



Plant-Based Foods Market Trends April 2021



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Source:
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Mintel Global New Products Database (GNPD)

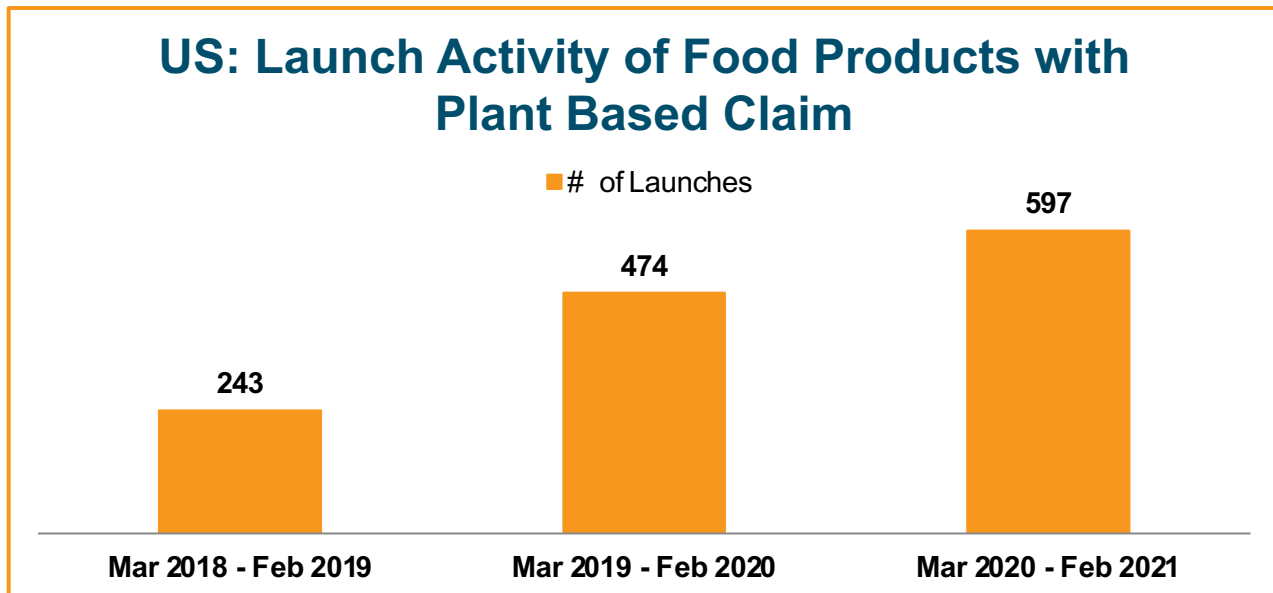


Plant Based Food Trends

March 2021

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US: Launch Activity of Food Products with Plant Based Claim



US: Launch Activity of Food Products with Plant Based Claim By Top 10 Most Active Subcategories

Subcategory	Mar 2018 – Feb 2019	Mar 2019 – Feb 2020	Mar 2020 – Feb 2021	% change
Snack/Cereal/Energy Bars	50	64	52	4.0%
Meat Substitutes	9	62	31	244.4%
Plant Based Drinks	23	26	27	17.4%
Plant Based Spoonable Yogurt	17	31	18	5.9%
Cold Cereals	15	7	36	140.0%
Bean-Based Snacks	14	18	15	7.1%
Sweet Biscuits/Cookies	6	11	27	350.0%
Vegetable Snacks	11	18	11	0.0%
Processed Cheese	3	11	24	700.0%
Pasta	6	19	12	100.0%



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Source: Mintel Global New Products Database (GNPD)



Balance Health & Taste

Consumers are most likely to cite health as their primary motivation for eating plant-based proteins, yet dining out is a treat. Operators must find a balance of highlighting the health benefits of plant-based proteins while also delivering on taste.

Burgers are a Launch Pad for Plant-based Proteins

Vegetarian burgers are a popular dish where chefs can utilize a variety of plant-based proteins. Meat-substitute brands used burgers to introduce their products to consumers and have since expanded past burgers to new dishes.

Plant-based Proteins Add Functionality and Texture

Plant-based proteins are primarily used as an ingredient in a larger dish such as a bowl or salad in order to provide both texture and protein. Ingredients like pumpkin seeds are valued for their versatility while hemp and chia seeds are trending due to their functional benefits.

Plant-based Proteins Trending, Lead by Meat Substitutes

Plant-based proteins are trending both in the restaurant industry and retail as consumers seek to improve their overall health and the health of the planet. The incidence of all plant-based proteins on menus has increased (Q1 2017-Q1 2020), but meat substitutes have experienced strong overall growth.

Meat Substitutes Ingredient

+51% menu incidence
Q1 '17 – Q1 '20

Pumpkin Seeds

+40% menu incidence
Q1 '17 – Q1 '20

Source: Trending on US Menus: Plant-Based Proteins
Menu Incidence = # of menu mentions



The Plant-Based Burger Thrives

Plant-based burgers remain a growing trend within the foodservice industry. Beyond Burger and Impossible Burger have taken restaurant chains by storm with each partnering with some of the largest national chains. Consumers interested in a more clean-label, plant-based burger can choose from any number of grain, bean, vegetable, or even seed/nut-based burgers.

Burgers are a favorite and familiar menu item to scores of consumers, making them appealing to meat eaters and non-meat eaters alike; **29% of consumers agree that vegetarian burgers are suitable for non-vegetarians and 28% agree more restaurants should offer vegetarian burgers.** Expect to see more restaurants launch plant-based burgers as meat substitute companies expand and as chefs experiment with clean-label burger formulations.



