

# TASTY NUGGETS



## Experts Say Veganism Has 'Gone Mainstream'!

Plant Based Foods grew 20% over  
the last year to

# \$3.3 BILLION

in 2018!

Source: Nielsen & Plant Based Food Assoc.

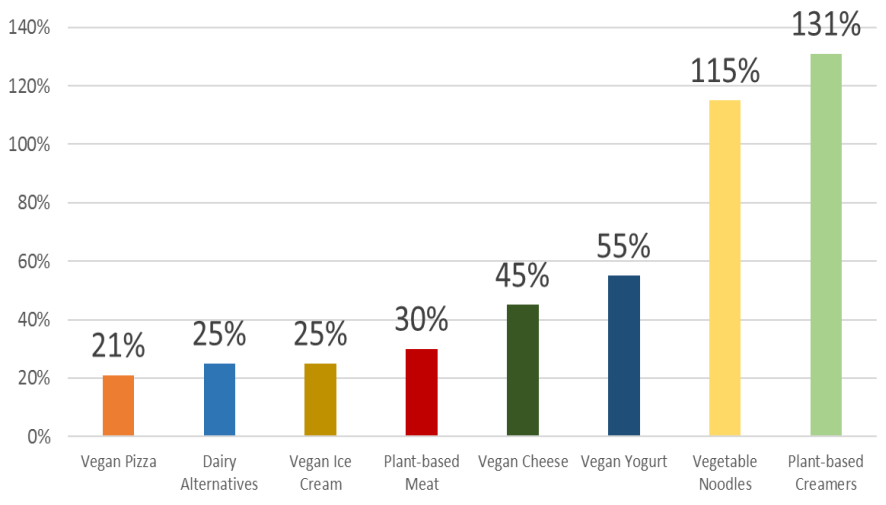
VEGAN FOOD MAKES UP

# 20 PERCENT

OF ALL FOOD &  
BEVERAGE SALES IN  
SUPERMARKETS

Nielsen study finds

SALES INCREASE BY CATEGORY 2016 - 2017



According to Nielsen, "The proportion of U.S. consumers that adhere to a vegetarian or vegan diet is growing. And that presents notable opportunity for brands and retailers looking for ways to capitalize on specific needs and desires among consumers opting for plant-based food and beverage options." The company cautioned, "Brands and retailers need to stay tuned in—or risk missing out."

# 43 MILLION

## AMERICANS

Regularly purchase vegan foods

according to NPD Group, July 2018

Percent Vegan Penetration by Foodservice Segment

