



2023 Consumer Research Highlights

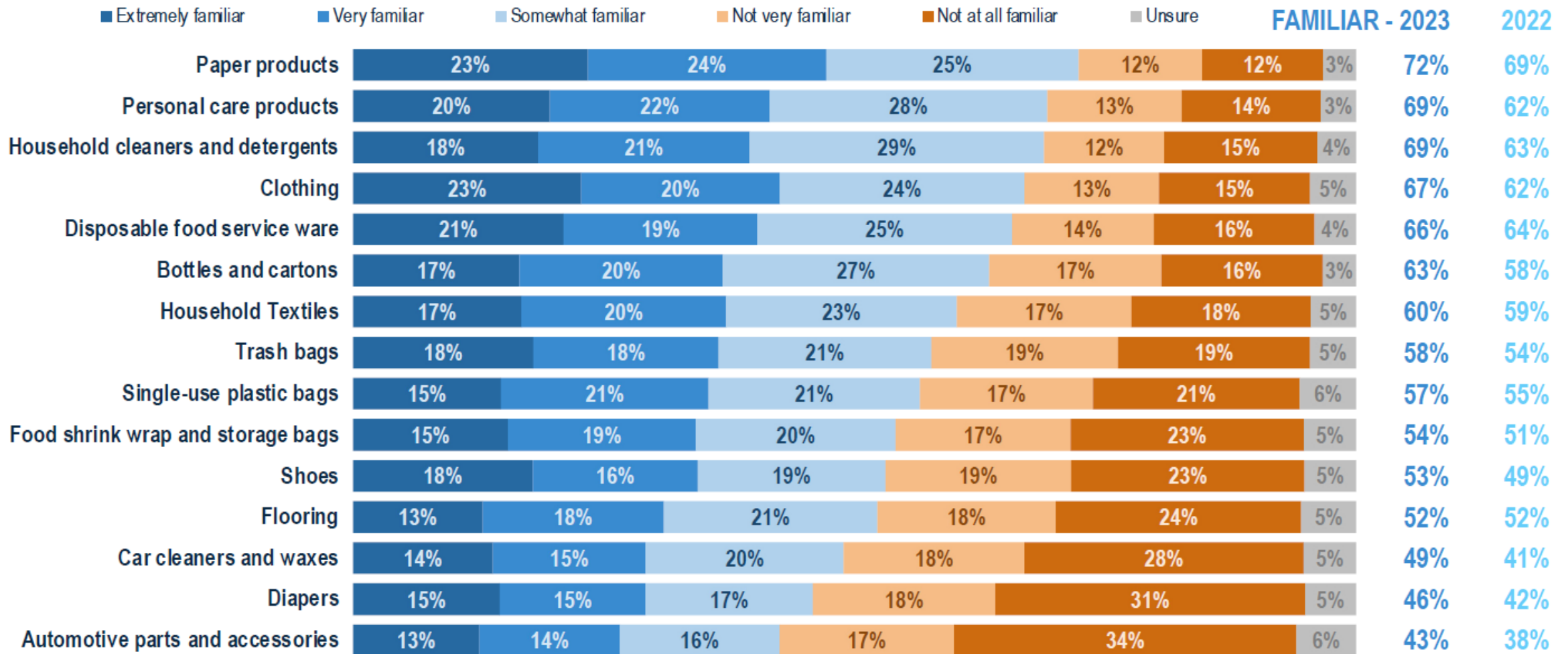
Consumer Research

- 🌿 Consumer familiarity with plant-based products has increased 10% since 2020 and is now at 66% (GOP: 65%, Dems: 72%).
 - 🌿 Northeasterners (71%) and Westerners (70%) are more familiar with plantbased products than are Southerners (65%) and Midwesterners (61%), though all are overwhelmingly familiar.
 - 🌿 Familiarity increases with income.
- 🌿 Consumer favorability of plant-based products is 82% overall (GOP: 81%, Dems: 86%).
 - 🌿 Plastic made from plants and biobased materials are viewed more favorably (56 and 52, respectively, on a scale of 1-100) than plastic made from petroleum (46).
 - 🌿 Paper is even more popular (59).
- 🌿 81% of respondents are likely to support companies that use products or materials made from plants (GOP: 81%, Dems: 87%).
- 🌿 Plant-based products make 61% of consumers feel more favorably toward farmers and others in the ag industry (GOP: 64%, Dems: 65%).

