



Numerator

NEW FRONTIERS

The Real Deal with Fake Meat

Understanding the plant-based meat alternative buyer

Consumers are shifting dollars to plant-based alternatives for health, environmental, and ethical benefits – creating opportunity for both brands & retailers

Fast Food Companies Are Getting Into Fake Meat, And The Results Are Actually Pretty Good

Burger King to sell vegan Whopper nationwide by end of the year

Plant Based Food Products Started With Milk, Now Taking On Meat, What's Next?

Meatless meat is now so convincing you'll think it's almost real

Impossible Foods' CCO on making meatless meat burgers mainstream

Beyond Meat Just Had the Best IPO of 2019 as Value Soars to \$3.8 Billion

The global non-dairy milk market is projected to reach revenues of more than \$38 billion by 2024

Meat-Free Fast Food Options Continue To Grow

Fake meat may be the sustainable solution to the food industry

Plant-based meat alternatives reach broad audiences

Over 1 in 4 buyers have purchased for children

93%

Purchase for themselves

45%

Purchase for their spouse/significant other

28%

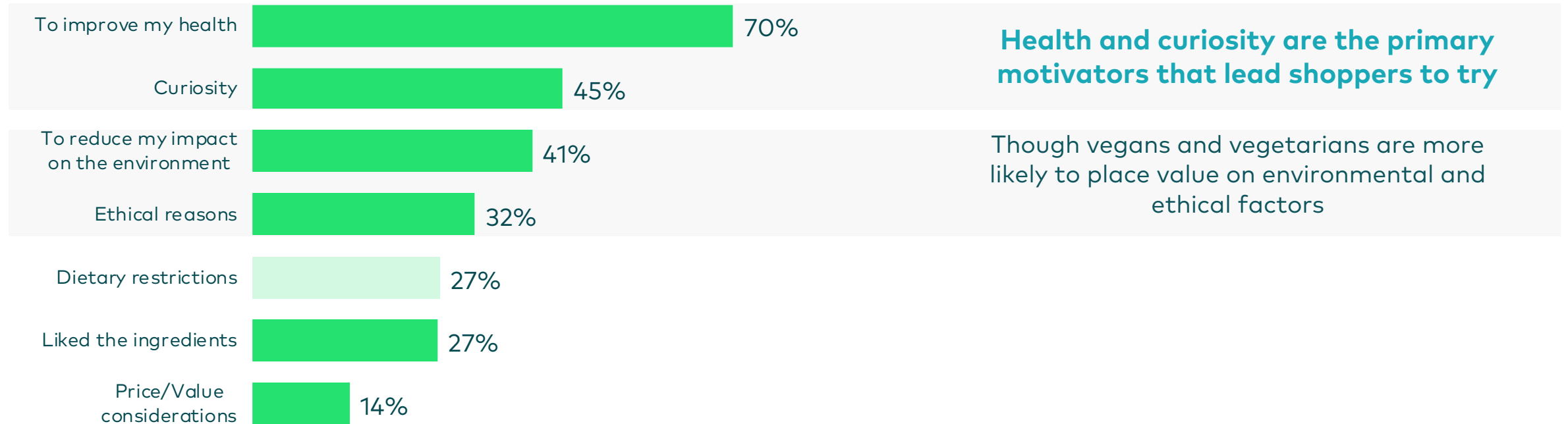
Purchase for child(ren)

26%

Purchase for another adult/friend

Dietary restrictions are **NOT** a top reason why shoppers are trying plant-based meat alternatives

Three most important factors that lead you to try meat alternative products:



Buyers are typically millennials living in urban areas with high incomes, advanced education, and varying ethnicities

