

PLANT-BASED SNACKING:

A LUCRATIVE PROFIT

OPPORTUNITY



WHY PLANT-BASED?



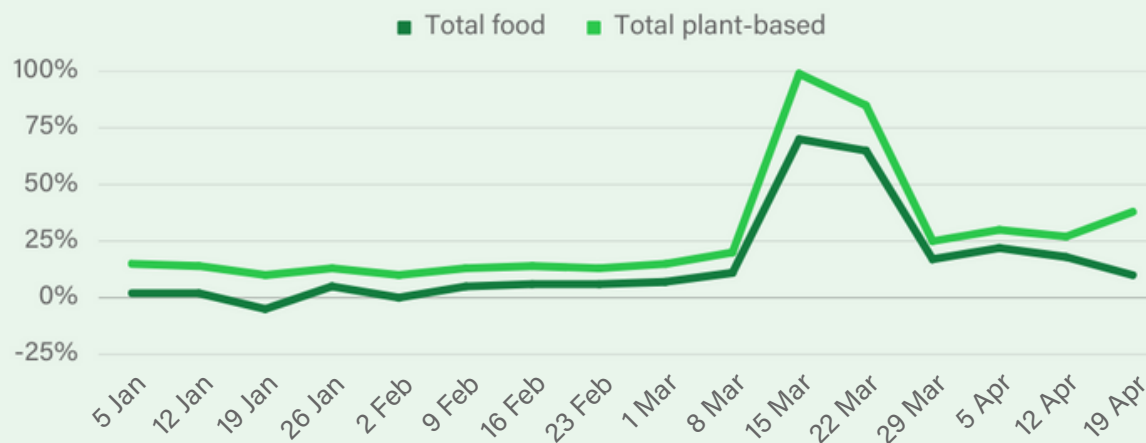
40% of European consumers are now actively reducing their meat and dairy intake.¹



Expanding your plant-based range can reduce your company's food-related emissions by up to 50%.²

**PLANT-BASED SALES
CONTINUED TO GROW
EVEN AFTER
THE PANDEMIC
PANIC-BUYING SPIKE³**

PLANT-BASED VS: TOTAL FOOD RETAIL SALES⁴

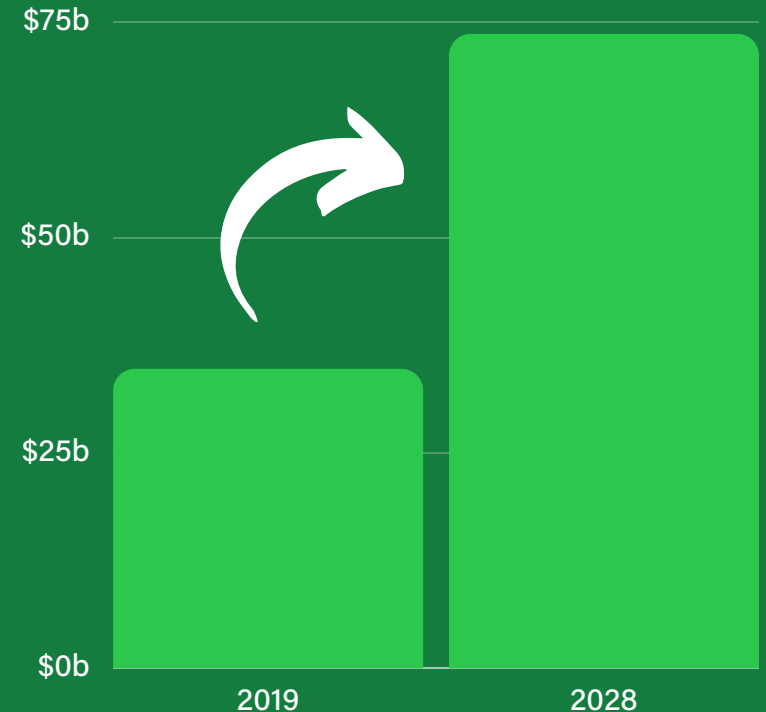


NEW FOOD HUB

WHY SNACKS?

The pandemic increased demand for snacks among Western consumers – a behaviour that appears to have become a long-term habit.⁵

The plant-based snack market has a projected CAGR of **8.7%**, outstripping the projected growth rate of the snack market as a whole (6.7%).



GLOBAL SALES OF
PLANT-BASED SNACKS, IN US DOLLARS⁶

Did you know...

“A rise in health problems and diseases such as diabetes, obesity, and cardiovascular disease has led consumers to choose healthier alternatives in the form of vegan snacks.

Vegconomist (2018) ⁷

Market Report: Vegan Snack Market to Grow to 73 Billion Dollars by 2028

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WHAT IS THE LEGISLATION?



From October 2022, the UK will ban retailer promotion of unhealthy foods, with similar discussions underway in the EU.⁸

Unhealthy products will no longer be allowed in locations such as store checkouts or entrances

Product placement in these locations can boost sales by

50%⁹

The solution is clear!

Retailers should promote healthy plant-based snacks

By placing healthier alternatives in key store locations, retailers can capitalise on consumer-impulse purchasing

Of all the ways to experience plant-based alternatives, impulse buys are uniquely low-risk and low friction.¹⁰



BONUS INCENTIVES



Personal health is a key motivator for embracing a plant-rich diet.¹¹



Unhealthy snacks like chocolate are subject to a 20% sugar tax.¹²

Make your snacks more attractive by prioritising healthy, low-tax plant-based snacks at checkouts and other impulse-buy locations.

OUR ADVICE



Expand your
plant-based
snack range



Offset losses from
taxes by promoting
healthier plant-
based snacks



Pass on savings
to consumers by
stocking plant-
based snacks

 **proveg**
NEW FOOD HUB

Want more? Check out ProVeg International's New Food Hub for further insights into this topic and others!

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