

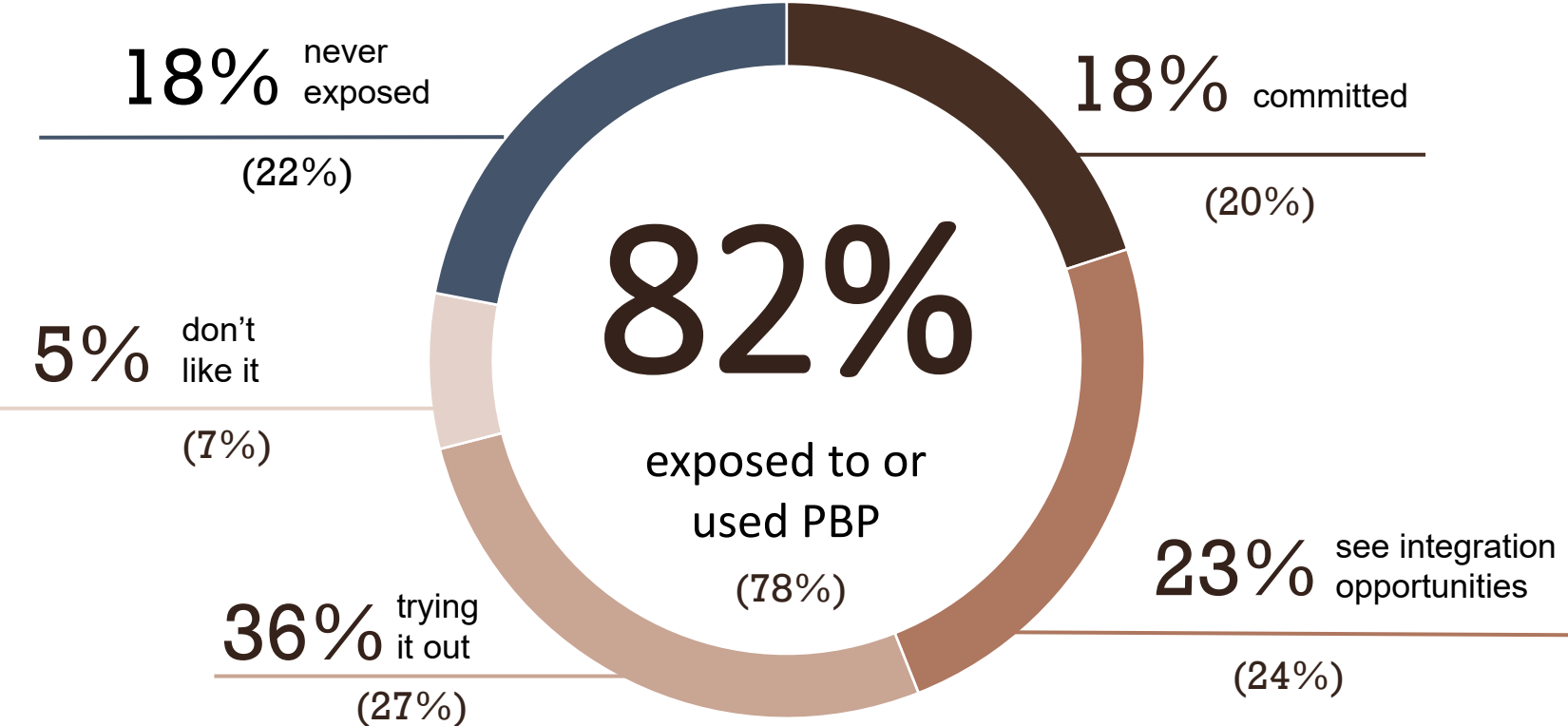


# **PBPC 2022 Consumer Research Program Report**

**Prepared by:  
Heart+Mind Strategies**

# **Exposure to Plant-Based Products Grows**

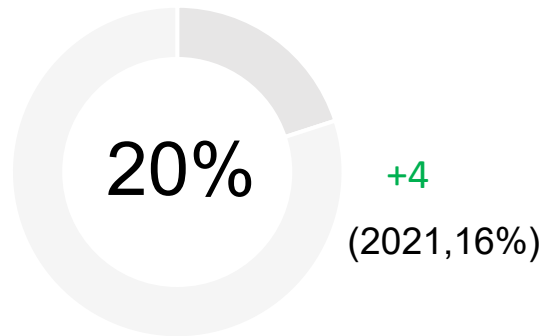
The largest increase is in the number of Americans “trying out” plant-based products, a 9-point increase compared with 2021 data.



