

Plant-Based Buyers and Their Favorite Brands

A detailed segmentation of plant-based buyers with profiles of 15 major plant-based brands



What's in the Report?

- Executive summary
- Plant-based food landscape
- Who are plant-based consumers?
- What are consumers buying?
- What drives purchase decisions?
- What do people intend to buy?
- Profiles for 15 major brands
- Key takeaways for companies
- Excel file with segment details

How to Get the Report?

Complete the order form on page four or get instant access online:

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Plant-Based Buyers and Their Favorite Brands provides detailed insights on the growing market for alternative meat, dairy, and egg products. The report includes an in-depth segmentation analysis of more than 1,000 plant-based consumers (including nearly 900 plant-based food buyers) and detailed profiles of 15 major plant-based brands.

The report examines plant-based buyers including their purchase habits in general and for specific categories like plant-based beef, chicken, pork, fish/seafood, milk, cheese, and eggs. It also covers plant-based buyers' motivations and barriers, where they prefer to shop, and their willingness to pay a premium for plant-based foods.

The full report also provides in-depth profiles for 15 leading plant-based brands. Each profile includes brand awareness reputation among plant-based consumers, past and intended purchases, purchaser ratings for taste, value/price, packaging, and availability, and net promoter scores.

Brands covered in the report include:

- 8th Continent
- Beyond Meat
- Blue Diamond
- Boca
- Califia
- Daiya
- Field Roast
- Gardein
- Lightlife
- Morningstar Farms
- Oatly
- Quorn
- Silk
- Tofurky
- WestSoy

To pre-order the report at the discounted price (through September 9), please complete the form on the next page or contact Cultivate Insights at info@cultivateinsights.com or (206) 852-4848.

Detailed Report Outline

Introduction

Executive Summary

- The rise of plant-based foods
 - Who are plant-based buyers?
 - What are people buying?
 - What drives purchase decisions?
 - What do people intend to buy?
 - How popular are leading plant-based brands?
 - How often are people buying these brands?
 - How do buyers rate brands on key traits?
- Items are included in both report versions
 - Items are included only in the full report

The Plant-Based Food Landscape

- A growing and dynamic industry
- What's driving the growth?
- How big is the plant-based food market?
- Where is the market going next?

Who Are Plant-Based Buyers?

- Plant-based eating and buying
- What are the key consumer trends?
- Who is buying plant-based foods?
- Who are the most frequent buyers?

What Drives Purchase Decisions?

- Reasons for plant-based buying
- Barriers to plant-based buying
- Plant-based buying habits
- What premium they will pay?

What Are Consumers Buying?

- Actual and intended purchases
- Which product categories are most popular?
- How do category buyers differ?

Consumer Profiles for Product Categories

- Profile: Plant-based beef buyers
- Profile: Plant-based chicken buyers
- Profile: Plant-based pork buyers
- Profile: Plant-based fish buyers
- Profile: Plant-based milk buyers
- Profile: Plant-based cheese buyers
- Profile: Plant-based egg buyers

Report Outline Continued

Overview of Top Plant-Based Brands

- The leading plant-based brands
- Plant-based buyers' favorite brands

How Often Do People Buy Plant-Based Brands?

- Plant-based brand awareness
- Plant-based brand purchases
- Plant-based brand intended purchases

What Do Plant-Based Buyers Think of Brands?

- Plant-based brand reputations
- Plant-based brand taste ratings
- Plant-based brand value/price ratings
- Plant-based brand packaging ratings
- Plant-based brand availability ratings
- Plant-based brand net promoter scores

Consumer Profiles for Plant-Based Brands

- Brand profile - 8th Continent
- Brand profile - Beyond Meat
- Brand profile - Blue Diamond
- Brand profile - Boca
- Brand profile - Califia
- Brand profile - Daiya
- Brand profile - Field Roast
- Brand profile - Gardein
- Brand profile - Lightlife
- Brand profile - Morningstar Farms
- Brand profile - Oatly
- Brand profile - Quorn
- Brand profile - Silk
- Brand profile - Tofurky
- Brand profile - WestSoy

Key Takeaways & Recommendations

Appendix

- Methods
- Limitations
- Data tables

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Cultivate Insights: Plant-Based Buyers and Their Favorite Brands

Report Order Form

To order **Plant-Based Buyers and Their Favorite Brands**, please complete the information below and return it to Cultivate Insights via email at info@cultivateinsights.org or postal mail at 9415 Delphi Road SW, Olympia, WA 98512-8518.

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