Shopper Demographics

Beyond Meat In-Store + QSR/Restaurant Beyond Meat & Impossible Foods



AGE

21-34

HHs: 28%, Index: 135



INCOME

\$125k+

HHs: 28%, Index: 126



ETHNICITY

Asian & AA

HHs: 27%, Index: 146



GENDER

Male

HHs: 26%, Index: 131



MARITAL STATUS

Never Married/Living with Partner

HHs: 36%, Index: 138



CENSUS DIVISION

Pacific + Mountain

HHs: 38%, Index: 171



CHILDREN UNDER 17

No

HHs: 84%, Index: 102



EDUCATION

4 Year College +

HHs: 51%, Index: 125

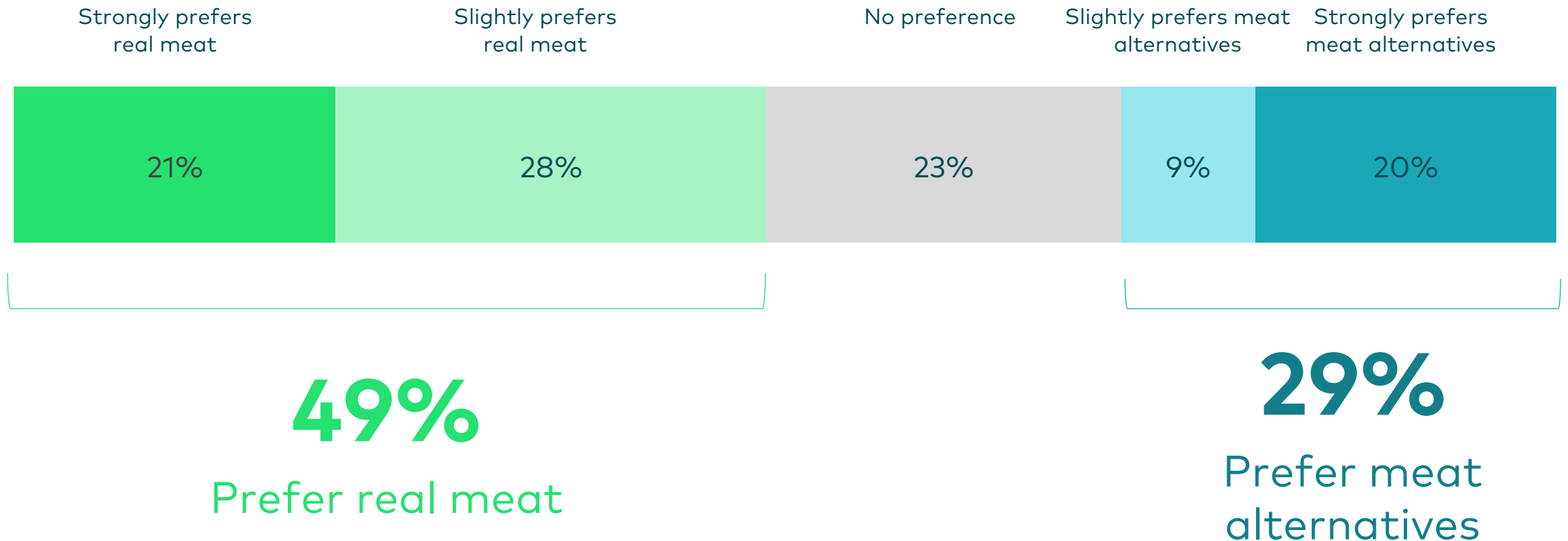


URBANICITY

Urban

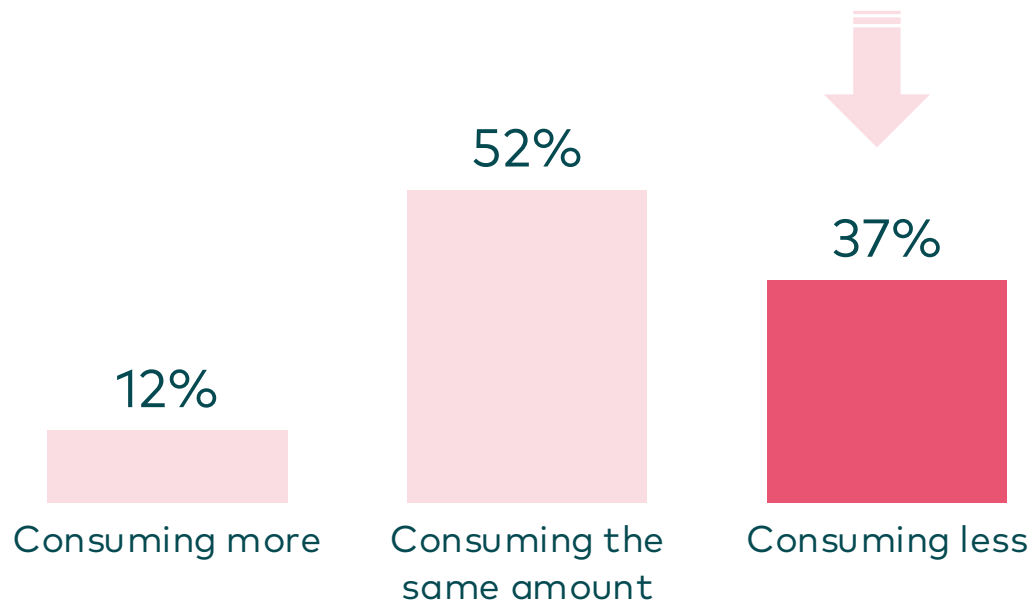
HHs: 52%, Index: 150

Real meat is still preferred by half of triers

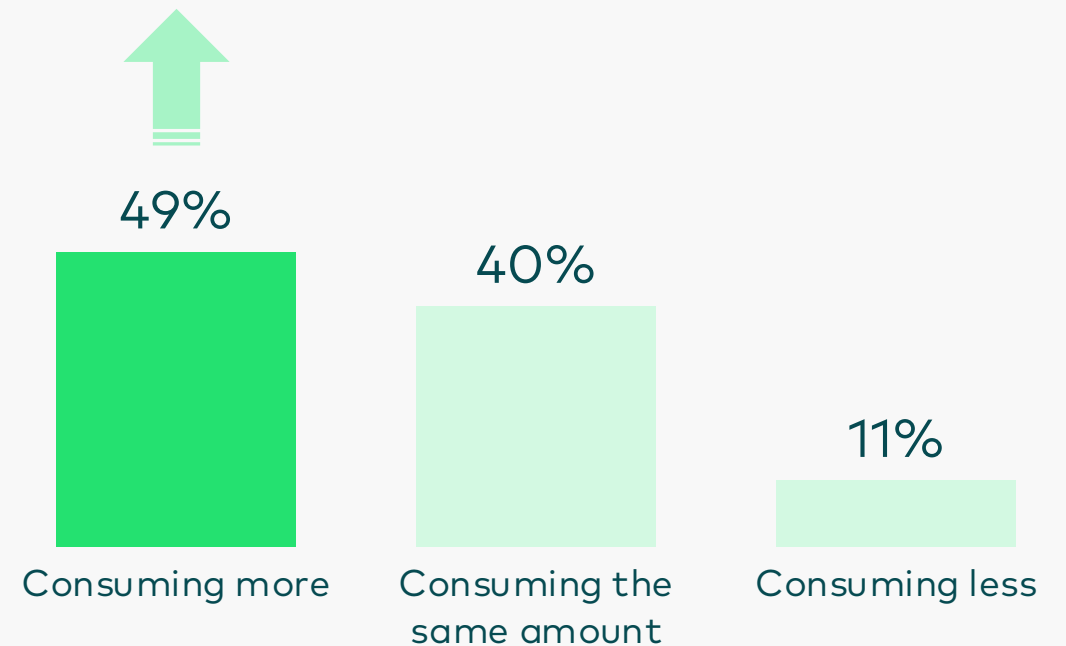


Half of meat alternative buyers ate MORE alternatives and nearly 40% ate LESS real meat in the past year

How has your consumption of **MEAT (chicken, pork, beef, etc.)** changed compared to last year?

