Meatless is on the menu

Plant-based proteins are gaining awareness and acceptance, propelled by interest in healthy eating, sustainability and animal welfare.

INCREASE in plant-based product claims (2013-2017)*

BELIEVE plant-based foods are better for the environment*

CONSUME plant-based protein daily*

NEW ATTITUDES & AUDIENCES

Veggie burgers
- Typically targeted at vegetarians/vegans
- Texture, taste not typically meat-like

Meatless meat
- Targeted at “flexitarians” who eat meat & alternatives
- Mimics sensory experience of eating meat

Foodservice feeds trial
When dozens of national chains added meatless options to their menus, restaurant sales of meat alternatives grew 268% ↑ (2018-2019)*

Global appetite, great potential*

How likely are you to purchase plant-based meat?

Alternative meat’s slice of the global meat industry

10-year growth forecast: 900% 

Traditional meat products

TODAY: 1% $14 billion

2029: 10% $140 billion

Smart plant protein sources from Cargill
(Non-GMO available*)

Learn more at cargill.com/plantproteins

* There is no single definition of “non-GMO” in the USA. Contact Cargill for source and processing information.

SOURCES: