



Breaking down age barriers in the vegetarian & vegan category

Selling through the generations -30 September 2021

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Introducing Ingredient Communications

- B2B PR & marketing company, based in the UK
- Specializing in the global business of ingredients
- Represent several blue-chip international businesses across multiple categories, including food, beverage, nutrition, and personal care
- Founded in 2011 by me, Richard Clarke - a former editor and journalist in the food & nutrition space.

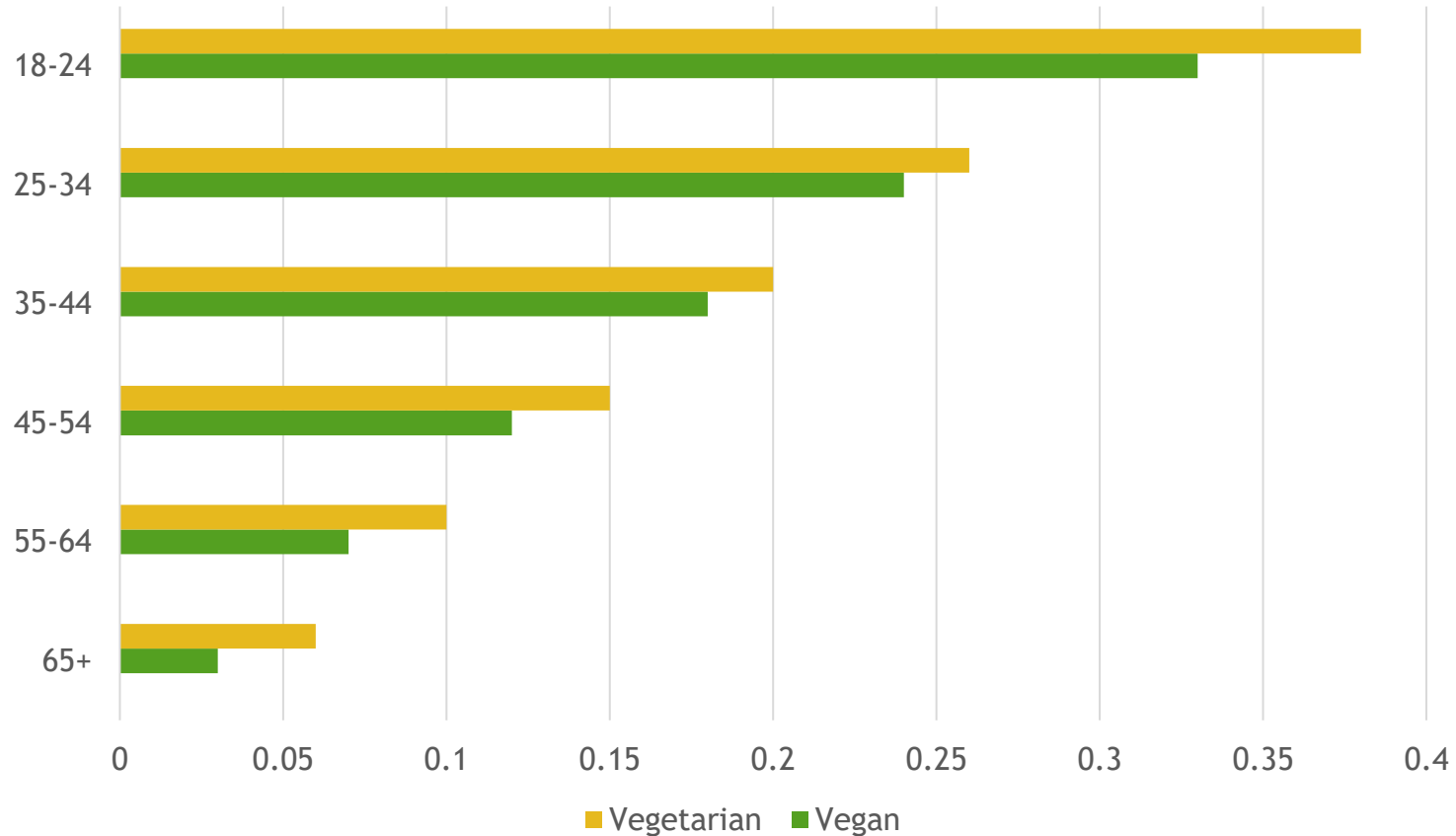


Survey details

- Commissioned by Ingredient Communications
- Conducted in September 2020 by Surveygoo, our consumer research partner
- 1,000 adults in the US and UK, segmented by nationality, age and gender
- Topics included labeling, sustainability, free-from, and veganism & vegetarianism