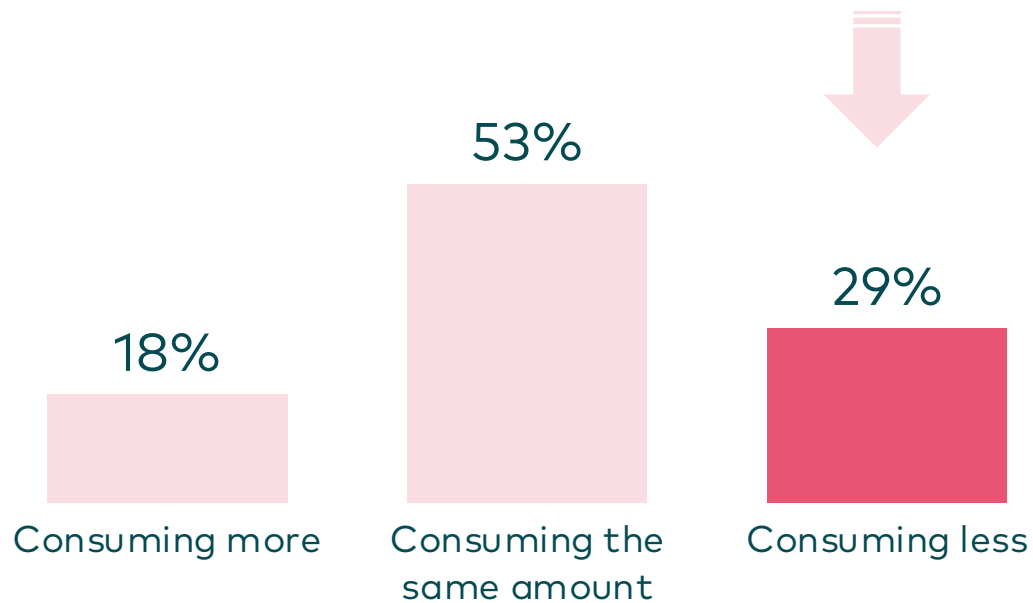


How has your consumption of **PLANT-BASED MEAT ALTERNATIVES** changed compared to last year?

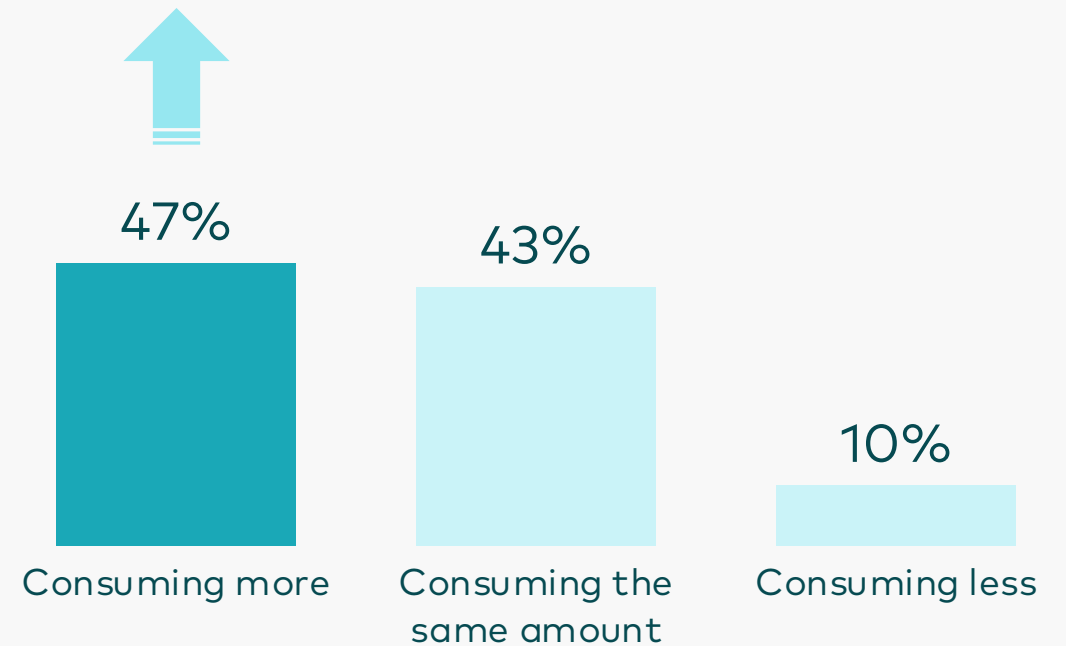


Dairy alternative buyers are shifting their dollars away from the real deal just as quickly

How has your consumption of **DAIRY PRODUCTS** (milk, cheese, yogurt, etc.) changed compared to last year?



