



# PLANT-BASED BAKERY *Insights*

## Plant-Based Foods

Foods derived from **plants** with no animal-source foods or artificial ingredients



23%

When making healthier eating choices, 23% of consumers say **plant-based foods** fit their lifestyle the most

71%

71% of consumers initially associate **plant-based ingredients** with **vegan** and **vegetarian** product categories



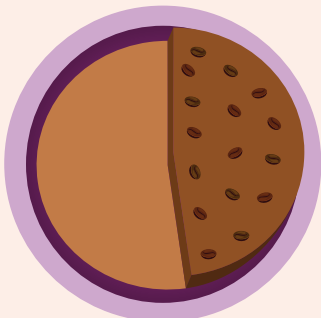
27%

27% of consumers associated **bakery products** with having **plant-based ingredients** or alternatives



48%

48% of consumers are willing to eat more bakery products with a **plant based claim** positioning including **sprouted grains**



Consumers associate these ingredients as **plant based**:



Whey Protein

29%



Flaxseed

64%



Sprouted or Ancient Grains

63%



Berries

66%



Grain & Flour

83%