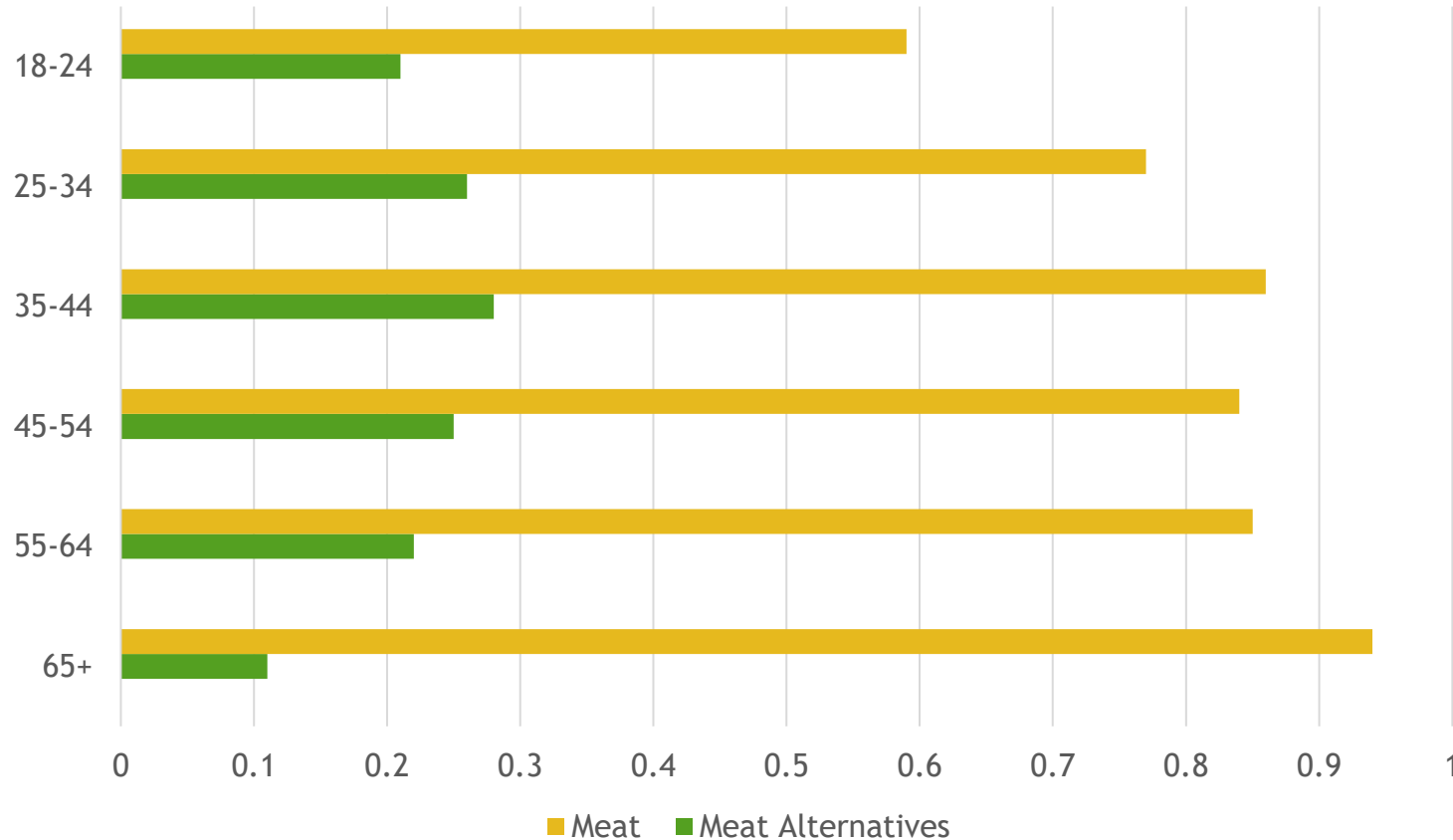
Perceptions of Vegetarian & Vegan Food

I find vegetarian / vegan products 'very appealing'



