

Industry Trends: Food Industry Executive

U.S. Plant Based Foods Industry Tops \$5 Billion in Annual Sales*

– Food Industry Executive, March 18, 2017

*Excluding Whole Foods Market data.

<http://foodindustryexecutive.com/2017/03/u-s-plant-based-foods-industry-tops-5-billion-annual-sales>

“New Retailer Sales Data Released by the Plant Based Foods Association Shows the **Plant Based Milk Category at \$4.2 Billion.**”

“**Cheese alternatives are the fastest growing category**, with **31.4 percent growth** in the natural channel and 18 percent growth in all channels, for a total of \$104 million in sales over the past year [2016].”

“The steady growth of the plant-based foods industry shows that **consumers continue to shift away from animal products towards plant-based options.**”

“**Total plant-based meat sales exceeded \$606 million** in sales last year [2016]. *SPINS data.*”

“**The leading lifestyle approach in food is plant-based dieting.**”

– Pinnacle Foods, Inc.,
2016 Annual Report, p. 9

