

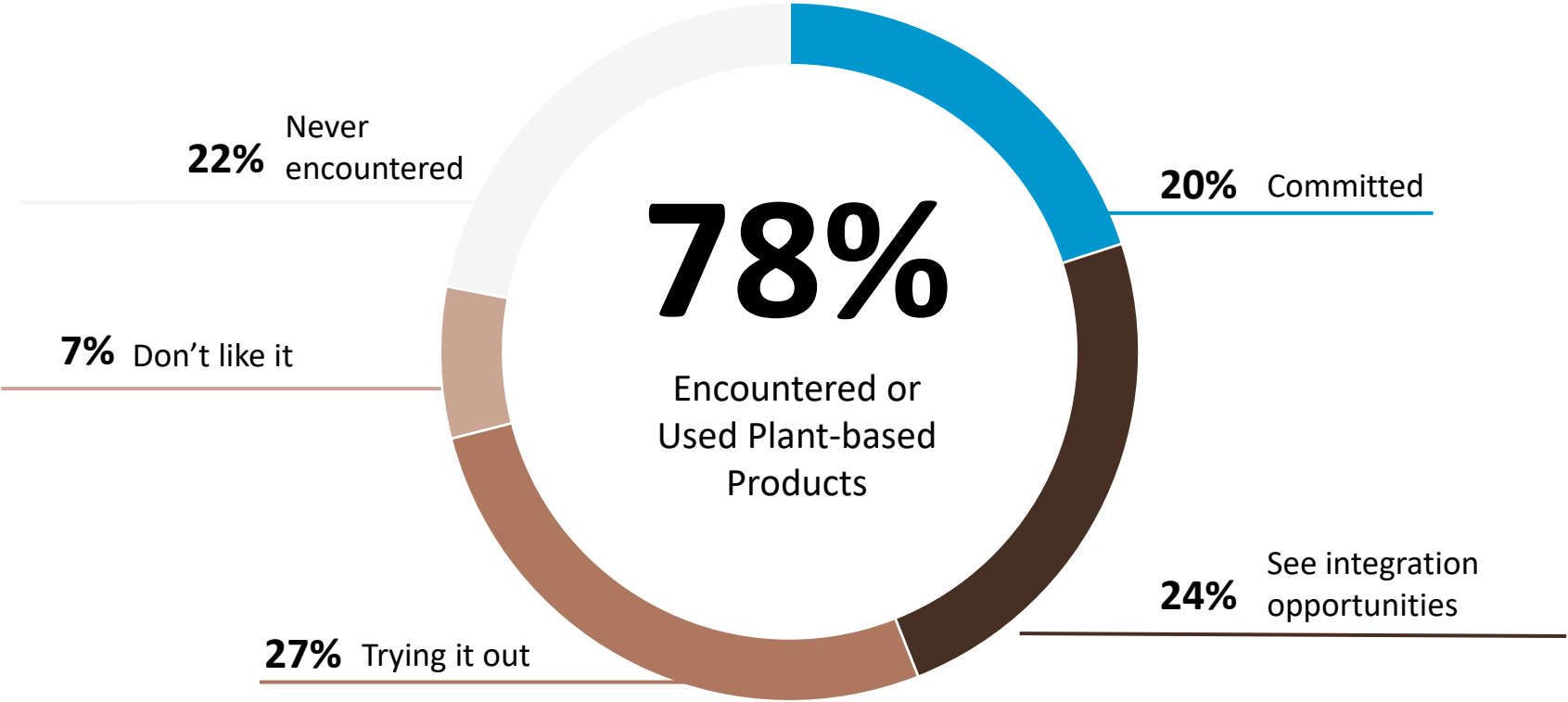


PBPC 2021 Consumer Research Program Report

**Prepared by:
Heart+Mind Strategies**

Familiarity and Encounters with Plant-Based Products

Most Americans Claim Plant-Based Product Encounters...



... and 4 in 10 are committed to using plant-based product alternatives OR see opportunities to integrate them into their lives.