(2021 data in parenthesis)

# Familiarity boost means more “newbies.”

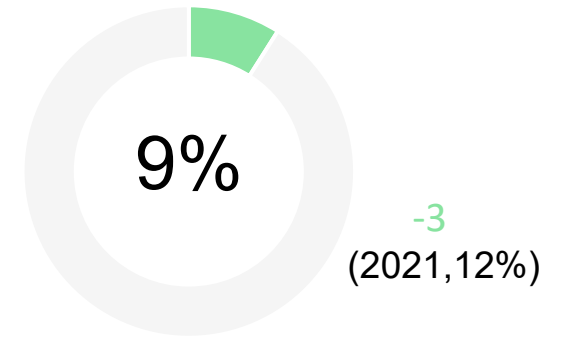
## Newbies



***Newbies** are consumers who are just beginning to experiment with swapping out certain products in their lives for those made from plants within the past year.*



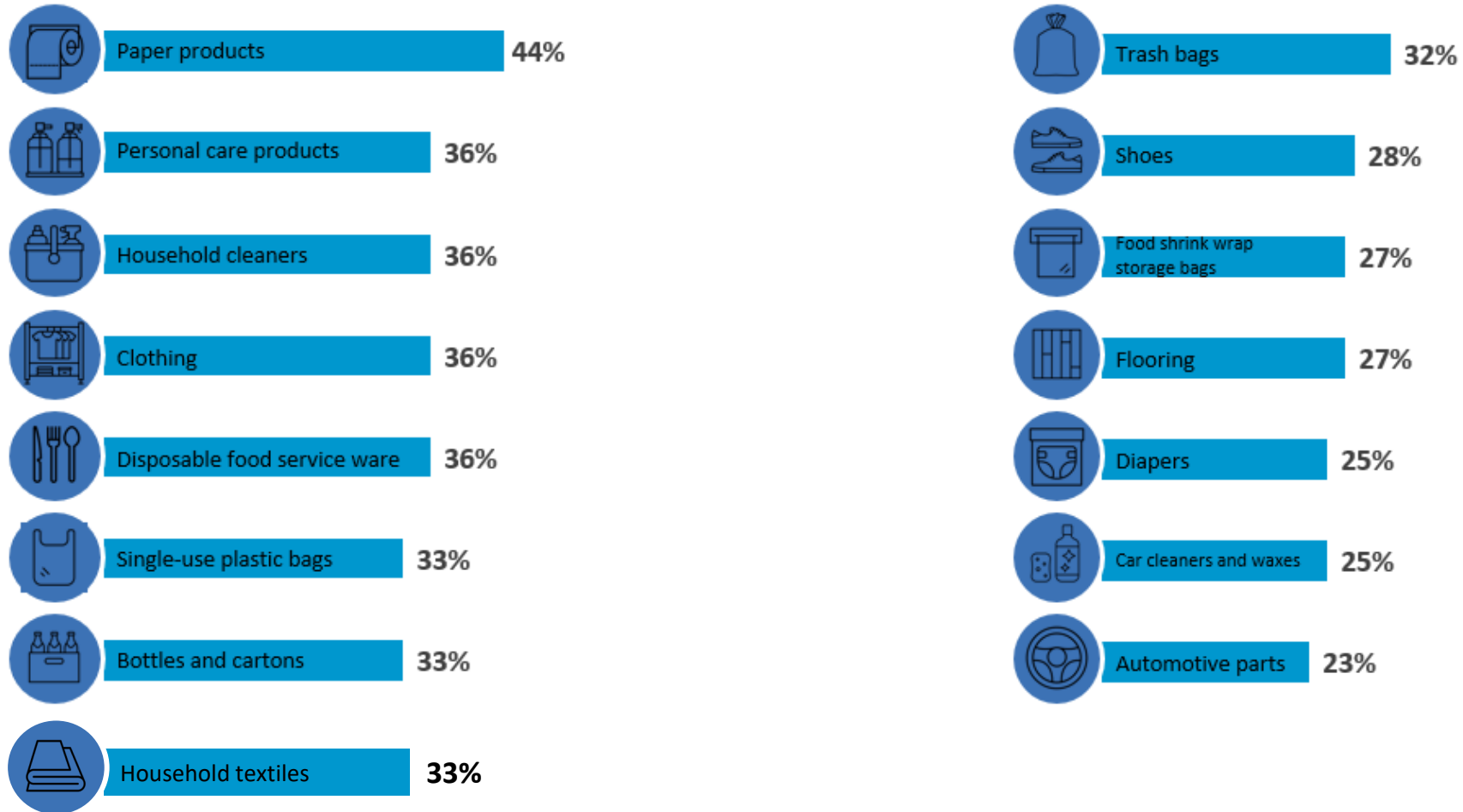
