PLANT-BASED FOODS
STATE OF THE MARKETPLACE
2022 SUMMARY REPORT

RETAIL AND E-COMMERCE SALES PERFORMANCE // FOODSERVICE TRENDS // CONSUMER INSIGHTS
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In the past five years, plant-based foods have been catapulted into the spotlight, powering considerable success, rapid evolution, and incredible innovation in a short period of time. But in the wake of the plant-based industry’s tremendous accomplishments, there has also been a healthy dose of skepticism regarding the ability of this emerging industry to meaningfully capture consumer interest.

Coming off a year that saw the entire food industry face considerable economic challenges, the story of plant-based foods is one of resilience. In 2022, inflation significantly altered consumer spending patterns—yet, plant-based foods broke a record $8 billion in U.S. retail sales. As the e-commerce landscape exploded in response to the pandemic, plant-based foods captured 6.4% of total online sales, compared to a steady 4.5% share in grocery retail. Engaged consumers drove consistent demand for plant-based options in foodservice settings, and now 48% of restaurants across the U.S. feature plant-based foods on their menus—a percentage that has grown steadily, without decline, over the past decade. The bottom line: Consumer demand for plant-based is strong, and it is up to us as an industry to respond in kind.

When the Plant Based Foods Association (PBFA) first started reporting on U.S. retail sales for plant-based foods a mere five years ago, the industry was primarily composed of six product categories and clocked in at $4.5 billion in annual sales in 2018. Since this time, the industry has blossomed and built strong momentum powered by motivated consumers, innovative brands, and strategic marketplace partners who have bolstered growth. We now report on 20 plant-based categories—across the entire store—meeting consumer needs across all eating occasions, tastes, and dietary preferences.
In 2021, we reported that steady sales growth of plant-based foods, following unprecedented double-digit growth in 2020, was indicative of the health of this industry, further illustrated by plant-based foods’ growth outpacing that of both animal-based foods and total food and beverage. The consistent performance of plant-based foods through 2022 demonstrates consumer dedication to choosing foods that align with their values and meet their expectations related to health, sustainability, and social justice. Likewise, it speaks to the nimble maneuvering of the plant-based food companies that deftly navigated supply challenges, despite lacking the same scale-based advantages as animal-based food companies, and displayed unwavering commitment to creating delicious food that continues to innovate and diversify.

While there is still much to be done by food system stakeholders to sustain and accelerate the momentum of the plant-based foods industry, the findings of this report affirm our confidence as an organization and an industry that we, collectively, are on the right path.

**Consumer demand for plant-based is strong, and it is up to us as an industry to respond in kind.**

In this summary report, we take a holistic view of 2022 marketplace dynamics, highlighting the latest U.S. retail sales figures for top plant-based food categories, e-commerce trends, foodservice data, and consumer insights. Many takeaways have emerged from plant-based food performance across channels, and to ensure further advancement, we must keep a keen eye on not only what is successful but also on persistent obstacles, unmet consumer needs, and key opportunities across the marketplace to identify and employ strategies that increase the availability and accessibility of plant-based foods.
Our most recent data set, analyzed and categorized from SPINS data by the Plant Based Foods Association and The Good Food Institute, shows that plant-based food dollar sales grew 6.6% in 2022 to $8 billion, with unit sales mirroring the 3% decline also seen in total food and beverage, and in animal-based foods—all of which demonstrate the strong resilience of plant-based foods during intense inflationary conditions.
Rising inflation impacted every segment of the food industry in 2022, leading to higher dollar sales for plant-based foods, as well as animal-based and total food. Across the board, these three sectors saw declining unit sales by 3% over 2021. Our pricing analysis revealed that the overall average retail price of animal-based foods increased by 15%, which is reflected in the category’s 11% sales growth.

Plant-based foods, however, maintained 6.6% sales growth in 2022, up from 5.9% in 2021, with only a 10% increase in average retail price. While there is still a retail price gap between plant-based and animal-based foods, the consistent plant-based growth and lower inflation bubble signal the overall health of the category. Importantly, plant-based dollar market share has also remained relatively stable at 4.5%, and unit share has also held firm at 4.5%.

**GROWTH IN CONTEXT**

Plant-based unit and dollar share remain steady.

