

Driving Consumer Adoption of Plant-Rich Foods

Bridge2Food

5th June 2025, The Hague Amsterdam

Presented by Indy Kaur, Founder and CEO

plantfutures.

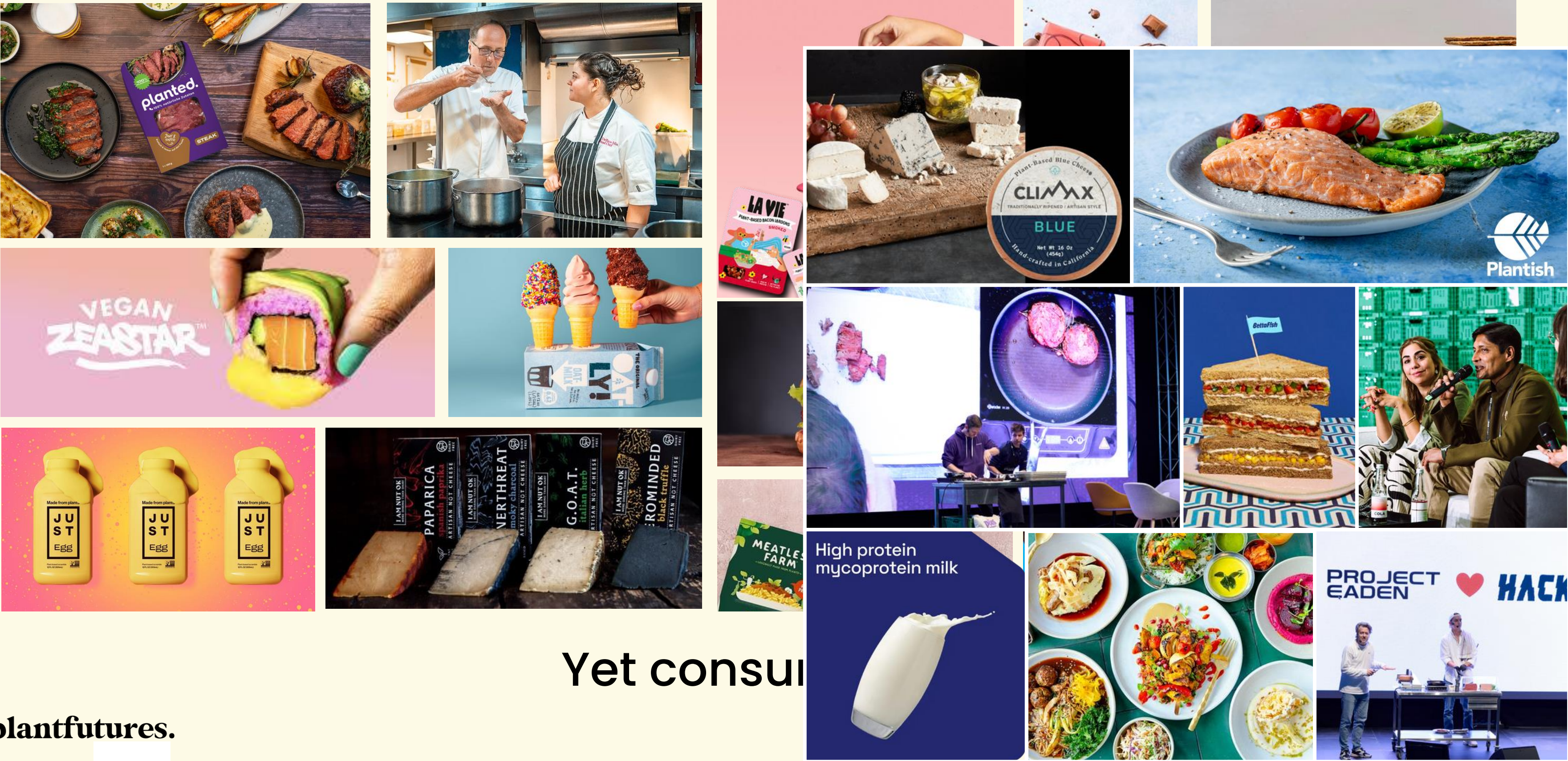
Our Vision:

Every household enjoys the benefits of plant-rich food.



plantfutures.

