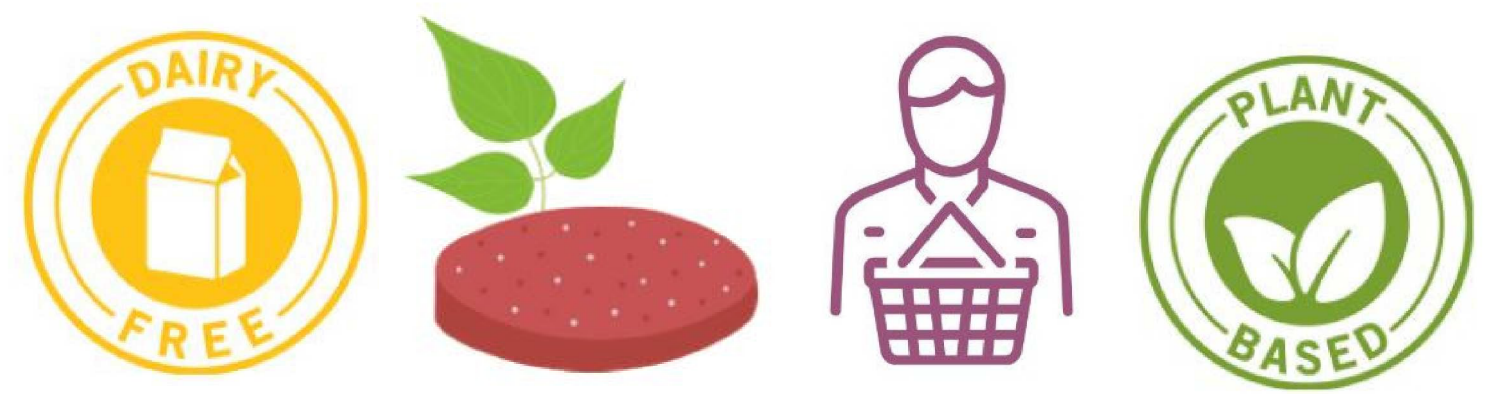


Plant Based Protein Market Insights



2027 Forecast \$4.6B, 17% CAGR

Market growth of plant protein in North America is driven by an increase in health-conscious consumers.



21% of Consumers

have increased consumption of plant-protein in the past 12 months.**

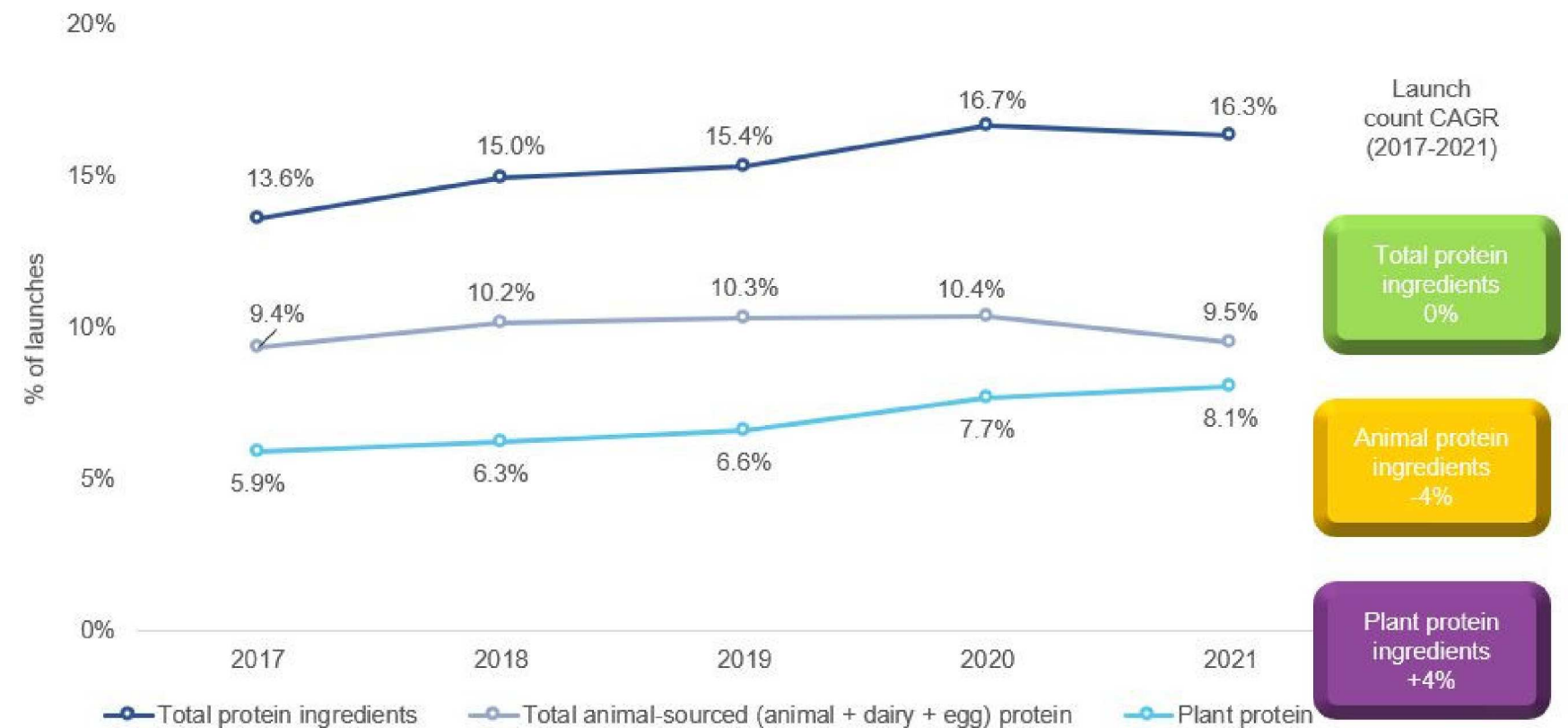


Top Plant-Based Categories Milk and Meat

The highest percentage of consumers eat plant-based alternatives in the meat and milk categories

Total launches with protein ingredients are flat; plant ingredients are growing.

Figure 14 | US food and beverage*: % launches containing protein ingredients (2017-2021)



*Total food and beverage excludes these Innova categories: alcoholic beverages, pet food and supplements.

Source: Innova Database