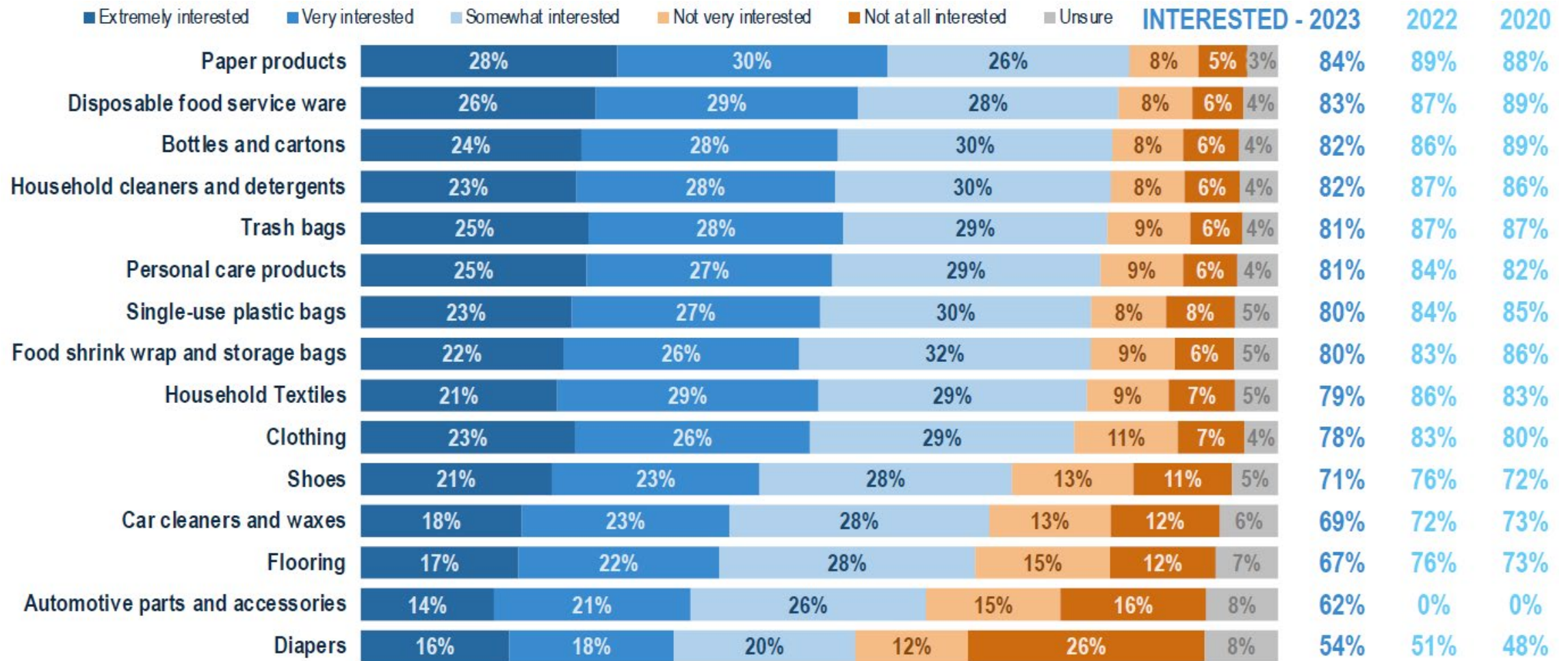
Consumer Research

- 🍃 Like last year, 80% of respondents would consider purchasing plantbased products (GOP: 79%, Dems: 85%).
 - 🍃 Likelihood is highest among high-income earners (88%) and least likely among those making less than \$50K annually (72%).
 - 🍃 84% of respondents are likely to purchase plant-based products in the next three months (GOP: 82%, Dems: 89%).
 - 🍃 Consumers' most important consideration is quality.
- 🍃 Increased cost, which 75% assume is a given, is the largest hindrance to the adoption of plant-based products.
 - 🍃 27% say they're not willing to pay more
 - 🍃 24% say they're willing to pay 1-10% more
 - 🍃 11% say they're willing to pay 11-20% more
- 🍃 **Support for federal laws and tax breaks for plant-based products has risen 8%, to 71%, including two-thirds of Republicans (GOP: 66%, Dems: 82%).**