We can see innovation is ripe and ready to go



Yet consu

plantfutures.

Collective Action for **Growth**

Established in 2021, we house the largest collective group of plant-rich businesses in the UK. Working in collaboration, we collectively unlock opportunities to drive category growth.

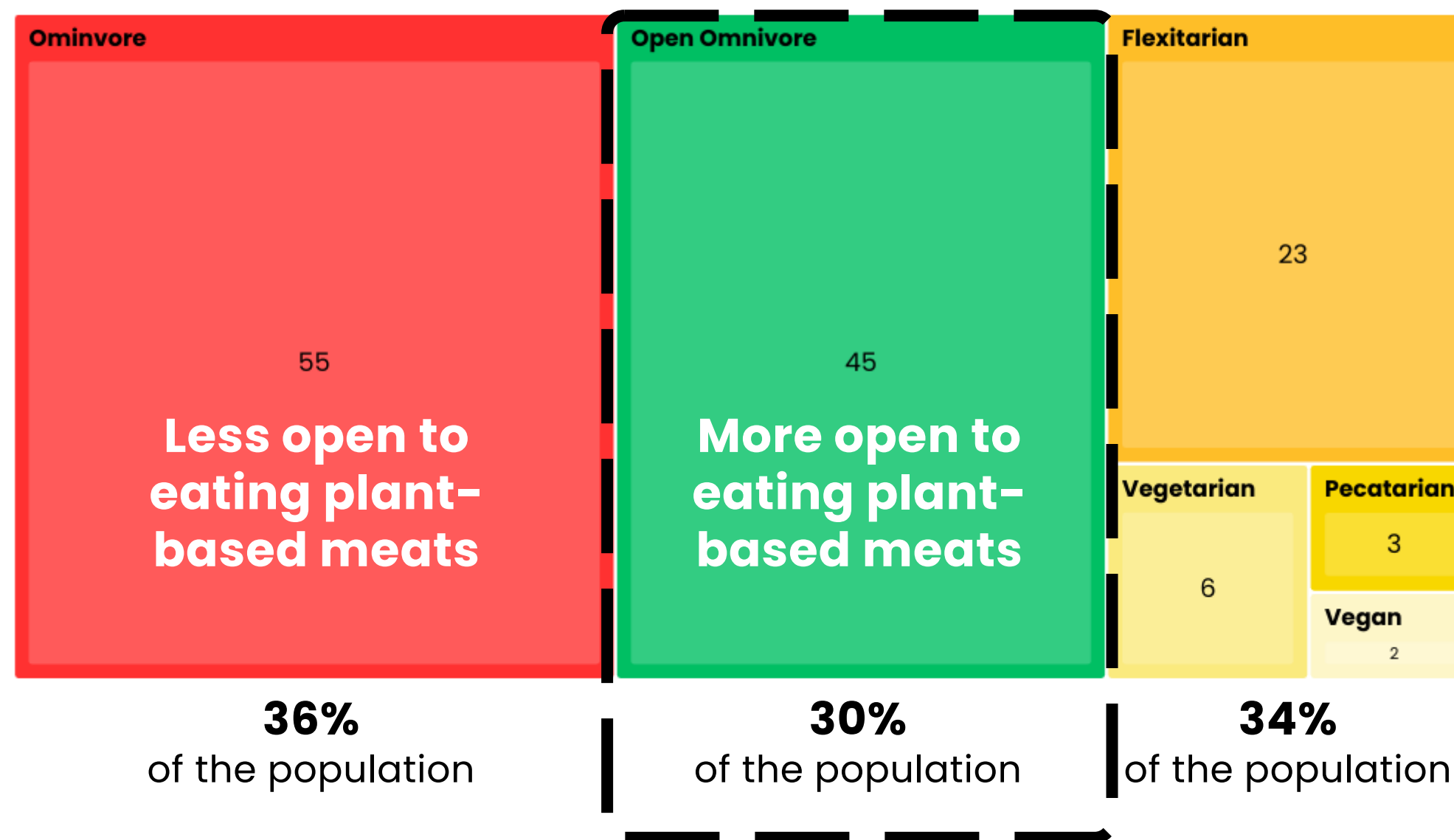
1. Provide **insight and clarity**
2. Build **category solutions**
3. Launch **world-first initiatives**

New Audience for Growth

Open omnivores

In 2024 we found there is a new consumer group, open omnivores – the future flexitarians.