## Never Tried



***Never Tried** are consumers who have never purchased or used products/materials made from plants*

# “Single-use” plant-based products are among the most familiar.

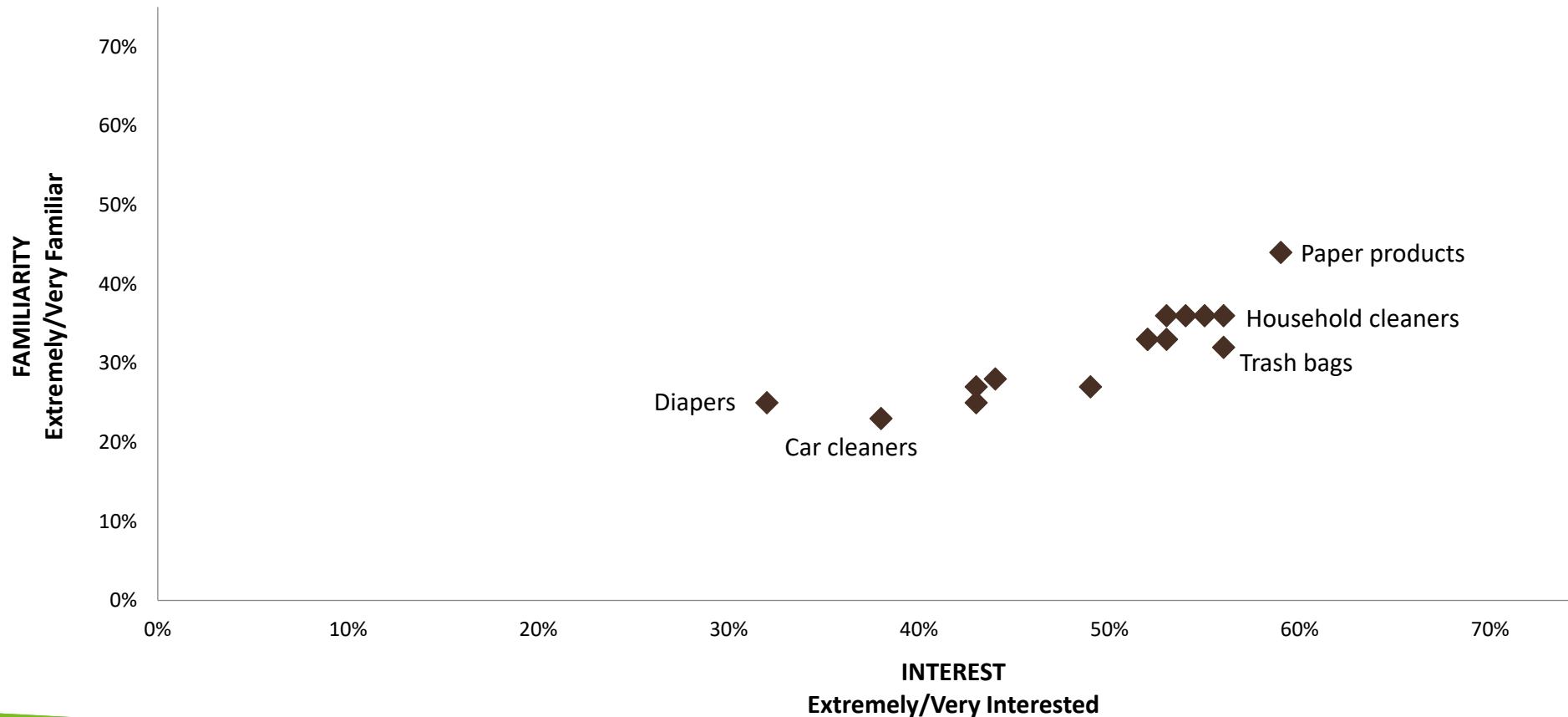
Americans are more familiar with the dominant single use (paper products, personal care, and household cleaners).



