

# Meat alternatives

## Sizing up the searing analogue market

**Plant-based meat alternatives are on the rise among conscious shoppers.** These consumers are shifting dollars to plant-based alternatives for health, environmental and ethical benefits. Numerator, a market intelligence firm that brings together omnichannel marketing, merchandising and sales data, recently gathered data surrounding meat alternatives' impact among shoppers and how it's changed the way people think about and consume meat products.

Plant-based meat alternatives are reaching a broad audience. High-income, highly educated millennials of varying ethnicities living in urban areas are the **TOP GROUP BUYING** alt meats.

93% of buyers purchase these products for themselves.

45% purchase for their spouse or significant other.

28% purchase for children.

26% purchase for a friend or another adult.



48%

of meat alternative buyers have no meat-avoidant members in their household. They are more likely to try products to improve health, out of curiosity or to reduce environmental impact.



80%

intend to replace some or all real meat with plant-based meat alternatives in the next year.



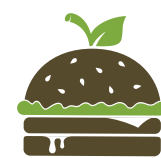
**THREE OUT OF FOUR** buyers believe plant-based meat alternatives are healthier than real meat.

**HALF**

of meat alternative buyers ate more alternatives and nearly

40%

ate less real meat last year.



Alternative meat buyers spend

**13%**

**MORE on groceries annually.**

**62%**

of eaters are very or extremely satisfied.

**83%**

would recommend to someone else.

**81%**

would try other plant-based meat alternatives.

**15%**

think this is a temporary fad.