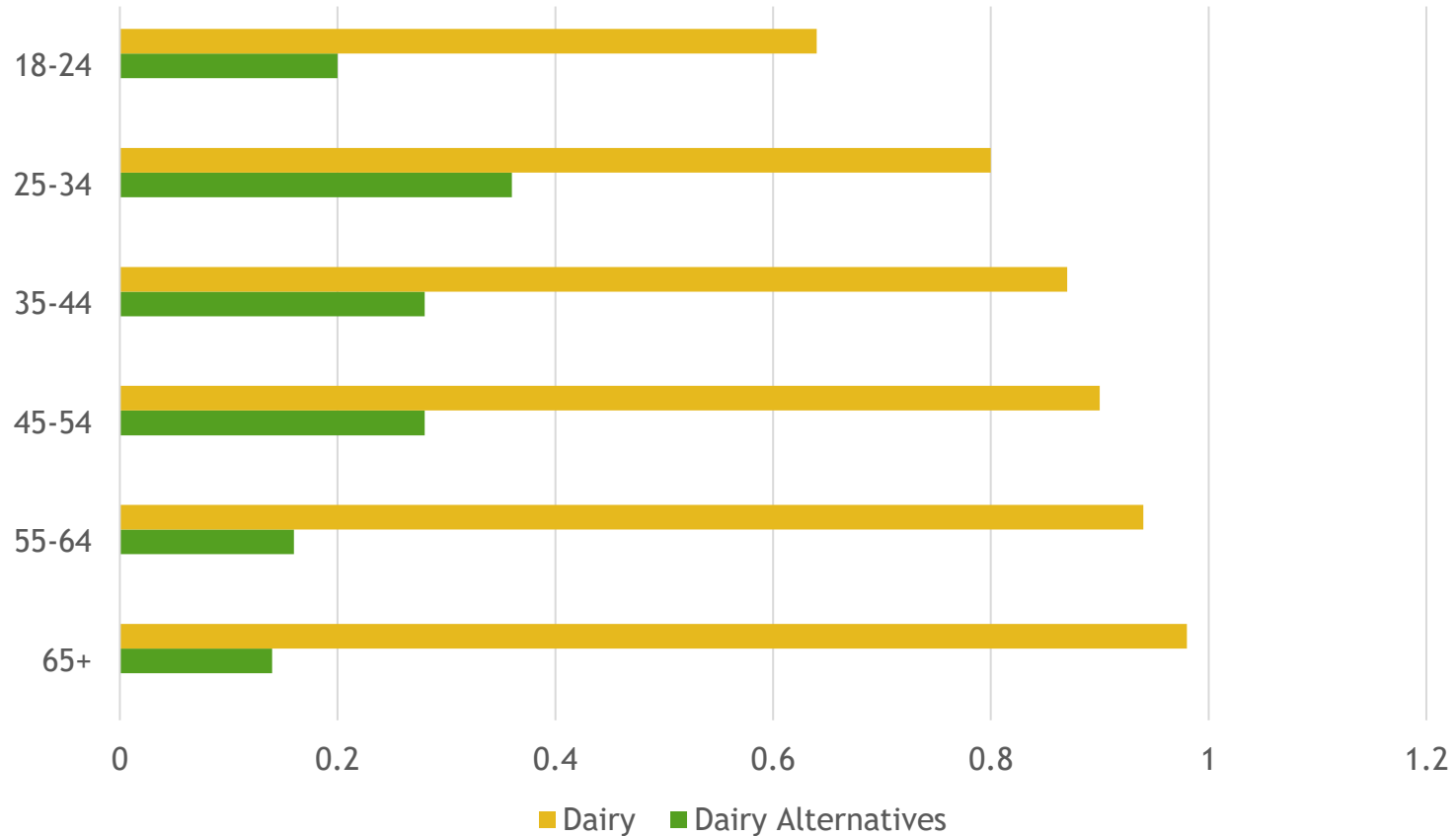
Purchases of Meat & Meat Alternatives

I buy meat / meat alternatives at least once a week