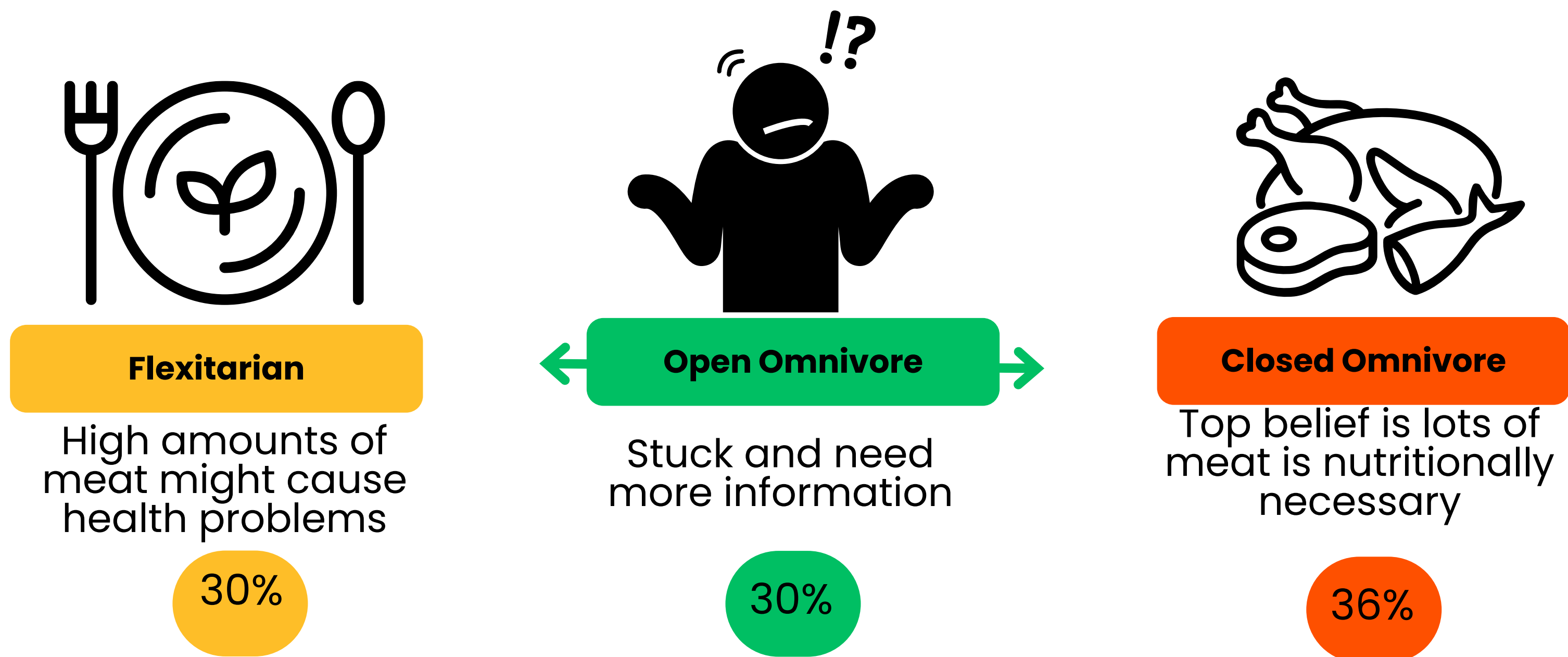
Over 30% of the UK population are open to eating plant-based meats in addition to flexitarians



Source: EU Smart Protein Project, 2021 new analysis of UK raw respondent level data n=751. PBM = Plant Based Meat

plantfutures.

But they are stuck and believe both lots of meat and dairy is nutritionally necessary, and too much can be harmful.



