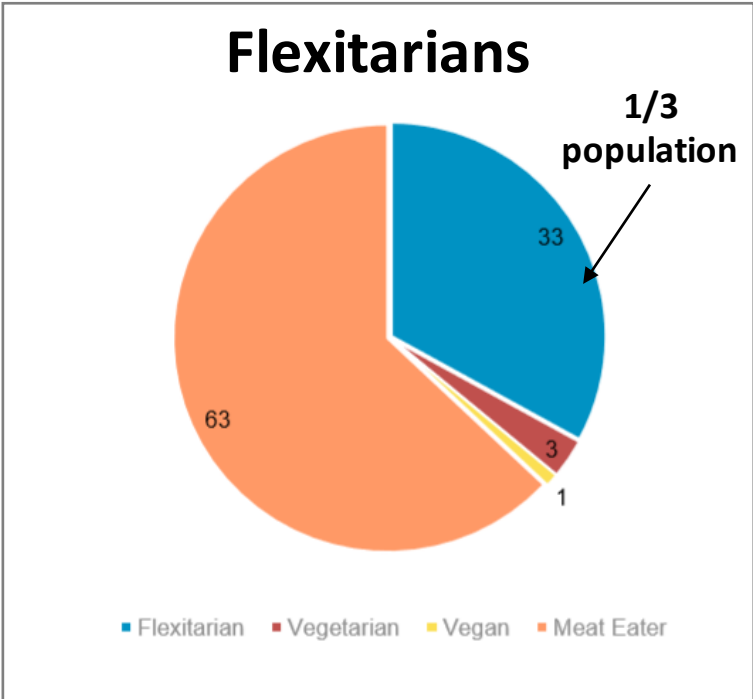

Vegans

Have multiplied by 4 in the last 5 years



Vegetarians

3.3M in UK & grown +67% in 5 Years

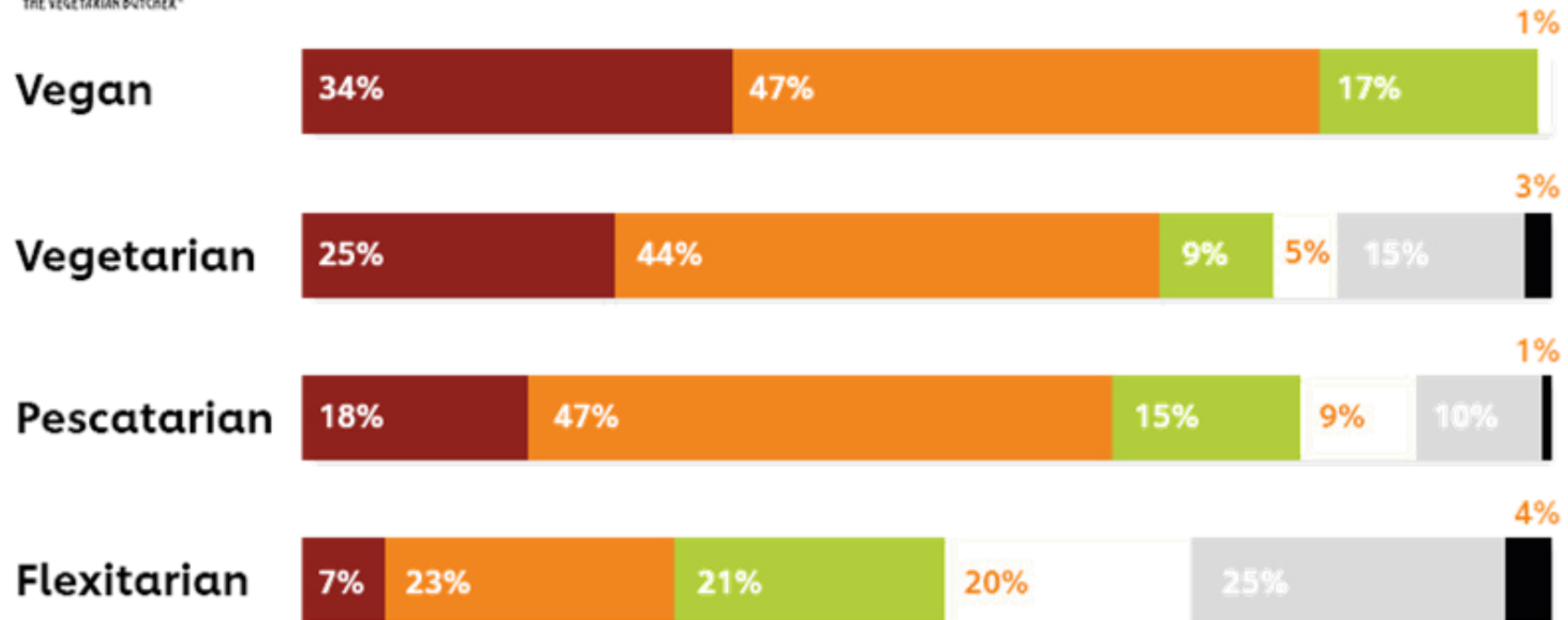


Resulting in UK consumers are increasingly consuming meat alternatives



How frequently do you consume meat alternatives/dairy substitutes?

● Daily ● Weekly ● Monthly ● Less Often ● Never ● Don't Know



Drivers for cutting down vary – with many adopting a flexitarian lifestyle; cut down, not cut out

MAIN REASONS FOR CUTTING DOWN



Ethical reasons (64%)



Health – fatty/hard to digest (48%)



Sustainability (43%)

LEADING TO CHANGING HABITS



Most have no plans to stop eating all meat;

- They like it too much
- Reduction is a compromise
- ‘Everything in moderation’



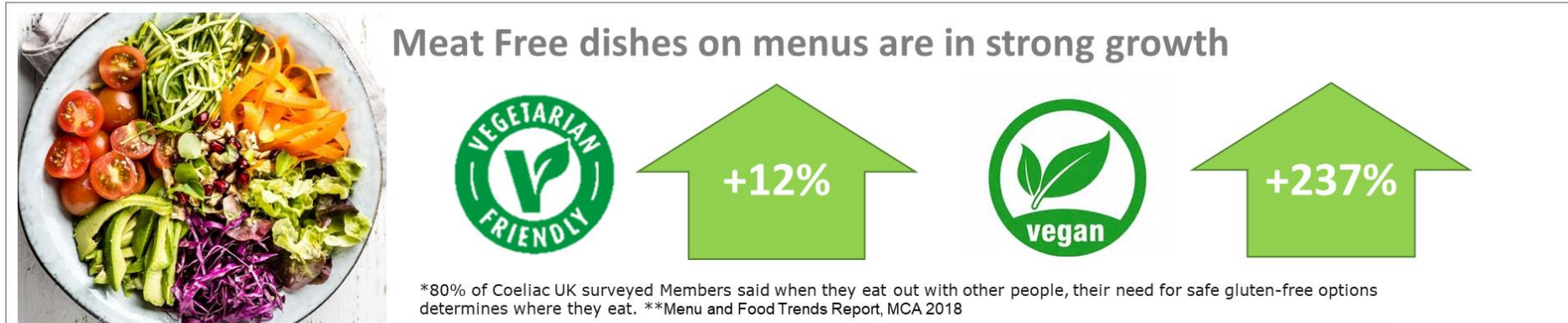
Goal is to eat less meat;

- But want it to be easy!



**THE
VEGETARIAN
BUTCHER™**

Operators are adapting to the changing needs However consumers are often left unsatisfied



Top 3 expectations

TASTE		<ul style="list-style-type: none"> ➤ Tasty ➤ Yummy ➤ Delicious
COMPLEMENTS HEALTHY LIVING		<ul style="list-style-type: none"> ➤ Fitness ➤ Healthy lifestyle ➤ Diet
PICTURE PERFECT CUISINE		<ul style="list-style-type: none"> ➤ Food is insta-worthy ➤ Picture-perfect food

Top 3 tensions

BORING		<ul style="list-style-type: none"> ➤ Food is boring ➤ Not adventurous
EXPENSIVE		<ul style="list-style-type: none"> ➤ Too high price ➤ Not affordable everyday
DISLIKES VEGGIES		<ul style="list-style-type: none"> ➤ Do not like to eat vegetables ➤ Being forced to eat veggies

In a post-COVID world, plant-based is here to stay



Deliveroo sees vegan orders sky-rocket by 197% in 2020



Meat alternatives growing +25.3% YOY



21.5% of consumers asked said they've cut down on meat during lockdown



1/5 would continue to buy meat alternatives (on top of those already buying)