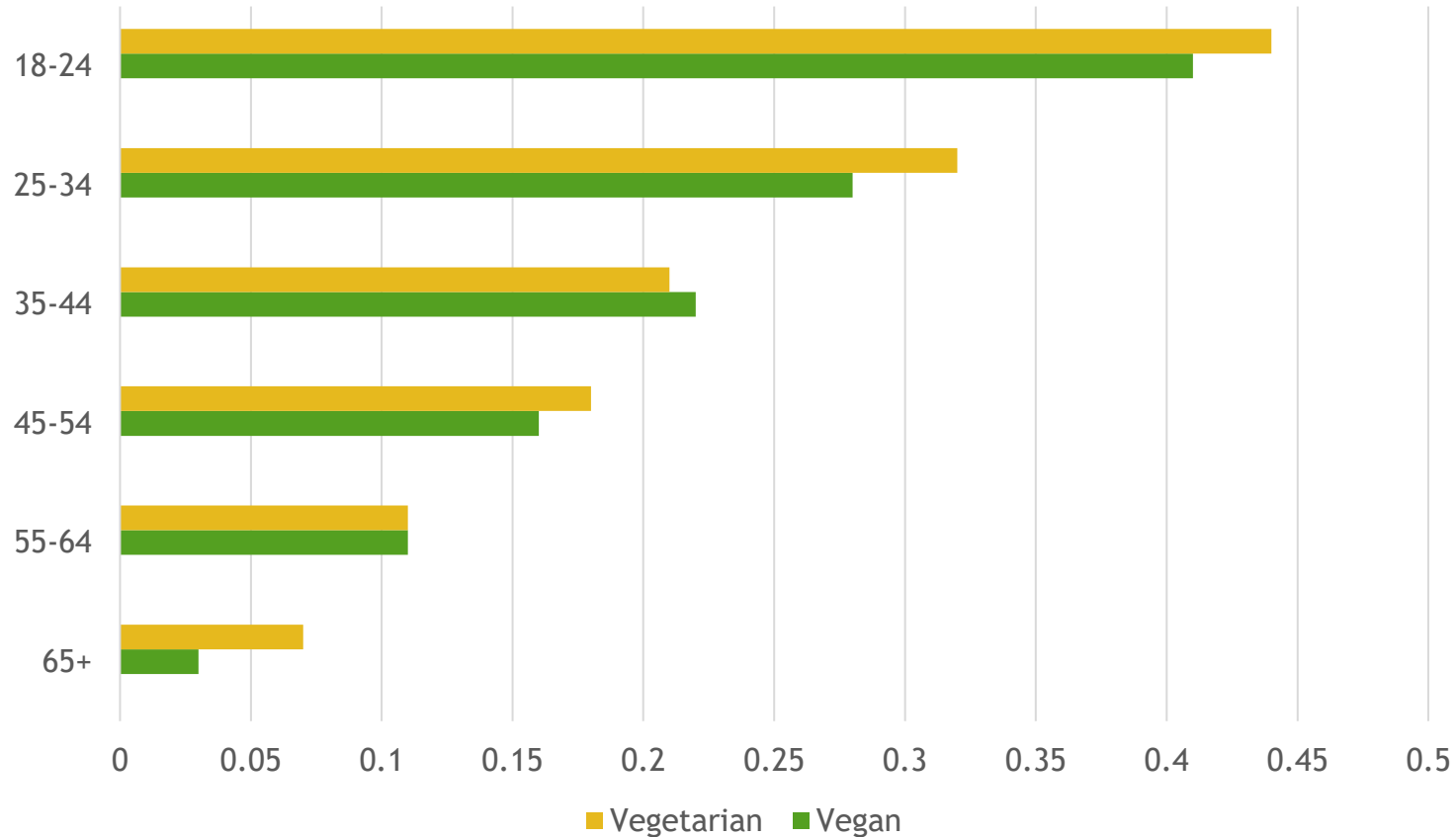
Purchases of Dairy & Dairy Alternatives

I buy dairy / dairy alternatives at least once a week



