



Plant-based colors for dairy alternatives

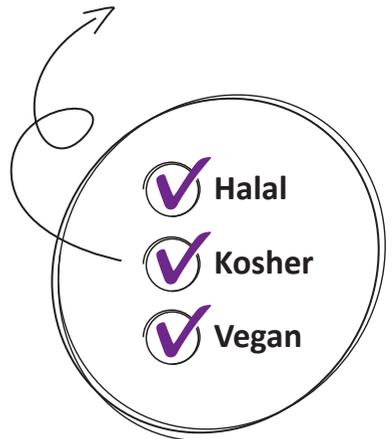
GROWING COLORS

EXBERRY®

What are the numbers?

Demand for plant-based alternatives to dairy shows no sign of decreasing. Between 2012 and 2016, the category grew by a CAGR of 20%¹, and global revenues have been tipped to rise from \$17.3 billion in 2018 to \$29.6 billion by 2023.²

Fuelled by the increasing viability of plant-based ingredients, the market for non-dairy desserts (such as ice cream and frozen yogurts) grew by a CAGR of 34% between 2013 and 2018, while the non-dairy spoonable yogurt category grew by 47%.³



Why plant-based dairy alternatives?

Vegan lifestyles are increasingly common, driven by concerns about health, animal welfare and the environment, but also favorable media coverage and mainstream initiatives such as 'Veganuary'.

In Great Britain, for example, the number of vegans quadrupled from 150,000 to 600,000 between 2014 and 2018.⁴ In the U.S., research found that the percentage of consumers identifying as vegan increased from 1% to 6% between 2014 and 2017.⁵ Globally, 3% of the population was estimated to be vegan in 2018.⁶

But demand for alternatives to dairy goes beyond the vegan category, with as many as one in four British consumers now drinking plant milks. Ipsos MORI statistics from 2018 show that 27% of people around the world now follow diets that involve reducing consumption of animal products, including vegans, vegetarians, pescatarians and flexitarians.

In 2019, the market research firm YouGov also found that 14% of British people were flexitarians who consumed meat occasionally but followed a predominantly plant-based diet. In the U.S., a 2018 poll found that 52% are trying to incorporate more plant-based meals into their daily lives.⁷

How can EXBERRY® Coloring Foods help your business?

Manufacturers have met demand for plant-based products through innovation, reflected in the quality, range and attractiveness of products. NPD growth in the dairy alternative drinks category is far higher than in dairy drinks (14.3% between 2013 and 2018, compared to 8.4%).⁸

Innovation is also evident in the broadening range of ingredients used in dairy alternatives, which include oat, cashew, almond, coconut, soy and hemp.



EXBERRY® COLORING FOODS ARE AVAILABLE IN THE FORMATS:

- LIQUID
- POWDER
- MICRONIZED POWDER
- OIL DISPERSIBLE
- ORGANIC

Plant-based color solutions for plant-based dairy alternatives

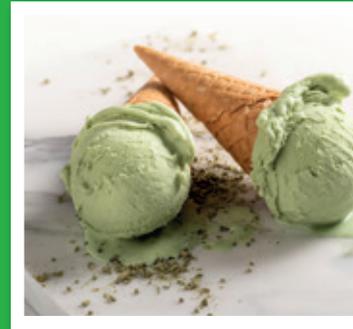
Having a fresh and appealing appearance as well as a clean and clear label is essential to ensure products stand out and attract consumers' attention, particularly given that this is a health- and ethics-driven category.

EXBERRY® Coloring Foods offer a perfect solution for dairy alternatives. Sourced from fruits, vegetables and edible plants, they can help you create new color concepts for dairy alternatives without having to compromise on appearance or quality.

EXBERRY® Coloring Foods

The EXBERRY® Coloring Foods range features more than 400 different shades. The below products provide a selection of the potential options that can provide excellent solutions for non-dairy products.

If you would like to find out more about how EXBERRY® Coloring Foods can help you unleash your dairy alternative's full potential, please get in contact. We offer a full support package.



¹ Innova Market Insights, ² MarketsandMarkets, ³ Innova Market Insights, ⁴ The Vegan Society, ⁵ GlobalData, ⁶ Ipsos MORI Global Advisor Survey, ⁷ OnePoll, ⁸ Innova Market Insights

EXBERRY®	Raw materials	Liquid	Powder
Shade Lemon Yellow	safflower, lemon	✓	✓
Shade Yellow - Cloudy	carrot, pumpkin	✓	
Shade Brilliant Orange	paprika, carrot	✓	✓
Shade Veggie Red	radish, carrot	✓	✓
Shade Fiesta Pink	beetroot, carrot	✓	✓
Shade Brilliant Pink	carrot, sweet potato	✓	✓
Shade Mint Green	spirulina, safflower	✓	✓
Shade Blue	spirulina	✓	✓

COLORED
WITH FRUIT
& VEGETABLES