**PLANT-BASED UNIT AND DOLLAR SHARE REMAIN STEADY**

TOTAL U.S. PLANT-BASED DOLLAR AND UNIT SHARE, LAST 4 YEARS

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<tr>
<th>Year</th>
<th>Dollar Share</th>
<th>Unit Share</th>
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<tr>
<td>2019</td>
<td>4.1%</td>
<td>3.7%</td>
</tr>
<tr>
<td>2020</td>
<td>4.4%</td>
<td>4.2%</td>
</tr>
<tr>
<td>2021</td>
<td>4.7%</td>
<td>4.5%</td>
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<tr>
<td>2022</td>
<td>4.5%</td>
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Source: SPINS Conventional Multi Outlet Channel, SPINS Natural Enhanced Channel (powered by Circana, formerly IRI and NPD) | 52 Weeks Ending 1/1/2023

¹ Note: These numbers were calculated from plant-based categories and their animal-based counterparts, specifically butter, cheese, creamer, eggs, ice cream, meat, milk, protein liquids & powders, and yogurt.
While all animal-based categories declined in units, plant-based categories saw marked unit growth in the following five categories: plant-based creamers, eggs, protein powders, ready-to-drink beverages, and dips and spreads. The variety of standout categories speaks to the expansion of consumer interest in plant-based options for every eating occasion, from post-workout smoothies to morning coffee to indulgent meals. Consumers are now seeking out plant-based options in even the most nascent categories, with consistent annual growth despite persistent industry challenges. This growth is directly connected to continued innovation and increasing distribution to meet evolving consumer needs.

While the growth of plant-based foods may not reach double-digit heights every single year, there is a larger underlying story unfolding: When scrutinizing grocery sales unit growth over the last four years since 2019, we see that animal-based foods and total food and beverage unit sales remain virtually flat at 1%, while plant-based foods unit growth is up by 23%. This trajectory makes it clear that plant-based foods across the store remain the growth engine for the food industry.

Who is the Plant-Based Consumer?

The plant-based shopper spans all generations and socioeconomic backgrounds, driven by motivations ranging from health to the environment to animal welfare—all insights that have remained clear and consistent over time.

From our consumer research, we found 70% of the total U.S. population is consuming plant-based foods, up from 66% one year ago.$^2$

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$^2$ JWH Consulting, LLC. Primary Online Quantitative Pulse Survey.
Household panel data from Circana, formerly IRI and NPD, shows that 60% of total U.S. households are purchasing plant-based foods, which remained steady from the year prior, and a whopping 80% of households are repeating those purchases, demonstrating loyalty to and satisfaction with plant-based foods.

### Top Motivation: HEALTH

Seventy-three percent of the population consider themselves health-conscious consumers. Most people are looking for the same key qualities in their food choices: delicious, healthy, and affordable. Younger consumers care about the carbon footprint of the food they eat and as their purchasing power increases, so do their plant-based food purchases: Around 79% of the Gen Z population choose to go meatless one day a week, and 65% say they want a more plant-forward diet.³

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Key Opportunity

Ultimately, people want opportunities to eat well, and plant-based foods and plant-based diets offer just that, from hearty fare to light bites, from sweets to sides—and yes, we’ll say it, from soup to nuts. Based on our research using shopper data, consumers want more product and preparation education, increased variety, and ample, clearly defined, easily located space in stores to discover plant-based options that meet their specific needs.

Integrated marketing events that capture plant-based foods across all plant-based categories have proven extraordinarily successful in increasing sales in both the short and long term, based on increased awareness, education, and overall value to shoppers.

Photo credit: PBFA “Fall in Love with Plant Based” shopper marketing campaign at Lucky Supermarkets featuring Tabitha Brown, October 2018.
PLANT-BASED CATEGORY PERFORMANCE

Plant-based foods remain ubiquitous. The data consistently shows that there is no singular “plant-based consumer,” and people—regardless of their dietary preferences—are looking to incorporate more plant-based options that meet their everyday needs.
Plant-Based Milk Builds on Success

Plant-based milk remains the largest segment in the plant-based foods industry. With 40.6% of U.S. households purchasing plant-based milks—and an astounding 75.7% of consumers repeating their purchases—plant-based milk has become a household staple and a plant-based category powerhouse.

The plant-based milk category grew 9% to $2.8 billion in 2022. Against a backdrop of heavy inflation, plant-based milk units declined by 2%: As consumers stretched their dollar across total food sales, the price gap between plant-based milk and animal-based milk impacted overall purchasing. In comparison, animal-based milk was also down 2% in units, but saw a 12% increase in dollar sales, illustrating the outsized role of inflated pricing in growing sales figures for animal-based milk.

