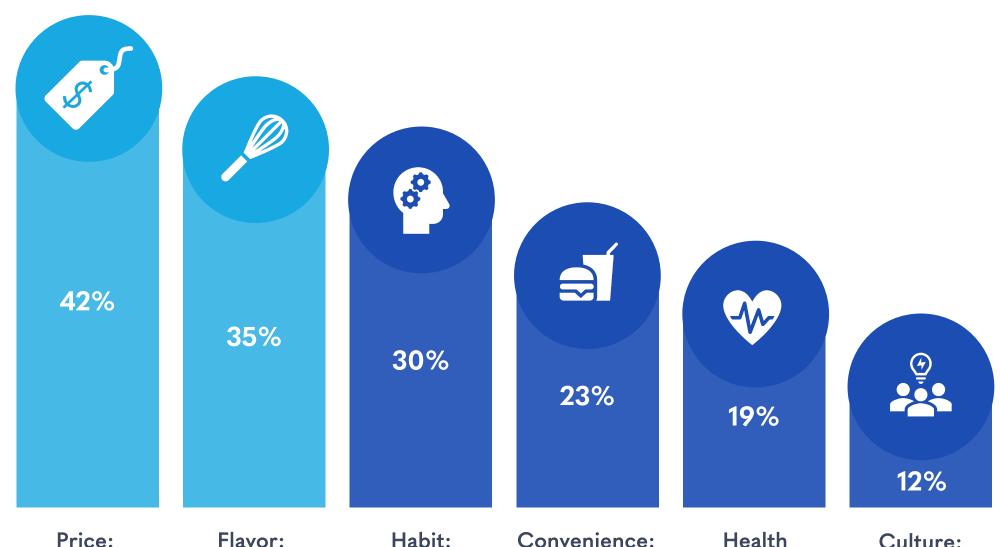
The Future of Plant-based Diets: Addressing Cost and Flavor Barriers



Too expensive

Flavor: They don't taste very good

Habit:
I am not used
to eating
plant-based
foods

They are hard to find and/or prepare

Health
concerns:
I don't think
they are as
nutritious as
meat products

Culture:
Not something
we do in my
community

Barriers to Eating More Plant-based Foods, Average of 31 Markets (%), 2024

Source: GlobeScan-EAT *Grains of Truth* report (survey of 30,216 people in the general public in July – August 2024)