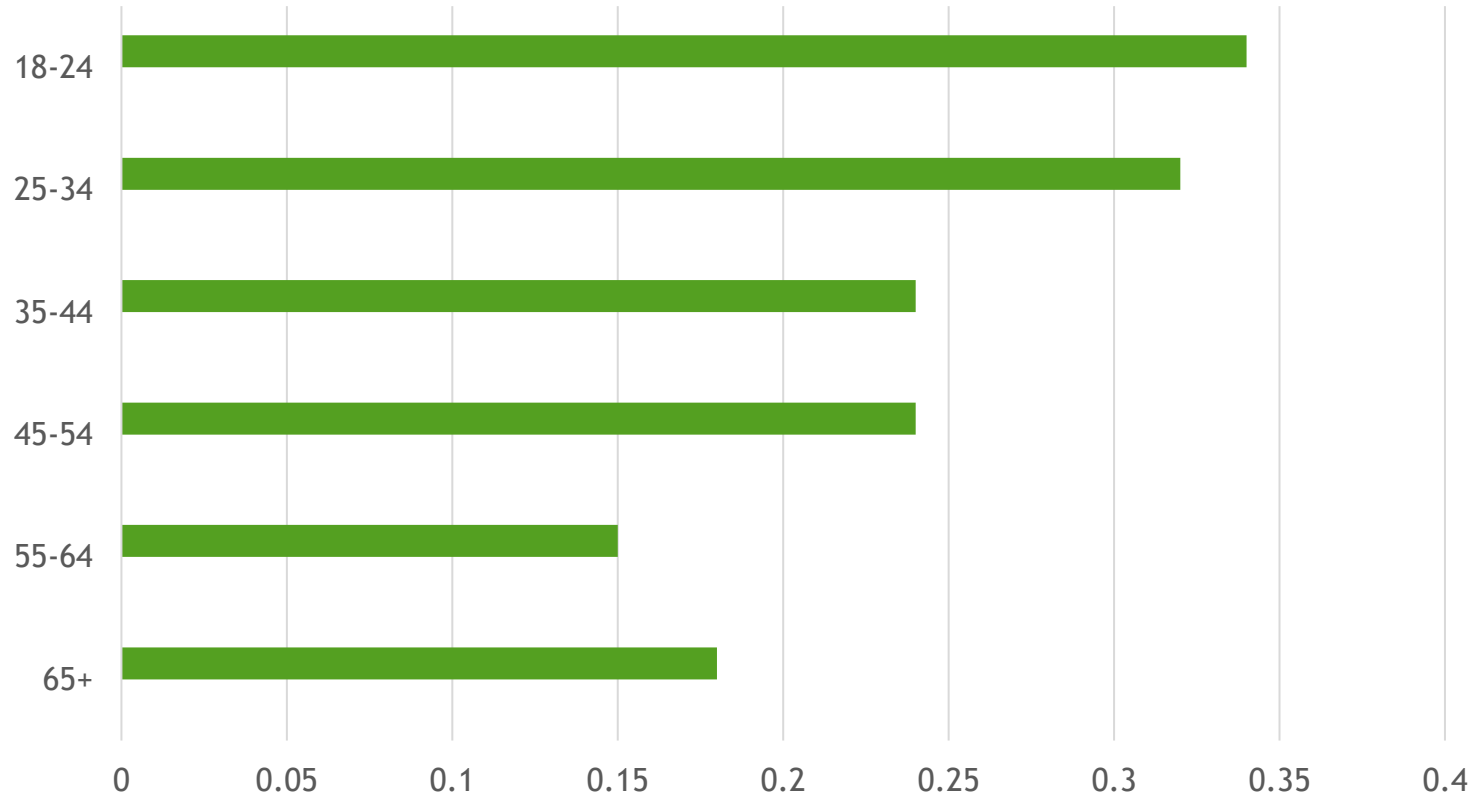
Healthiness of Vegetarian & Vegan Food

I view vegetarian / vegan products as 'very healthy'