Insights from the Plant Based Foods Institute’s Plant-Based Migration Analysis Report⁴, carried out in collaboration with Kroger and 84.51°, revealed that 43% of plant-based customers new to or increasing their purchases of plant-based products choose plant-based milks over conventional dairy milk.

⁴ Understanding consumer shifts from animal-based to plant-based foods in the retail environment, PBJI, Kroger, 84.51°. (2022) https://cbfinstitute.org/migration
Driven by tremendous and continued innovation, plant-based milk represents 15.3% of all milk sold and serves as the gold standard in merchandising, comprising approximately 25% of shelf space and physically placed next to animal-based milk in stores, often with prominent overhead signage to help shoppers navigate the section.
Hazelnut/Rice
Coconut
Almond
Oats with seeds
Kids’ Chocolate Milk
Oat Flax
Coconut Hemp
Keto Vanilla Creme
Almond Cashew Creme
Pistachio
Cashew
Hazelnut
Walnut
Pea
Flax
Sesame
Macadamia
Banana
Rice

Photo credit: Plant-based milk set in Kroger Supermarkets, April 2023.

Source: SPINS Conventional Multi Outlet Channel, SPINS Natural Enhanced Channel (powered by Circana, formerly IRI and NPD) | 52 Weeks Ending 11/1/2023
Plant-Based Creamer Gains Favor

Plant-based creamer, the third largest plant-based category after milk and meat, grew by 24% in dollars and 12% in units, while animal-based creamer units declined by 1.4%. Brands innovated like never before, providing indulgent flavors like crème brûlée, dark chocolate truffle, and toasted marshmallow, all of which can be found in the creamer section next to animal-based counterparts. We’re also seeing a growing variety of ingredients introduced to boost the functionality and nutrition of plant-based creamer options: Some of the most popular ingredients are oat, almond, soy, and coconut, with rising interest in blends.

Plant-Based Meat Holds Firm

The landscape for plant-based meat is evolving as more products and varieties emerge in this category. After hitting a record 46% sales growth in 2020 over 2019, plant-based meat has held firm in dollar sales: In 2022, plant-based meat dollar sales remained remarkably stable at $1.4 billion, decreasing slightly by 1.2%. While overall units have declined by 8.2% in plant-based meat, this category continues to hold a steady 2.5% market share of all packaged meat.
Repeat buying rates for plant-based meat demonstrate consistent consumer interest in this category and offer insight into the potential growth opportunities to expand this developing segment.

Trends show that consumers are committed to incorporating plant-based meat into their diets, with 17.5% of households purchasing plant-based meat and a hefty 62.5% repeating their purchases.

Convenience is also a leading driver of plant-based meat sales, with frozen plant-based meat now making up 63% of dollar sales, equating to $866.6 million.
Frozen plant-based meat represents 63% of total plant-based meat sales, growing 5% in dollar sales, while shelf-stable meat—including plant-based jerky snacks and canned meat products—grew to 3% in share, 83% in dollars, and 80% in units.

Consumers are looking for healthier plant-based meat options, and brands are responding quickly with highly sought-after products like burgers with less saturated fat and clean-label steak. And consumers are responding in kind: Many plant-based meat segments—such as filets; steaks; cutlets and jerky snacks; and nuggets, tenders, and wings—are growing in both dollars and units, while plant-based chunks and strips, deli slices, and meatballs are growing in dollar sales, demonstrating consumer adoption of many different varieties of plant-based meat.
Opportunities to Bolster Retail Footprint

Plant-based products need to meet comparable velocity thresholds to maintain shelf space, which is a challenge without scale and subsidies. Research has shown that merchandising plant-based meats where consumers can find them is critical to their retail success.

Photo credit: Plant-based meat merchandising, Sprouts Supermarkets, April 2023.
Consumer Shifts on the Horizon

We anticipate that as plant-based meats improve in terms of health, taste, and texture in alignment with broader consumer expectations, there will be an even more significant shift in shopper buying behavior. Insights from the Plant Based Foods Institute’s Plant-Based Migration Analysis Report⁵, done in collaboration with Kroger and 84.51°, revealed that nearly 30% of Kroger shoppers who are engaged with plant-based foods are actively choosing plant-based meat and frozen meals instead of their animal-based counterparts in the same categories.