Source: Trending on US Menus: Plant-based Proteins

Tree Top's Frutectant™ (blended fruit flake powder made from pears, apples, and plums) is an ideal ingredient for plant-based formulations that naturally enhances flavors with a hint of sweet/tart fruit. Frutectant™ adds vitamins, fiber, and phytochemicals and allows formulators to offer great tasting, healthy products with fewer fat and calories.





Highlight Good Taste Along with Health Benefits

Plant-based foods benefit from a health halo that encourages adults across the dietary spectrum to add them to their meals. While it is important for brands to highlight the health benefits of the plant-based ingredients in their products, good taste remains crucial for success. Plant-based protein products that achieve an image of "healthy-yet-delicious" can win over consumers, especially meat eaters, who are seeking variety in their meal plans.



Source: Trending on US Menus: Plant-Based Proteins

Peach Mandarin Plant-Based Oat Blend





Position Vegetables as an Alternative to Traditional Carbs

The need to increase fruit and vegetable consumption is an ongoing challenge for consumers who are looking to meet the recommended dietary intake requirements. Catering to this quick-fix nutritional need, riced vegetables, notably cauliflower, have been a focus of innovation for some years in North America. But in the past year, there has been a surge of new launch activity around riced cauliflower, with brands experimenting with flavors, textures and accompanying vegetable varieties, to excite consumer interest.

Consumers are responding to the increased in faux carbs, with some 49-62% of consumers in the US expressing interest in trying vegetable based carb options and 56% of vegetable consumers in the US would be interested in riced vegetables. This suggests clear opportunities for brands which can meet consumers flavor, convenience and texture expectations of these vegetable products.



Source: A Year of Innovation in Fruit & Vegetables, 2020

Organic Riced Cauliflower Stir-Fry



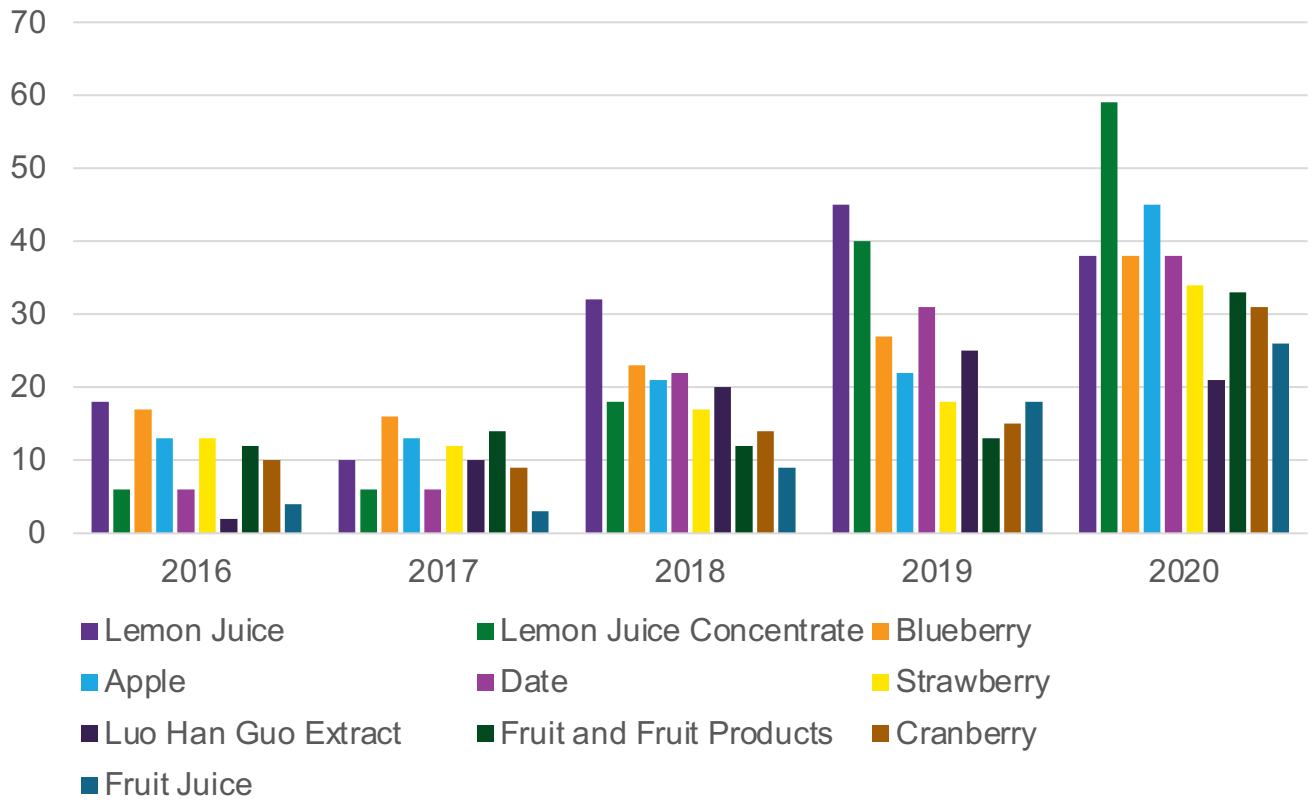
Vegan Ranch Veggie Sticks using Organic Pumpkin Powder



CaPao Fruit Jerky Strips & Smoothie Balls



Top 10 Fruit Ingredients North America New Product Introductions in Food & Drink with Plant-based Claim Last 5 Years



Source: Mintel
GNPD