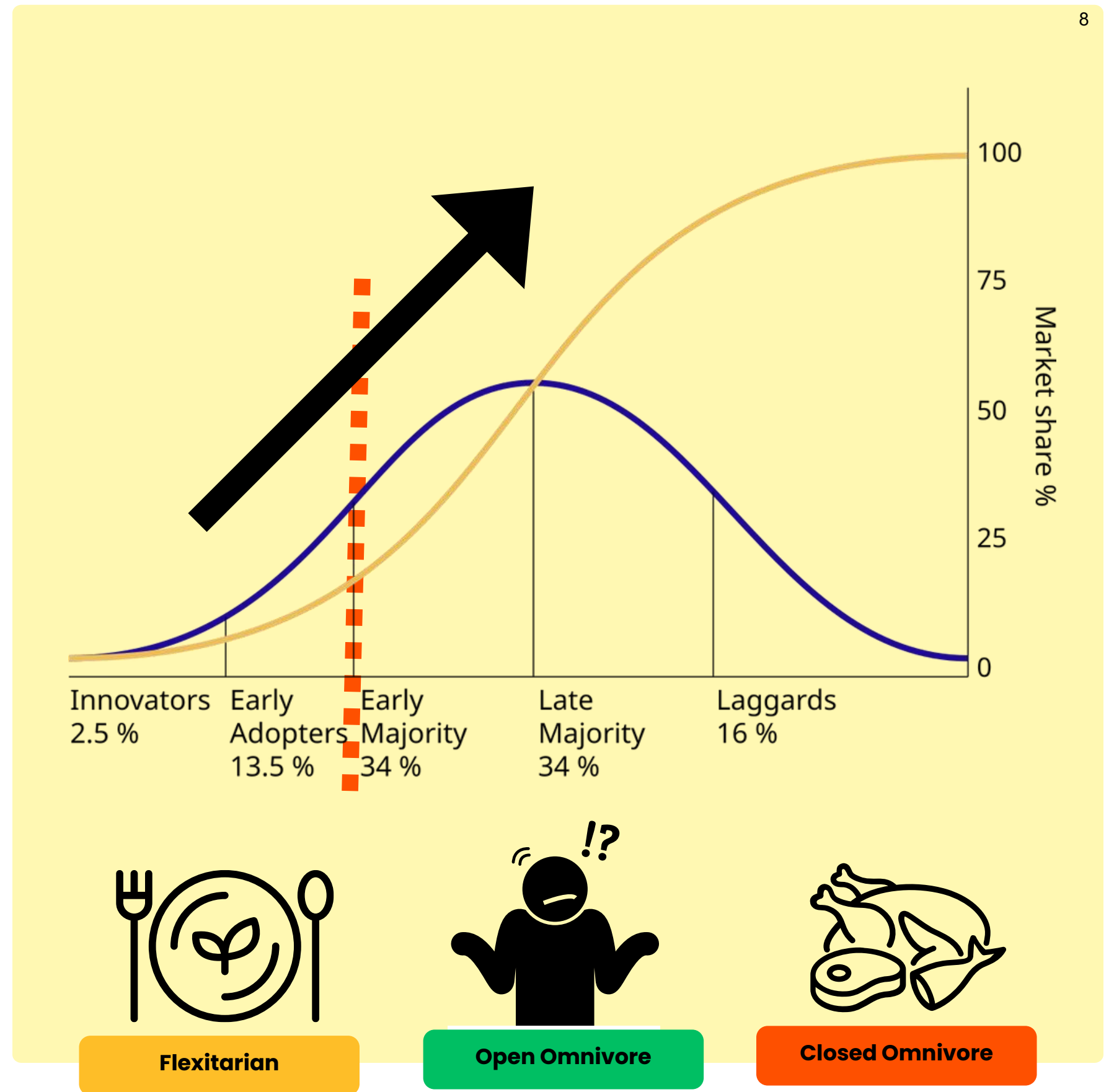
Source: EU Smart Protein Project, 2021 new analysis of UK raw respondent level data n=751. PBM = Plant Based Meat

plantfutures.