According to the Food Industry Association’s Power of Meat 2022 report⁶, animal-based meat consumers are increasingly aware of health considerations associated with meat:

“In addition to cost, meat consumers cite concerns regarding the healthfulness of meat and poultry and antibiotics, hormones, and chemicals. Environment concerns rated third, while animal welfare is a fourth driver—the combination of which is prompting some guilt over eating meat and poultry.”

Plant-Based Cheese Powers Loyalty

Plant-based cheese sales reached $233 million in 2022, declining by 1.71% since 2021.

The household penetration rate of plant-based cheese stands at 5%; however, the repeat buying rate is an exceptionally strong 49.9%. In comparison, household penetration for animal-based cheese fell by 0.3% in 2022.

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⁵ Understanding consumer shifts from animal-based to plant-based foods in the retail environment, PBFI, Kroger, 84.51°. (2022) https://pbfinstitute.org/migration
Growing Variety and Ingredient Profiles

Plant-based cheese has ample room to grow based on consumer survey data: PBFA collaborated with 84.51° to analyze consumer sentiment amongst plant-based Kroger shoppers⁷, and 73% surveyed indicated they were interested in better-tasting plant-based cheese options. Plant-based food companies are responding by debuting new fermentation techniques to improve taste and utilizing novel ingredients like potato, chickpea, and fava bean proteins. As new plant-based cheeses come to market, brands should advertise the improvements in taste and texture to motivate consumers. Offering sampling or trial opportunities is key to building consumer interest and establishing loyalty over time.

“Every year, we see advancements in plant-based cheese, whether it’s new brands, products, or techniques. In 2022, we saw several companies trying out new fermentation techniques to achieve a more realistic plant-based cheese.”

Linette Kwon
Data and Consumer Analyst, PBFA

Merchandising Opportunities

From a retailer perspective, plant-based cheese is the final frontier, and shoppers engaged with this category are incredibly valuable. Insights from our Kroger migration analysis illuminated that once a shopper is consuming plant-based cheese, they are considered the most loyal to all plant-based categories and increase their dollar spend across plant-based foods. Retailers can stimulate plant-based cheese purchasing with-

integrated merchandising, placing plant-based cheese next to its animal-based counterparts in store. This proved successful in an Albertsons Companies merchandising strategy for plant-based cheese: Paired with extensive shopper marketing and digital tactics to reach new Albertsons' consumers—and drive trial and repeat of the plant-based items in their new dairy cheese aisle location—integrated merchandising bolstered plant-based cheese sales.⁸

**Plant-Based Eggs Continue to Flourish**

This category continues to experience eggs-ponential growth as consumer adoption, availability of options, and innovation grows. In 2022, plant-based eggs grew 14% in dollars and 21% in units. Comparatively, animal-based eggs grew 47% in dollars, yet declined by 1% in units. Pricing increases for animal-based eggs fueled by Avian flu and subsequent shortages are reflected in the increase in dollar growth paired with declining unit sales.
More and more consumers continue to discover plant-based eggs, either due to the unreliable supply of animal-based eggs or motivated by concern about diseases associated with animal-based foods. According to the Plant Based Migration Analysis report, 33% of plant-based consumers cite they are concerned about the risks associated with animal-based foods, such as the presence of antibiotics or hormones, or their potential to be vectors of disease (e.g. salmonella, E. coli, viruses, etc.)⁹ In contrast, consumers are discovering the many health benefits of the nutrient-dense ingredients companies are using to make plant-based eggs, such as mung beans and fava beans. Additionally, plant-based food brands are diversifying beyond liquid egg products into patties, hard-boiled eggs, folded and sous vide-style products, runny yolks, and more.

Comparatively, household penetration of animal-based eggs fell by 0.7% in 2022.

“Instances of zoonotic illness outbreaks in industrial animal agriculture, like 2022’s avian flu outbreak, illustrate the fragility of this form of agriculture and the flaws within our current food system that prioritizes and subsidizes mass animal-based food production. Each time this happens, consumers are more likely to purchase plant-based foods, then they find they meet or exceed their needs. And the foundation of plant-based foods grows.”