• BASE: All Respondents (n=1,000)

# Familiarity and interest around plant-based products correlate.

Americans are creatures of habit. Most of expressed interest revolves around items that are already salient in the market and used more regularly.



# Drivers of Interest



# Top Three Drivers of Interest



## Environment

Environmentalism is one of the key causes for interest in PBPs. “Recyclable” makes up one-third of the total responses.



## Quality

Maintaining product quality is critical for consumers to buy in to PBPs. “High quality” and “Performs well” make up a quarter of total mentions.

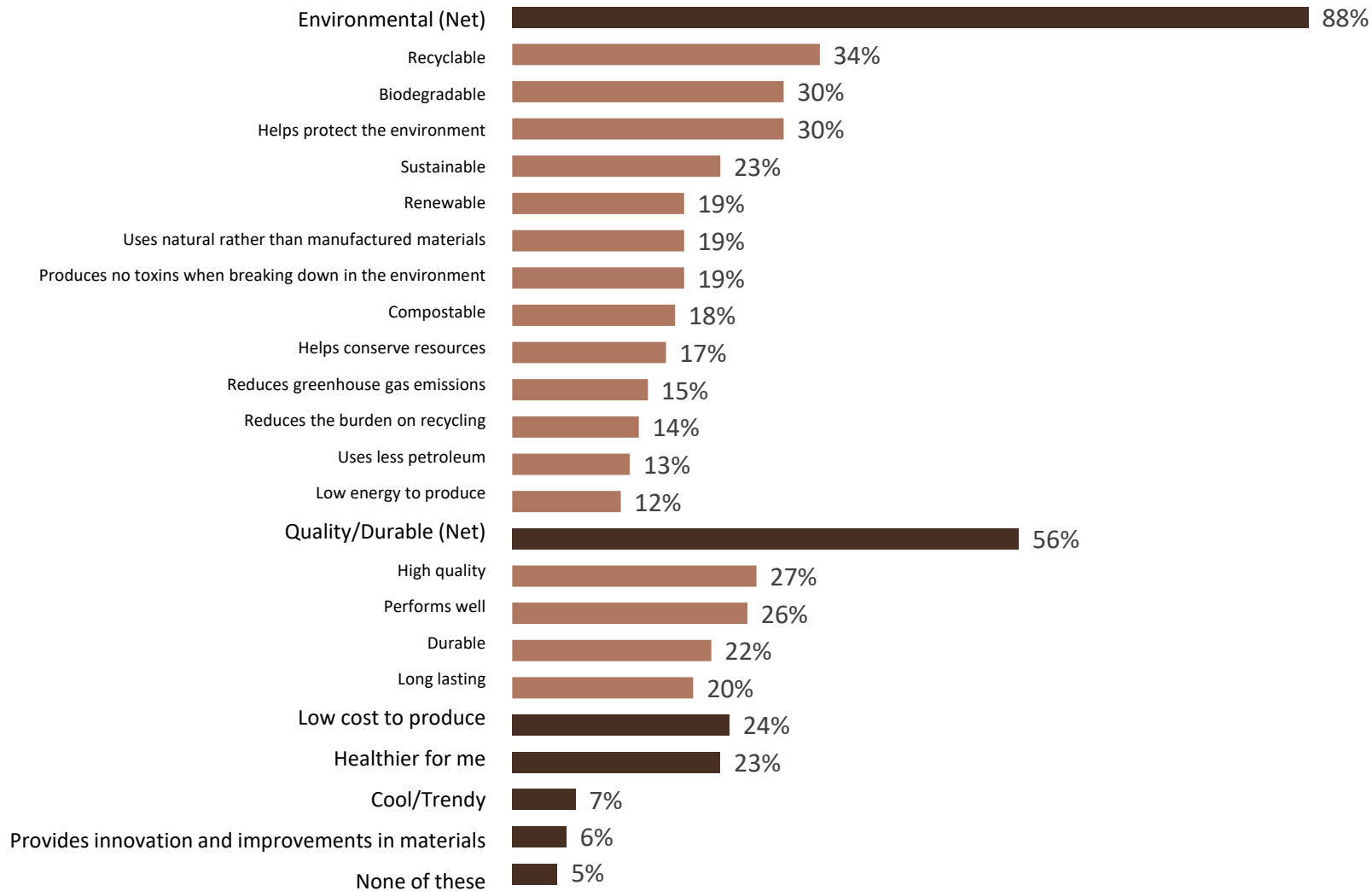


## Healthier for Me

“Healthier for me” makes up 23% of total mentions which is significantly up from 9% in 2021. There is a common belief held among consumers that PBPs are not made with harsh chemicals like other traditional products.



