

## Plant-based Proteins - US - January 2018

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"Consumers are open to plant-based alternative proteins, and while they recognize health concerns as a distinct selling point for these, they will not waver when it comes to taste. Notably, in this category, the organic claim appears somewhat less impactful than in others, and consumers may well be treating "no artificial ingredient" statements as essentially a "natural" promise."

- **William Roberts, Jr, Senior Food & Drink Analyst**

This report looks at the following areas:

- Consumption of meat alternatives significantly lags behind animal-based proteins
- Competition among plant-based options increasing

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