Julie Emmett
Vice President, Marketplace Development, PBFA

⁹ Understanding consumer shifts from animal-based to plant-based foods in the retail environment, PBFI, Kroger, 84.51. (2022) https://pbfinstitute.org/migration
E-COMMERCE UPDATE

Due to massive and rapid growth in infrastructure built in response to the pandemic, there is a rapidly growing market for plant-based brands in the world of e-commerce. E-commerce grocery sales have doubled in size since 2020, growing to 11% of all retail food sales. Retailers are putting more stock in e-commerce channels and finding they are a versatile way to gain loyalty and serve shoppers' needs.

E-commerce sales of plant-based foods grew 10% in 2022, hitting $228 million overall. Additionally, plant-based food sales on e-commerce platforms saw a three-year compound annual growth rate (CAGR) of 78.0%, outpacing the 58.1% three-year CAGR growth rate of animal-based foods.

Plant-based foods also occupy a larger share of online sales compared to brick and mortar stores with 6.7% total share, compared to a 4.5% share in grocery retail.¹⁰ This rate has held steady since the year prior, indicating the staying power of the online approach.

"In recent years, we've noticed more and more people embracing a conscious way of living. Consumers are more mindful of their impact on the environment, their health, and animal welfare. This has led to a surge in popularity of plant-based foods and products, as people look for healthier and more sustainable options."

Heather Brand
Senior Category Manager, Thrive Market

Coming Soon...
PBFA is partnering with Kroger and 84.51 on an expansive, 12-week e-commerce study revealing both the path to purchase and how consumers search for plant-based foods online across nine plant-based foods categories, as well as animal-based meat. Results will be published in a subsequent report.

¹⁰ Note: These numbers were calculated from plant-based categories and their animal-based counterparts, specifically cheese, eggs, ice cream, milk, yogurt, and meat.
FOODSERVICE INSIGHTS

Over the last few years, the connection between plant-based food performance in the foodservice and retail environments has grown stronger: The consumer for both channels is largely the same, and cross-purchasing plant-based foods in retail and foodservice demonstrates consumer loyalty and dedication to exploring delicious plant-based foods while eating in or dining out.

Nearly half of America’s restaurants have a plant-based option on their menus, with a 62% increase in plant-based menu items over the past ten years. In response to growing consumer demand for plant-based foods, four times as many operators plan to add plant-based meat to their menus in 2023 than drop it from their menus. With plant-based options across nearly every segment within foodservice, 19% of consumers are indulging in plant-based offerings everywhere from quick service restaurants to fast casual establishments, from workplace cafeterias to hotels.

The outlook for plant-based foods in foodservice is one of opportunity and expansion. Plant-based food companies looking for higher velocity and sustainable, long-term growth can find stability in foodservice, especially compared to the faster-paced and more volatile retail landscape.

Photo credit: Oreo Mint Chocolate Chip Explosion Plant-Based Freakshake, courtesy of Sodexo.
Operator Mindset and Outlook

Ninety-five percent of operators who offer plant-based food and beverages anticipate that sales will increase or stay the same over the next year.

Foodservice operators have a more vivid conception of what defines a “plant-based” meal—nearly nine out of ten believe these dishes should be vegan or vegetarian—and research shows that clearly describing and being intentional with the placement of plant-based food options on menus is important for consumer awareness and inclusivity. PBFA’s recent consumer insights study found that consumers gravitate towards terms like “plant-based,” rather than “vegan” or “vegetarian.”
NPD data shows sales of plant-based meat grew 8% to $304 million in 2022.¹¹ Similar to retail trends, plant-based meat categories continue to diversify in foodservice. **Plant-based beef** is the largest subcategory, comprising 33% of total plant-based meat sales by weight, followed by **tofu**, **veggie-forward products**, **plant-based chicken**, and **plant-based pork**. **Plant-based chicken** and **seafood** are standouts with high year-over-year growth in pound sales—39% and 40%, respectively.¹²

The popularity of plant-based options amongst consumers has enabled them to gain ground on menus, even when most restaurants reduced the size of their menus during COVID and its aftermath. Taken with the previously stated insight that four times as many foodservice operators plan to add more plant-based meat options to their menus in 2023, rather than reduce them, the data picture clearly illustrates that consumer appetite for plant-based meats has far from peaked, and savvy foodservice operators can capitalize on this category’s momentum by incorporating a wider variety of meat options, like **plant-based chicken**, **sausage**, **crumbles**, and more.