# Top drivers are environment and quality.



BASE: All Respondents (n=1,000)

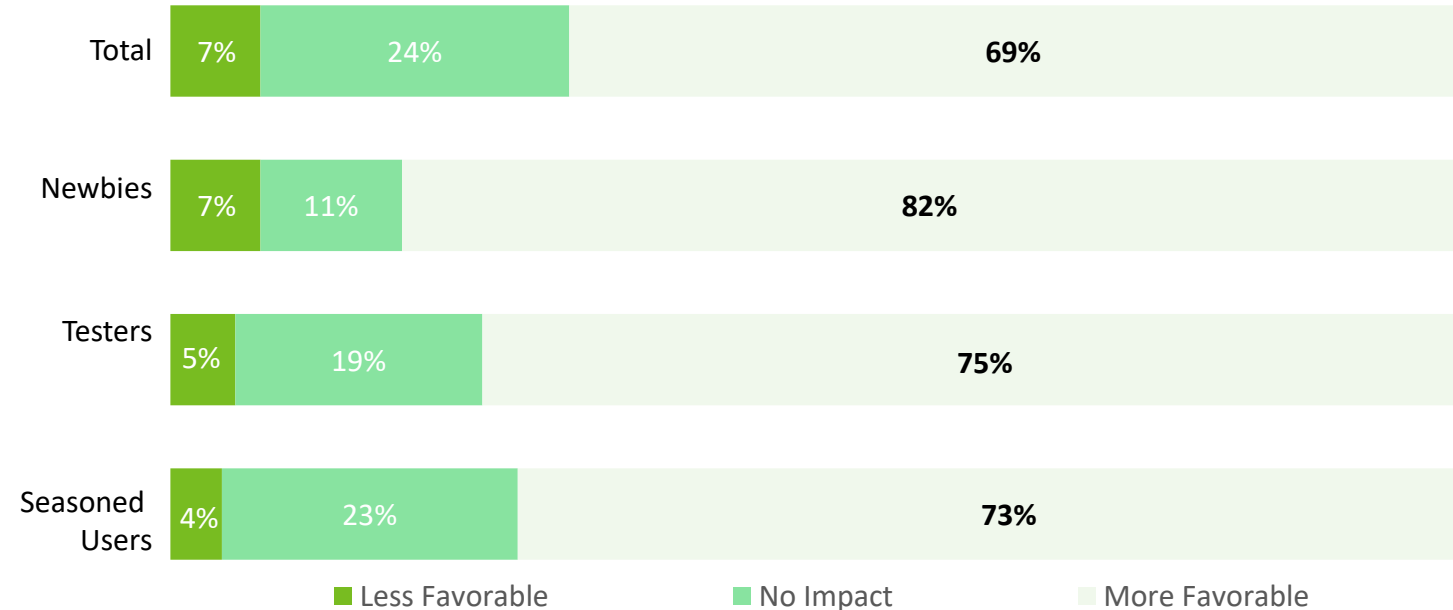
Q320. There are a variety of characteristics that can describe products made from plants. Out of the list below, please select up to 5 things about these types of products that are most important to you, personally, when it comes to your decision to purchase products made from plants.

# Consumer Attitudes

# Favorability for the role of farmers and agriculture in creating plant-based products is high.

Pointing out the role the agriculture industry is playing in plant-based products is overwhelmingly positive in the impact on the image of farmers and their industry. After learning that farmers and those in the agriculture industry are making it possible to produce products and materials made from plants, 69% of consumers said they feel more favorable towards farmers and those in the ag industry.

### Farmer/Agriculture Favorability



# Consumers favor political candidates that support sustainability initiatives.

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*66% of consumers said they are more likely to vote for a candidate who has shown support for sustainability initiatives around energy, agriculture, waste, alternatives to plastic, clean air, clean water, and/or the environment.*

