FOOD INGREDIENTS:
KEY COMPONENTS OF A
PLANT-BASED DIET

By 2030, plant-based food sales are expected to see a FIVE-FOLD increase worldwide.¹

2 in 3 consumers reported eating plant-based meat alternatives in 2021.²

40% of consumers under 50 YEARS OF AGE want to incorporate more plant-based protein into their diet.³

WHAT DO WE MEAN BY “PLANT-BASED”?

Motivations for going “plant-based” are varied and can include cultural, environmental, or personal reasons.

According to the American Heart Association, plant-forward is a style of cooking and eating that emphasizes plant-based foods but is not strictly limited to them.⁴

HOW DO FOOD INGREDIENTS SUPPORT A PLANT-BASED DIET?

Plant-based food refers to vegetables, grains, pulses, and other foods derived from plants. While things like fruit and nuts are obvious plant-based foods, several processed plant-based products have exploded on the market. These new and innovative products would not be possible without the use of food ingredients.

By 2030, plant-based food sales are expected to see a FIVE-FOLD increase worldwide.¹

2 in 3 consumers reported eating plant-based meat alternatives in 2021.²

40% of consumers under 50 YEARS OF AGE want to incorporate more plant-based protein into their diet.³

GETTING CONSUMERS ON BOARD

THREE FACTORS MOST INTEGRAL TO CONSUMERS’ FOOD PURCHASING DECISIONS:

1. Environmental factors
   a. Plant-based foods are associated with a smaller carbon footprint and a healthier environment.¹
   b. Two-thirds of consumers are open to changing their eating habits for environmental reasons.⁵
   c. Food cultures also help plant-based products stay fresher longer and reduce food waste, providing another benefit to the consumer.⁶
   d. Many food ingredients – including cellulose and carrageenan – are not only derived from nature but play important roles by helping to bind and stabilize alternative meat products.

2. Healthy Lifestyle
   a. In recent years, health and wellness trends have consumed markets across the board.
   b. According to the Journal of the American Heart Association, consumers who chose a plant-based diet had a lower risk for heart disease and a 25% decreased risk for all heart-related causes of early death.⁷
   c. Food ingredients like calcium phosphates and yeast extract provide technological functions in many plant-based foods while also providing nutritional content.

3. Changing Taste Preferences
   a. According to a study from the International Food Information Council, 41% of consumers choose to try plant-based foods out of curiosity.
   b. Food ingredients like microbial cultures and enzymes help create a unique taste and texture in plant-based meat and dairy alternatives which ultimately contributes to consumers’ food purchasing behavior.⁸,⁹

SOURCES:
¹. Plant-based food sales are expected to increase fivefold by 2030 | Fortune
². IFIC Survey: Consumption Trends, Preferred Names and Perceptions of Plant-Based Alternatives, Food Insight
³. Soy Meets Booming Demand for Flexitarian Foods | United Soybean Board’s Soy Protein and Flexitarian Study
⁴. How does Plant-Forward (Plant-Based) Eating Benefit your Health? | American Heart Association
⁵. One Bite at a Time: Consumers and the Transition to Sustainable Food | The European Consumer Organization
⁶. Dairy and meat alternatives | CIA News
⁷. Plant-Based Diet Is Associated With a Lower Risk of Incident Cardiovascular Disease, Cardiovascular Disease Mortality, and All Causes of Early Death | Journal of the American Heart Association
⁹. What if microbial protein could help reverse climate change? | European Parliamentary Research Service