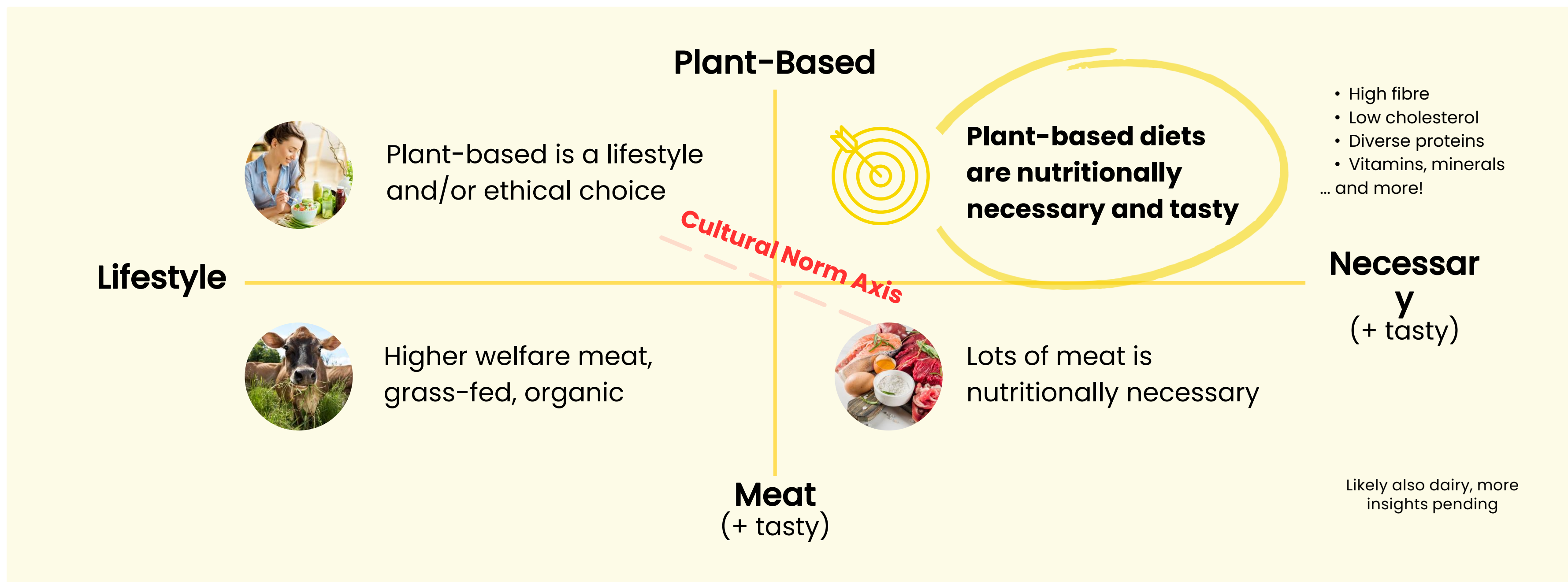
Unlocking the next wave of demand

As we start to understand motivations and preferences of open-omnivores, we are creating new ways to engage with them.

plantfutures.



And create a new cultural norm, lots of plants are nutritionally necessary – because they are!