How has your consumption of **PLANT-BASED DAIRY ALTERNATIVES** changed compared to last year?

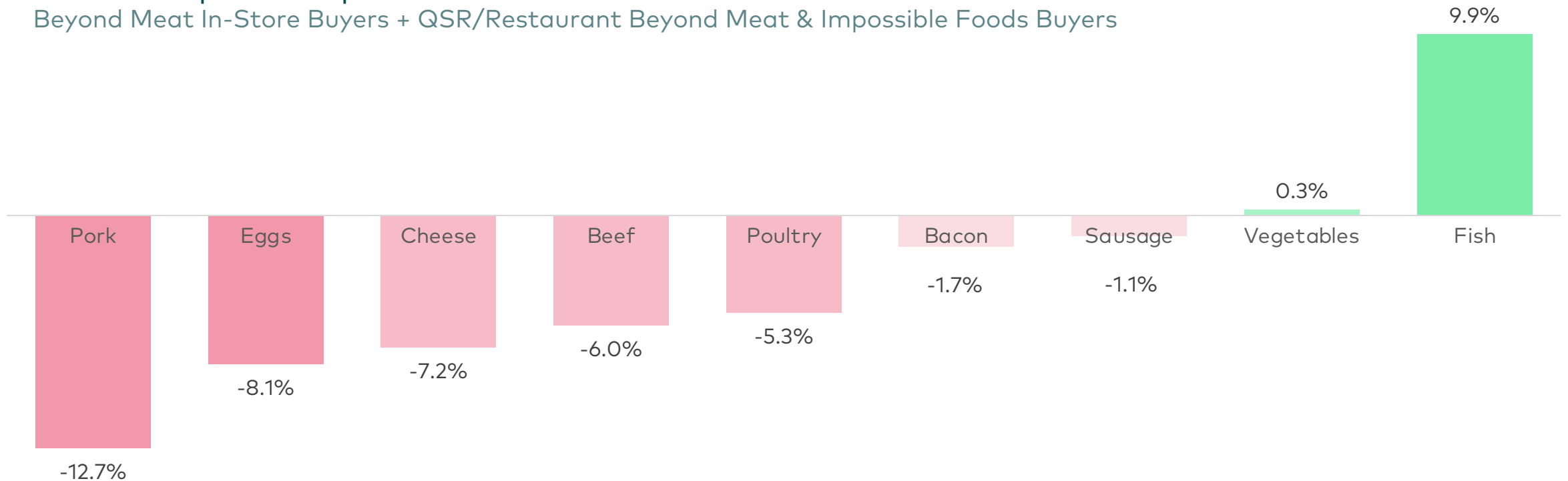


Plant-based meat buyers are shifting their Grocery dollars away from Pork, Eggs, & Cheese

Plant-based Meat Buyers' Total Category Spend

L26W compared to previous 26W

Beyond Meat In-Store Buyers + QSR/Restaurant Beyond Meat & Impossible Foods Buyers



Numerator Insights Omnipanel. L26W ending 6/23/19

Beyond Meat In-Store + QSR/Restaurant Beyond Meat and Impossible Foods Shoppers n=3,166 (n=2,379 Prev. 26W)

In-store purchases are likely accompanied by produce staples and non-dairy alternatives