Plant-based product awareness increased since 2020

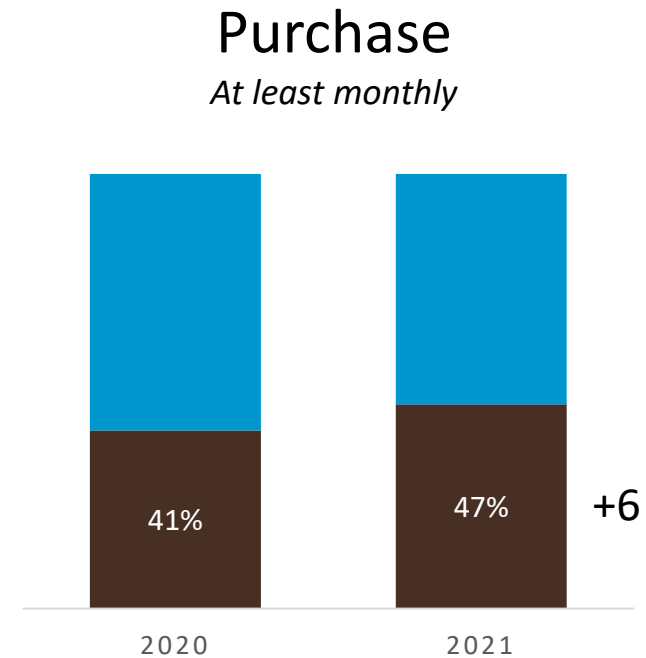
- 🌿 Familiarity with corn use in plant-based products jumped from 37% to 47%
- 🌿 Familiarity with bamboo use in plant-based products jumped from 30% to 35%
- 🌿 Familiarity with soybean use in plant-based products jumped from 26% to 31%
- 🌿 Familiarity with hemp use in plant-based products jumped from 23% to 33%

**One in four (25%) Americans
consciously think about plant-based
products when dining out and/or
shopping, +2 from 2020.**



Nearly half of Americans (47%) report purchasing plant-based products monthly.

- *Up +6 from 2020*

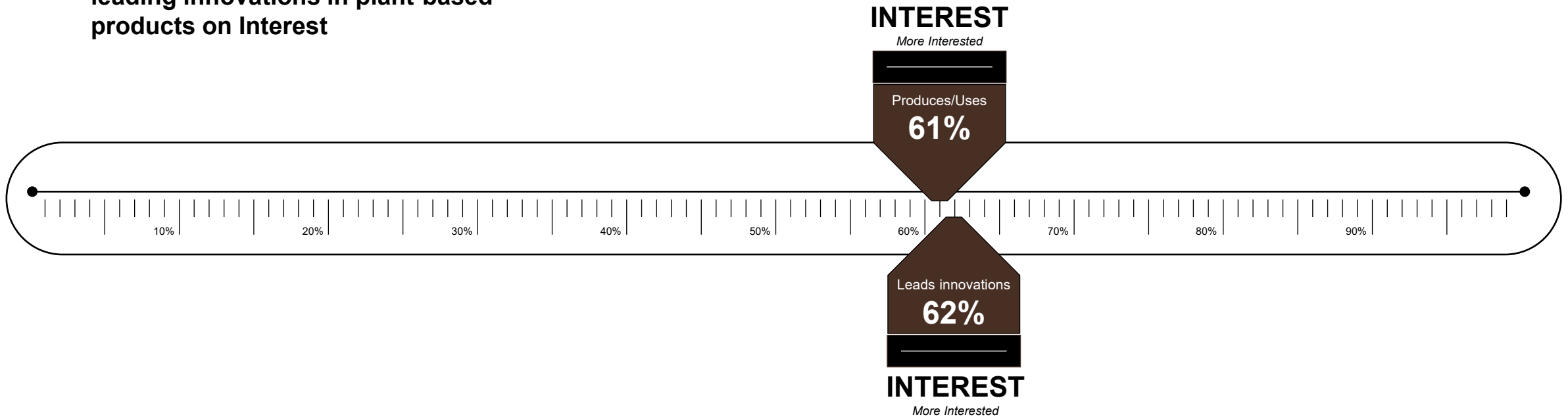


Impact on Corporate Reputation

Plant-Based Products Drive Consumer Interest

Consumers are much more likely to be interested in a company that leads innovations to create plant-based products OR who use plant-based products.

Impact of Company producing/using or leading innovations in plant-based products on Interest



BASE: All Respondents (n=1,054)

Q025. How likely are you to support a company that produces and/or uses ...?

Q500. How does knowing that a company is leading innovations to create ... affect your interest in that company?

Q505. How does knowing that a company is using ... affect your interest in that company?