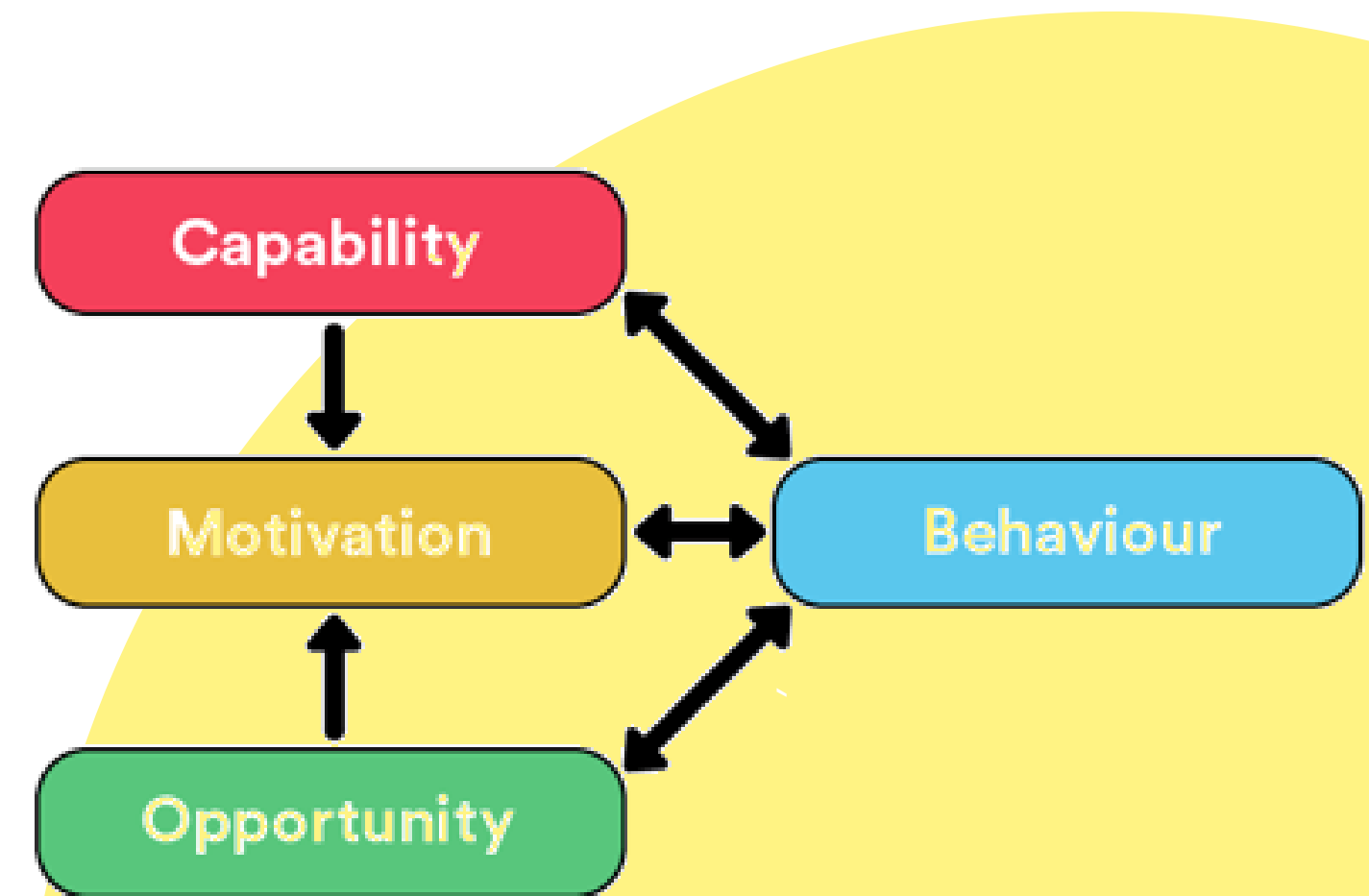
We are taking a systems change approach, all move together, in the same direction, at the same pace



The COM-B model of behaviour change has given us a new level of understanding to consumer barriers

Essential components that must be present for any behaviour to occur:

- **Capability (C):** The individual's ***physical*** and ***psychological*** ability to perform the behaviour in question.
- **Opportunity (O):** The ***social*** and ***physical*** external factors that make the behaviour in question possible.
- **Motivation (M):** The internal processes that direct and encourage the behaviour, including both ***reflective*** (conscious) and ***automatic*** (unconscious) motivations.





There are far greater levels of capability when it comes to animal meat and dairy vs plant-based.

There are far greater levels of capability when it comes to animal meat and dairy vs plant-based.

Plant-based/animal-based <u>capabilities</u> <i>Among the total UK adult population</i>				
		Plant-based foods (PB)	Animal-based meat & Dairy (AB)	%-point difference (PB-AB %)
Confidence & Knowhow	% who <u>are confident about cooking/preparing</u> a tasty meal using [plant-based foods/animal-based meat and dairy]	<div><div></div></div> 45%	<div><div></div></div> 83%	-38%
	% who <u>find it easy to judge the quality</u> of [plant-based foods/animal-based meat and dairy]	<div><div></div></div> 35%	<div><div></div></div> 65%	-30%
Nutrition & Health	% who <u>think it's important to eat</u> [plant-based foods/animal-based meat and dairy] <u>for a nutritionally balanced diet</u>	<div><div></div></div> 50%	<div><div></div></div> 80%	-30%
	% who <u>know some/a lot about the nutritional value</u> of [plant-based foods/animal-based meat and dairy]	<div><div></div></div> 35%	<div><div></div></div> 60%	-25%
	% who <u>think it's important to eat</u> [plant-based foods/animal-based meat and dairy] <u>for specific health issues or fitness goals</u>	<div><div></div></div> 33%	<div><div></div></div> 39%	-6%



The opportunity for UK adults to consume plant-based foods is limited vs animal meat and dairy.

