

Plant-based Diets (Incl Impact of COVID-19) - China - April 2020

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This report looks at the following areas:

- Impact of COVID-19 on plant-based dining habits and key trends to watch in the post-COVID-19 period
- Investigating the usage and perception of traditional soy-based meat alternatives
- Exploring the interest and expectation of innovative plant-based meat alternatives
- Reimagined functionality of plant-protein drinks
- Marketing to the general public in the foodservice sector

Plant-protein diets have been heavily promoted in recent years as traditional meat producers and dairy companies all over the world look for ways to extend product lines as well as to excite consumers with nutritional, healthy and premium food and drink products.

While ethical claims are still niche and have a long way to go in China, brands and companies could highlight the better taste and nutrition of innovative plant-based meats empowered by advanced technology. Innovative plant-based meats need to compete to alter consumers' existing perceptions of soy-based meat alternatives.



"Plant-based food and drink products benefit from consumers' positive perceptions of their cleanness and freshness through bold on-packaging claims. The urge to improve health and wellness after the COVID-19 outbreak, along with a curiosity for mouth-watering innovations, present opportunities for prime ingredients in plant-protein drinks and the introduction of plant-based meat." – Wenxin

Wenxin, Senior Analyst
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