

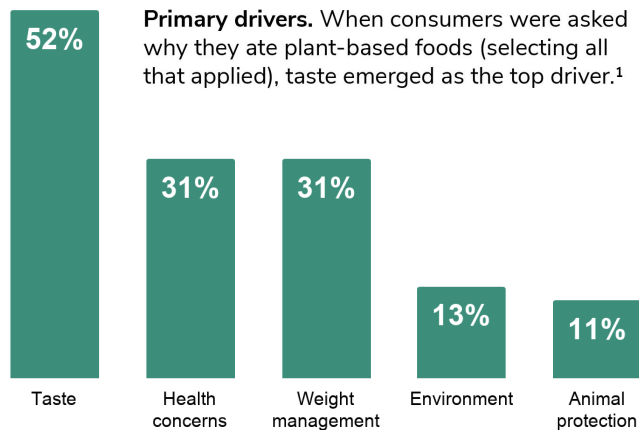
RETAIL TOOLKIT

Marketing and Promoting Plant-Based Proteins

The plant-based market is thriving because meat eaters and flexitarians are embracing plant-based options. Implementing plant-based marketing strategies that appeal to these consumer segments, not just vegans and vegetarians, will dramatically increase household penetration and drive sales of plant-based products across categories. What are the top evidence-driven strategies for increasing plant-based purchases?

TASTE IS #1

Above all, market around taste—the most important attribute of plant-based foods.¹ The belief that plant-based foods don't taste good is the number one barrier to consumer adoption. Dispelling this notion by emphasizing that plant-based tastes great is critical.



Tip: Creating a display that includes burger patties and bratwurst for grilling season? Place animal-based and plant-based burgers and links side by side so customers can more conveniently see all of their options in one stop and buy for everyone at their cookout.

50%

Of consumers ages 18–34, half want the option to swap animal-based proteins for plant-based ones.⁴

Use indulgent, appetizing product descriptions. In menu experiments, labeling vegetable dishes with indulgent descriptors compared with healthy descriptors increased sales by 41%, even with no changes in food preparation.² When promoting plant-based foods for foodservice

¹ Mintel. (2018). *Plant-based proteins—U.S.* London, UK: Mintel.

² Turnwald, B. P., Boles, D. Z., & Crum, A. J. (2017). Association between indulgent descriptions and vegetable consumption: Twisted carrots and dynamite beets. *Journal of the American Medical Association Internal Medicine*, 177(8): 1216–1218. doi:10.1001/jamainternmed.2017.1637

sections, prepared foods, and private-label lines, amp up the indulgence factor in the description.

SAY “PLANT-BASED” OR “PLANT-PROTEIN”

Focus on what a product is, not what it’s lacking. In a head-to-head comparison, 73% of consumers said “100% plant-based” tasted better than “vegan,” and 68% said it was healthier than “vegan.”⁴ By focusing on inclusive, positive terms, retailers can create aisle and door signage, shelf tags, displays, and marketing content that appeals to a wider range of consumers.

Terms to Use		Terms to Avoid	
Plant-protein	Plant-based	Vegetarian	Vegan
Plant-protein drove purchase intent among 56% of consumers.	Plant-based drove purchase intent among 53% of consumers.	Vegetarian drove purchase intent among 44% of consumers.	Vegan drove purchase intent among 35% of consumers. ⁵

PROMOTE AND WIN AT SHOPPER MARKETING

- **Attract with assortment.** Start by providing an array of great-tasting plant-based products that will draw new customers looking for a broad selection.
- **Feature.** Feature plant-based products in displays and endcaps, and test different placement strategies.
- **Educate.** Integrate plant-based products and recipes into health, wellness, and education programs to appeal to the many customers who choose plant-based proteins for health reasons.
- **Promote.** Highlight plant-based products in seasonal and thematic promotions and offer opportunities for paid promotion.
- **Demo.** In-store demos drive purchasing by showing consumers that plant-based products taste great. Make sure this option is available to manufacturers.
- **Communicate clearly.** Aisle signage and shelf tags spotlighting plant-based products convey product features and drive customer attention.

The plant-based shopper is valuable, with average basket dollars per trip 61% higher than those of the typical shopper.⁶

⁴ Mattson. (2017). Meteoric rise in flexitarian eating and how HPP can play a role. Slides presented at the 2017 HPP Summit, Atlanta, GA.

⁵ Parry, J., & Szejda, K. (2019). How to drive plant-based food purchasing: Key findings from a Mindlab study into implicit perceptions of the plant-based category. Washington: The Good Food Institute.

⁶ SPINSscan plant-based total basket size in basket dollars per trip, total U.S., all outlets, 52 weeks ending 12-31-17.

Retail Toolkit

Download all the resources in the Retail Toolkit to better understand the plant-based opportunity, consumer motivations, and strategies for assorting, merchandising, and marketing plant-based meat, eggs, and dairy.

Contact Us!

To request GFI’s services or learn more about our retailer resources, contact our corporate engagement team at corporate@gfi.org.