“**Having plant-based foods isn’t a buzz or a trend, it’s a need and a demand that we deliver with creativity and flavor. Creating equitable offers is part of our strategy with Sodexo’s Campus commitment of 50% plant-based entrees by 2025. Inclusive options are key- having the 1:1 animal to plant entrée makes it approachable, relatable, and tempting to try. So, when we menu a Crispy Nashville Hot Chicken sandwich, our plant-based option is…you guessed it, a Crispy Nashville Hot Chicken Sandwich! Options like this draw in everyone, which is what we are aiming for- whether you are vegan, flexitarian, climatarian or are a heavy meat eater- it’s just delicious food!”**

**Jennifer DiFrancesco**
Director, Culinary Innovation, Sodexo Campus

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Consumer Mindset, Behavior, and Outlook

A whopping 43% of consumers agree that the availability of plant-based food and beverages improves the restaurant experience always or at least some of the time.

Looking at anticipated behaviors over the upcoming year, one-third of consumers say that they will eat more plant-based foods, which is five times higher than the number who say they will eat less. Foodservice operators can respond to this growing interest in plant-based by expanding their options on menus and providing their customers with solid variety and bold flavors.

While plant-based proteins like chicken and beef alternatives comprise the majority of plant-based menu items, there is room for innovation across all day-parts of foodservice and major opportunities to introduce desirable new plant-based items for seafood, appetizers and desserts. Trending plant-based menu items include meat crumbles, seafood, eggs, cheese, and even cream cheese varieties.
CONCLUSION

CHANGING THE FOOD ENVIRONMENT

Tracking the momentum of the plant-based foods industry across the full breadth of channels illuminates an increasingly bright and hopeful outlook for the future of our industry. Our growing body of consumer and market insights show that there is an undeniable, long-term path forward for plant-based foods to continue to make inroads and that the strength and momentum of this industry have never been more apparent at every level.

Despite turbulent market conditions, the resilience of plant-based foods is built on strong consumer interest and engagement, and as brands continue to raise the bar on product variety and quality and marketplace partners in retail and foodservice stay in step with consumer demand, we forecast strong continued growth in the years ahead.

In upcoming reports, we will dig deeper into:

- **Foodservice Optimization**: Considerations for implementing plant-based foods onto menus, a deeper look into the state of the plant-based menu trends, and consumer sentiments when dining out.
- **Retail Category Insights**: Key emerging plant-based categories that represent important entry points for families—including snacks, chocolate, baby food, and pet food—and explore U.S. region sales of plant-based foods to help the industry make informed choices for growth.
Methodology

Point-of-sale data:

To size the U.S. retail market for plant-based foods, PBFA and GFI commissioned retail sales data from the market research firm SPINS. The firm built the dataset by first pulling in all products with the SPINS “plant-based positioned” product attribute. The dataset was further edited by adding plant-based private label categories and subcategories, and categories not coded, and refining the plant-based eggs category. Inherently plant-based foods, such as chickpeas and kale, are not included. Due to the nature of these categories, the retail data presented in this report may not align with standard SPINS categories. Additionally, SPINS pulled in relevant animal-based subcategories (excluding plant-based positioned products) in order to create the conventional categories discussed above. SPINS obtained the data over the 52-week, 104-week, 156-week, and 208-week periods ending December 26, 2022, from the SPINS Natural Enhanced and Conventional Multi Outlet (powered by Circana, formerly IRI & NPD) grocery channels. SPINS defines these channels as follows:

- **Conventional Multi Outlet (MULO):** More than 111,000 retail locations spanning the grocery outlet, the drug outlet, and selected retailers across mass merchandisers, including Walmart, club, dollar, and military.
- **Natural Enhanced:** Almost 2,000 full-format stores with $2 million+ in annual sales and 40 percent or more of UPC coded sales from natural/organic/specialty products.

This is generally considered the broadest available view of retail food sales, although not all retailers are represented. Some companies, such as Whole Foods Market, Trader Joe’s, and Costco, do not report their scan data to SPINS or Circana (formerly IRI & NPD).

Consumer panel data:

To understand consumer purchasing dynamics and demographics, PBFA and GFI also commissioned consumer panel data from SPINS. The process for pulling the panel data was separate from that for the POS data, which may result in minor category differences. SPINS acquires its panel data through the National Consumer Panel, a Nielsen and Circana (formerly IRI & NPD) joint venture composed of roughly 100,000 households. SPINS obtained the data over the 52-week, 104-week, 156-week, and 208-week periods ending January 1, 2023, from all U.S. outlets.