

The growing appeal of alternatives to dairy



Main drivers of consumption for dairy alternatives in Europe¹



67%
Health
in general



35%
Digestive/stomach
irritation avoidance



28%
Help strengthen
immunity

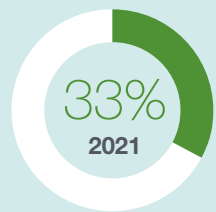
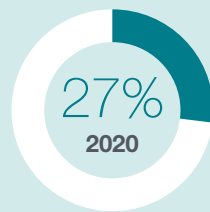
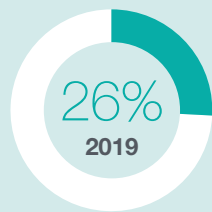
The dairy alternatives European consumer profile¹

	Likely to check nutritional indicator	Top 3: Importance in purchase decision	Agree: plant-based foods are healthier	Indicate plant-based has an advantage
40% LIGHT USERS	69%	Total sugar 66% Source of plant 63% Animal welfare 62%	46%	Total calories 30% Nutritional value 26% Contains healthy ingredients 30%
36% MEDIUM USERS	82%	Nutritional value 73% Source of plant 73% Animal welfare 73%	60%	Total calories 35% Nutritional value 35% Contains healthy ingredients 33%
24% HEAVY USERS	70%	Source of plant 81% Animal welfare 72% Total sugar 65% Environmentally sustainable 65%	46%	Total calories 57% Nutritional value 55% Contains healthy ingredients 54%



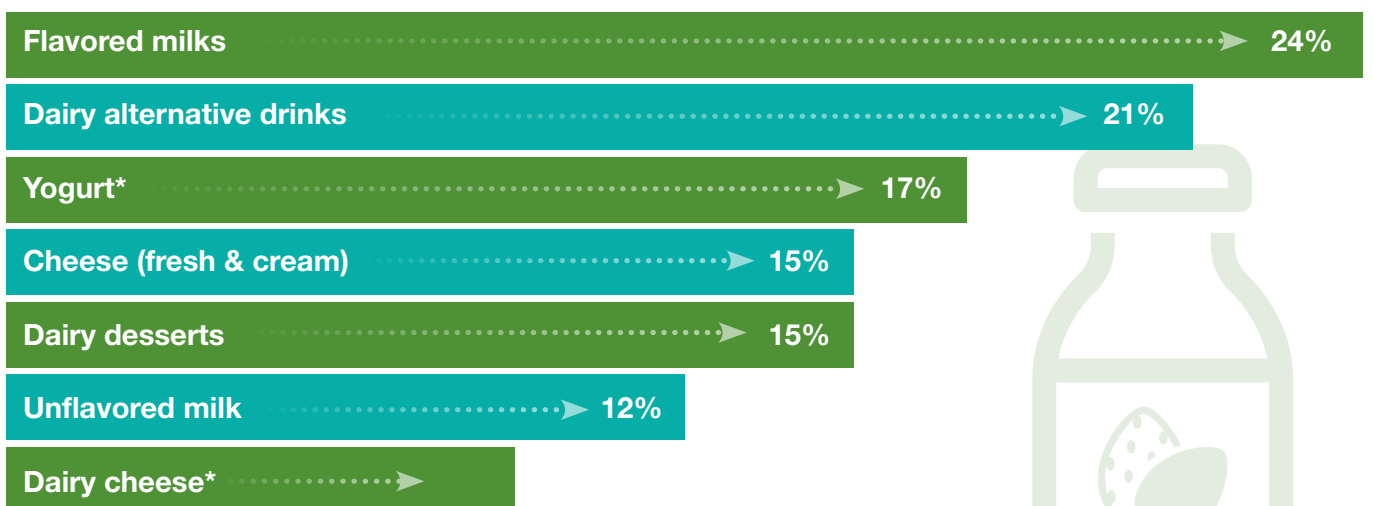
More than 2 in 5 European consumers are very/extremely likely to **pay a higher price for products fortified with protein.**¹

Plant-based dairy alternatives with a protein claim in European product launches²



High sources of protein

Protein claims made in % of launches by Dairy alternatives subcategory 2021²



* Yogurt = spoonable dairy yogurt, spoonable non-dairy yogurt, drinking yogurt
Dairy desserts = ambient desserts, chilled desserts, soft cheese desserts



Fastest growing plant protein used in plant-based dairy alternatives between 2020 and 2021²



The fastest growing subcategory launches containing pea protein²



Non dairy ice creams & frozen yogurt



Spoonable non dairy yogurt



Plant-based dairy drinks



Non dairy cheese

Learn more at www.cargill.com/food-beverage/emea/plant-proteins

¹ Cargill proprietary research Europe, 2022
² Innova database, 2021