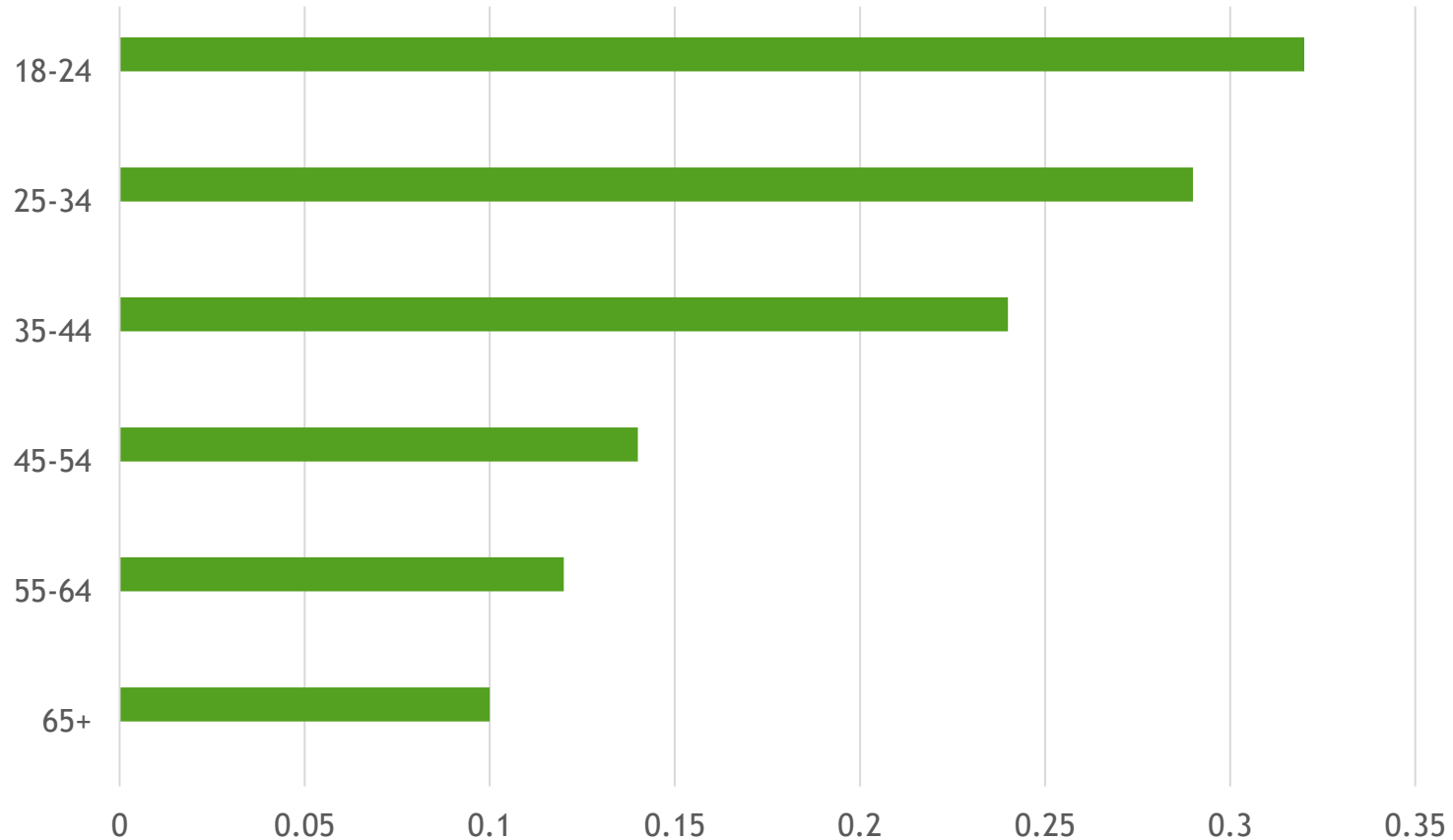
Attitudes to Sustainability

I think it's 'very important' for a product to be sustainable



Recognition of ingredients

I 'always' recognize all the ingredients on the label



Overview

- Appeal of vegetarian, vegan products declines with age
- Trend mirrored in purchasing behavior
- Older consumers less likely to see vegetarian, vegan products as healthy
- Concern about sustainability decreases as consumers grow older
- Younger consumers more likely to recognize ingredients

Observations

- **Appeal of vegetarian, vegan products declines with age**
 - Younger people tend to adopt innovations earlier than older people, who tend to be more conservative
 - This may change over time as younger consumers age
 - For now, brands should look at how they might position products to appeal more to older shoppers
- **Older consumers less likely to see vegetarian, vegan products as healthy**
 - In older age groups, consumers might be concerned about missing vital nutrition if they switch from meat and dairy
 - Flagging intrinsic nutrition content more clearly could increase health appeal
 - Consider fortification to ensure parity with meat & dairy
- **Concern about sustainability decreases as consumers grow older**
 - Consider pivoting on-pack message away from the sustainability of vegetarian & vegan products
- **Younger consumers more likely to recognize ingredients**
 - Older consumers may not be familiar or comfortable with some ingredient sources used in meat & dairy analogues, for example pea protein, oat milk
 - Better signposting might be required to engage this demographic group

Key take-away...

....there is no one-size-fits-all approach



Thank you for listening!

Download the full data set at:

<https://www.ingredientcommunications.com/free-consumer-data/>

Visit www.ingredientcommunications.com for more information about our expertise and services.

Download our free How-To Guides: <https://www.ingredientcommunications.com/how-to/>