Social Relevance				
	% who <u>have some/lots of friends and family who</u> eat [plant-based foods/animal-based meat and dairy]	<div><div></div></div> 24%	<div><div></div></div> 86%	-62%
	% who <u>think the availability</u> of [plant-based foods/animal-based meat and dairy] <u>is good</u>	<div><div></div></div> 48%	<div><div></div></div> 84%	-36%
	% who think [plant-based foods/animal-based meat and dairy] <u>are good value for money</u>	<div><div></div></div> 30%	<div><div></div></div> 58%	-28%
	% who <u>often see adverts, news or content about</u> [plant-based foods/animal-based meat and dairy]	<div><div></div></div> 29%	<div><div></div></div> 42%	-13%



Motivations are a strong driver of positive plant-based perceptions.

Habitual	% who often choose [plant-based foods/animal-based meat and dairy] out of habit	<div><div></div></div> 27%	<div><div></div></div> 64%	-37%
	% who enjoy the taste of [plant-based foods/animal-based meat and dairy]	<div><div></div></div> 44%	<div><div></div></div> 81%	-37%
	% who feel good about themselves after eating [plant-based foods/animal-based meat and dairy]	<div><div></div></div> 47%	<div><div></div></div> 64%	-17%
	% who trust the [plant-based foods/animal-based meat and dairy] industry	<div><div></div></div> 40%	<div><div></div></div> 53%	-13%
	% who think [plant-based foods/animal-based meat and dairy] are natural	<div><div></div></div> 40%	<div><div></div></div> 51%	-11%
	% who are influenced by animal welfare when considering [plant-based foods/animal-based meat and dairy]	<div><div></div></div> 40%	<div><div></div></div> 51%	-11%
	% who are influenced by environment/sustainability when considering [plant-based foods/animal-based meat and dairy]	<div><div></div></div> 38%	<div><div></div></div> 40%	-2%

Applying behaviour change theory and design

15



Richard Shotton
Behavioural scientist & author

Confidence & Capability

Collective Action and Campaign

Introducing a World-First, Unifying Campaign to Grow the Meat-Free Category.

- **Boosting consumer confidence & capability** by showcasing meat-free meals are simple, achievable, and delicious!
- **One simple message** that empowers every brand, business, and organisation to get behind.
- **Measure, monitor, and grow** with a test-and-learn approach to drive category penetration and growth.

plantfutures.





what do we mean by
easy?

**meat free
curious?**

**budget
friendly!**

**simple
swaps!**

familiar!