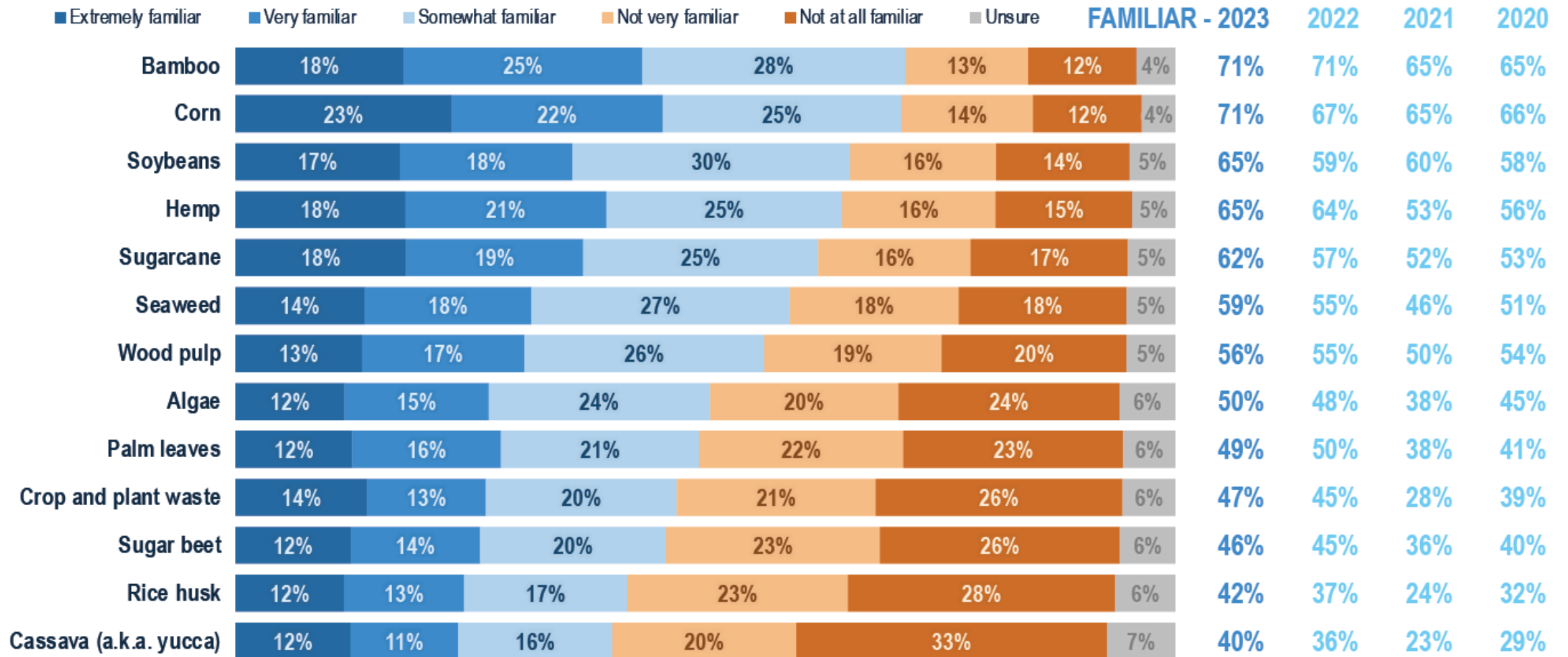
Consumer Research – Product Familiarity



Consumer Research – Product Interest



Consumer Research – Feedstock Familiarity



7 Please rate how familiar you are with each raw material or ingredient being used to make plant-based products.

