

# BLOG

**Bollin Label** has been a trusted name in the label manufacturing business for over 50 years.

Creating quality label solutions that are effective in meeting your needs is what drives our team of experts to offer an outstanding customer experience and the best label solution.

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Omnivores, flexitarians and vegetarians agree that taste and health are the main 2 points that drive their interest in plant-based (PB) foods. Since vegans and vegetarians only make up 5% of the population, alternative protein companies have decided to tackle a much broader audience which is made up of Omnivores or more mainstream customers.



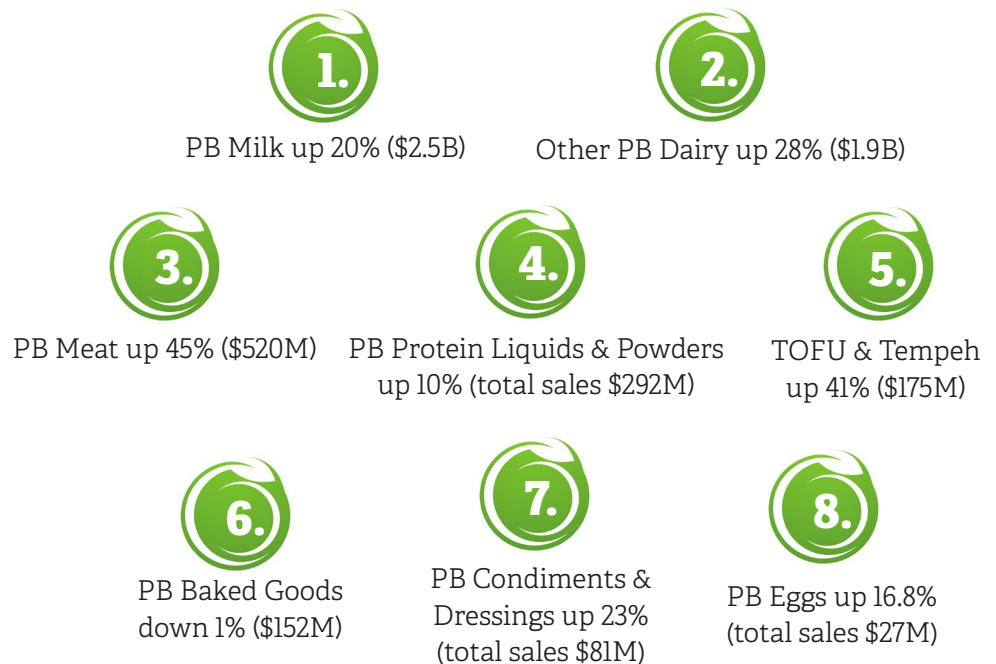
- Age bracket: 18-54
- Income: > \$50,000
- College & graduate degrees
- Households with children

**According to a 2020 Gallup poll, "there's a significant increase in the number of consumers who have eaten or are aware of plant-based products."**

- Half of US consumers are familiar with plant-based meats.
- 41% of US consumers have tried plant-based meats.
- Of the US consumers who have tried plant-based meats, 60% are very or somewhat likely to continue eating them.
- Nearly 60% of consumers believe plant-based diets are an essential change in how people eat and will continue for a long time.

With the plant-based consumer evolving over the past 2 years, new foods have cropped up in all corners of the supermarket. Overall food sales increased by 15% in 2020, however, plant-based foods alone grew 2 times as fast.

Are your retail sales aligning with these leading plant-based category growths?  
*(From Good Food Institute 2021 Plant-Based Meat, Eggs, and Dairy)*



A 2020 Mintel study noted that people are choosing more plant-based foods for their health, for environmental concerns or issues with animal welfare.

If you are planning a new plant-based product launch soon, reach out to our sales team today.

\*Aug. 2021 Supermarket perimeter by Emily Park. Good Food Institute 2021