nutritious

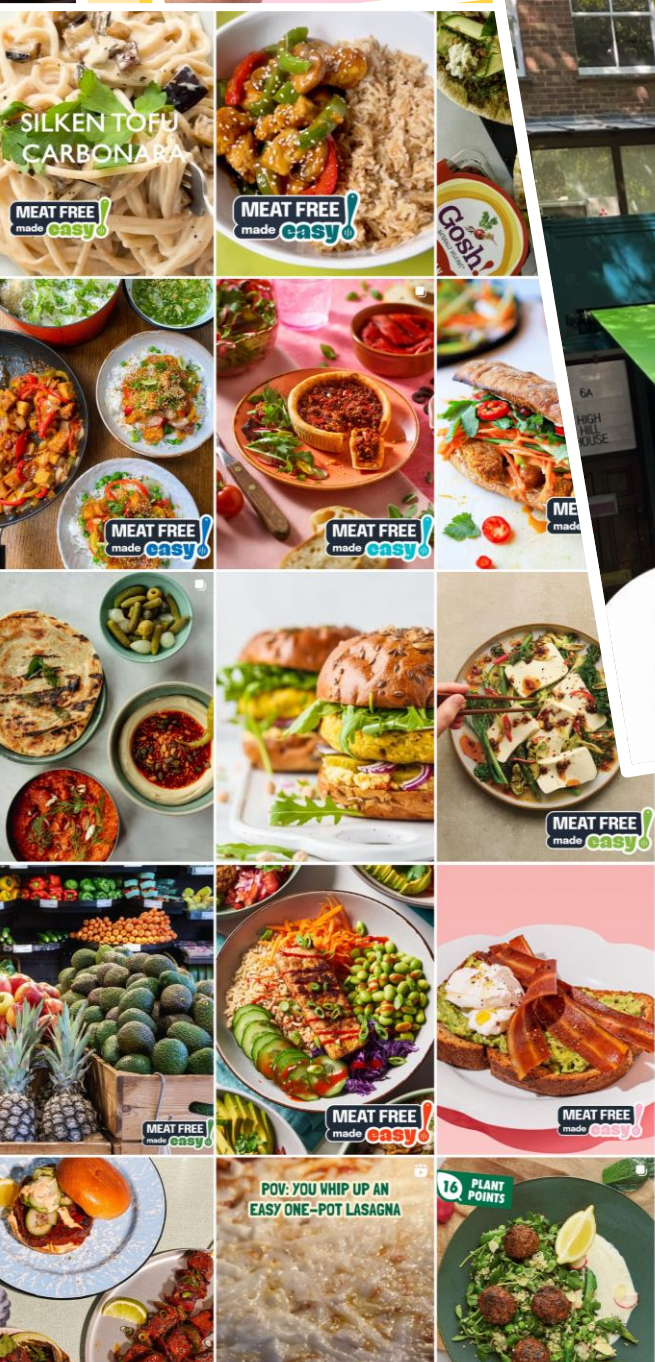
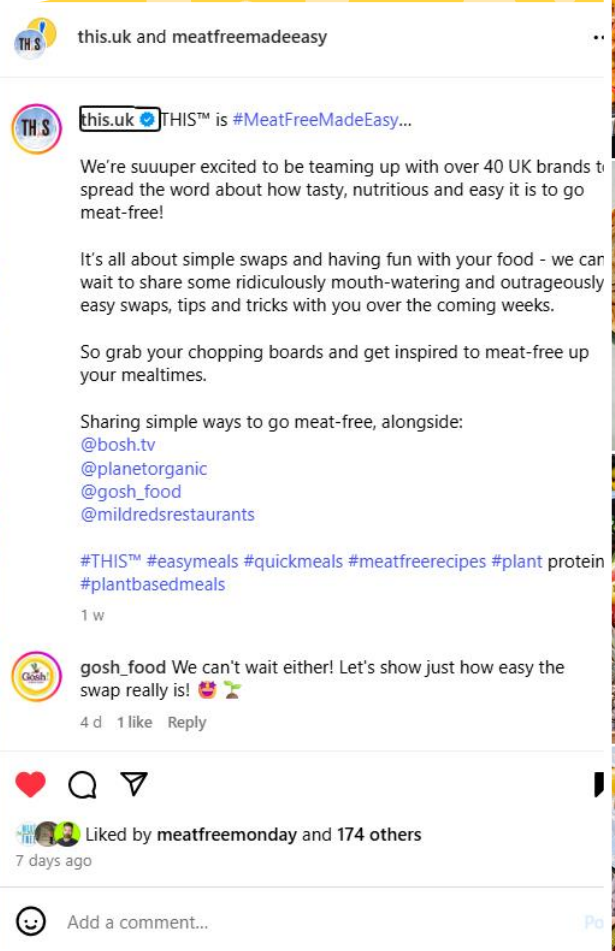
win!
£100 voucher

**PLANET
ORGANIC**

**and
more!**

**MEAT FREE
made easy!**

**MEAT FREE
made easy!**



What's next:

- **New engagement** opportunities with Open Omnivores and drive penetration
- **Timely opportunity** for scalable collaboration across markets and drive growth
- **Collective activations** will deliver transformative change, **and we know how!**

Get involved!



Indy Kaur

indy@plant-futures.com