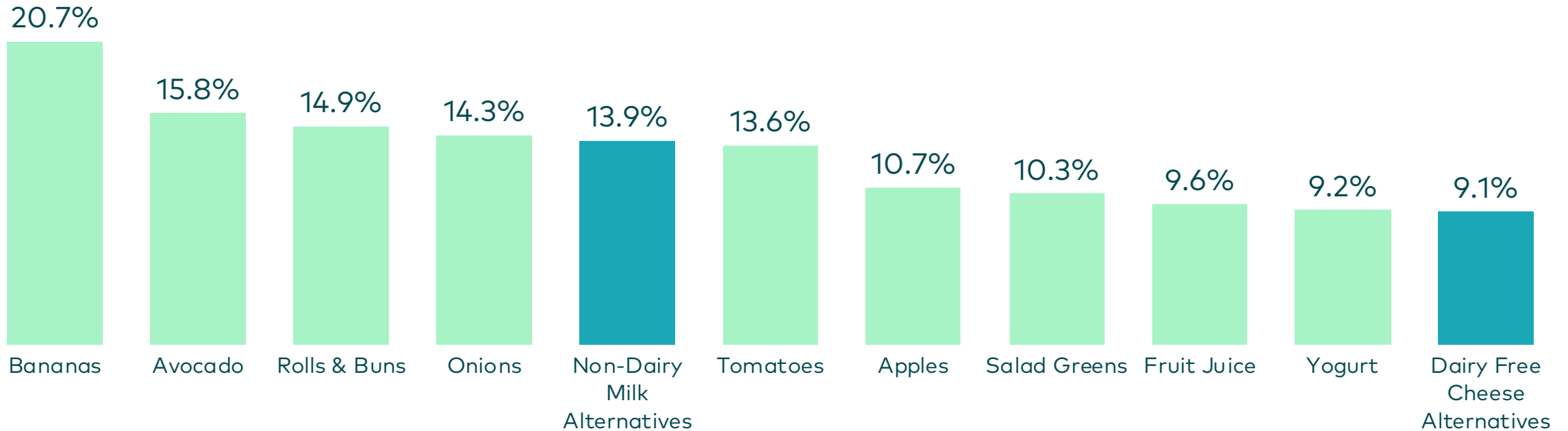
Beyond Meat In-Store Grocery Basket Affinity

% of Trips

Grocery categories likely to be in Beyond Meat buyers' In-Store Baskets

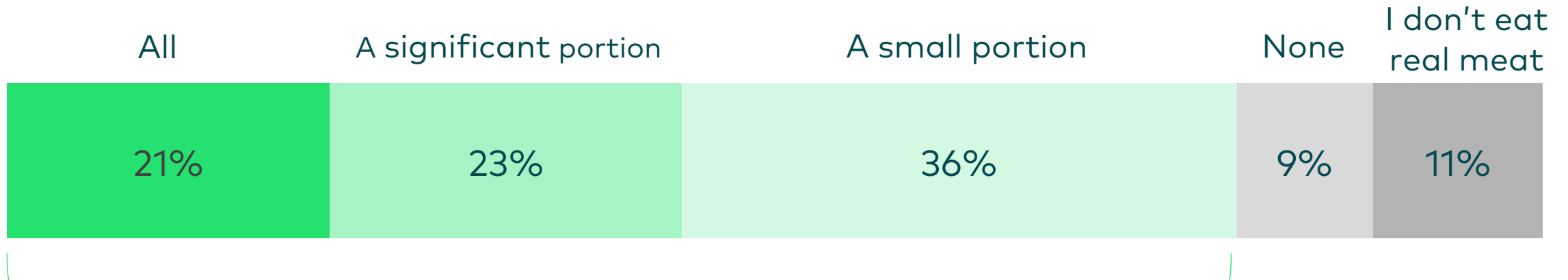


Alternative meat buyers spend **13% MORE** on Groceries annually



In fact, 80% intend to replace some/all real meat with plant-based meat alternatives in the next year

"Over the next year, I will replace _____ of my real meat consumption with plant-based alternatives"



80%

Will replace at least some of their real meat!



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Reach out to hello@numerator.com to learn how you can innovate to win your fair share of plant-based alternative spend.