



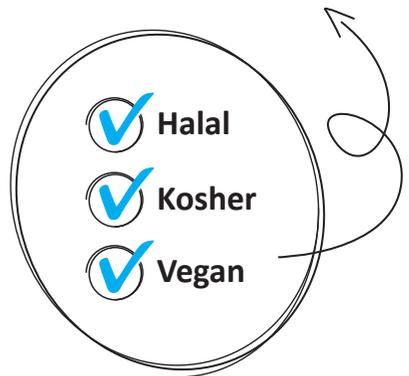
# The growing demand for plant-based nutrition

GROWING COLORS

**EXBERRY®**

There has never been a better time to use **GNT's vegan-friendly EXBERRY® Coloring Foods**

From 'Green Is the New Black' to 'Evergreen Consumption', recent media headlines suggest plant-based nutrition is continuing to gain attraction. And, as the wide variety of plant-based products now available on supermarket shelves shows, the demand is very real.



## How big is the plant-based trend?

Innova named 'The Plant Kingdom' as its second biggest trend for 2019 after a four-year period in which food and beverage products with a plant-based claim saw 63% average annual growth.<sup>1</sup>

For 2020, the 'Plant-Based Revolution' took second place in Innova's top trends amid continued consumer interest in health, sustainability and ethics.<sup>2</sup> With adventurous consumers also seeking new food experiences – especially when they are Instagrammable – there is good reason to expect continued growth in the plant-based market in the coming years.<sup>3</sup>

Barclays predicted in 2019 that the meat analogue market alone could reach \$140 billion within a decade, which would mean a 10% share of the \$1.4 trillion world meat market. The analysis also found the plant-based dairy market already has a 13% share of the overall dairy market.<sup>4</sup>

## Who's buying plant-based products?

Demand for plant-based products is by no means limited to vegans and vegetarians. A 2018 study showed 3% of global consumers are vegan, 5% are vegetarian and 3% are pescatarian<sup>5</sup>, but statistics suggest flexitarians – who only occasionally eat meat – are the primary driver for plant-based alternatives. In the U.S., for example, 98% of consumers who buy meat alternatives also buy meat.<sup>6</sup>

## Why is color important for plant-based products?

For many flexitarians, it is important that there are products on the supermarket shelf that can replace those that are derived from animals. And, when it comes to making these plant-based products look appetizing, appearance is the most important factor. There is a reason that uncolored plant-based cold

**EXBERRY® COLORING FOODS ARE AVAILABLE IN THE FORMATS:**

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



cuts got lost in corners of small organic supermarkets for a very long time.

Now, plant-based products are expected to look just like animal-based counterparts, and some retailers have even started stocking meat analogues alongside meat on the shelves.

The color of plant-based products plays a key role, helping to influence our perception of the flavor. If a meat analogue successfully matches the color of meat, consumers are not only more likely to buy it – they're also more likely to enjoy it.

## How can **EXBERRY® Coloring Foods** help your business?

EXBERRY® Coloring Foods, made from fruit, vegetables and edible plants, are available in more than 400 shades and are a perfect option to ensure plant-based products reach their full potential. With consumers more open than ever to new food and drink experiences, the possibilities for plant-based nutrition are endless.

<sup>1</sup> Innova Market Insights top trends for 2019, <sup>2</sup> Innova Market Insights top trends for 2020, <sup>3</sup> Innova Market Insights top trends for 2019, <sup>4</sup> Barclays Investment Bank: Alternative Meat 2019, <sup>5</sup> Ipsos MORI Global Advisor Survey, <sup>6</sup> Nielsen

Contact your nearest  
GNT affiliate today to  
find out how EXBERRY®  
can support you and  
your product!



COLORED  
WITH FRUIT  
& VEGETABLES

