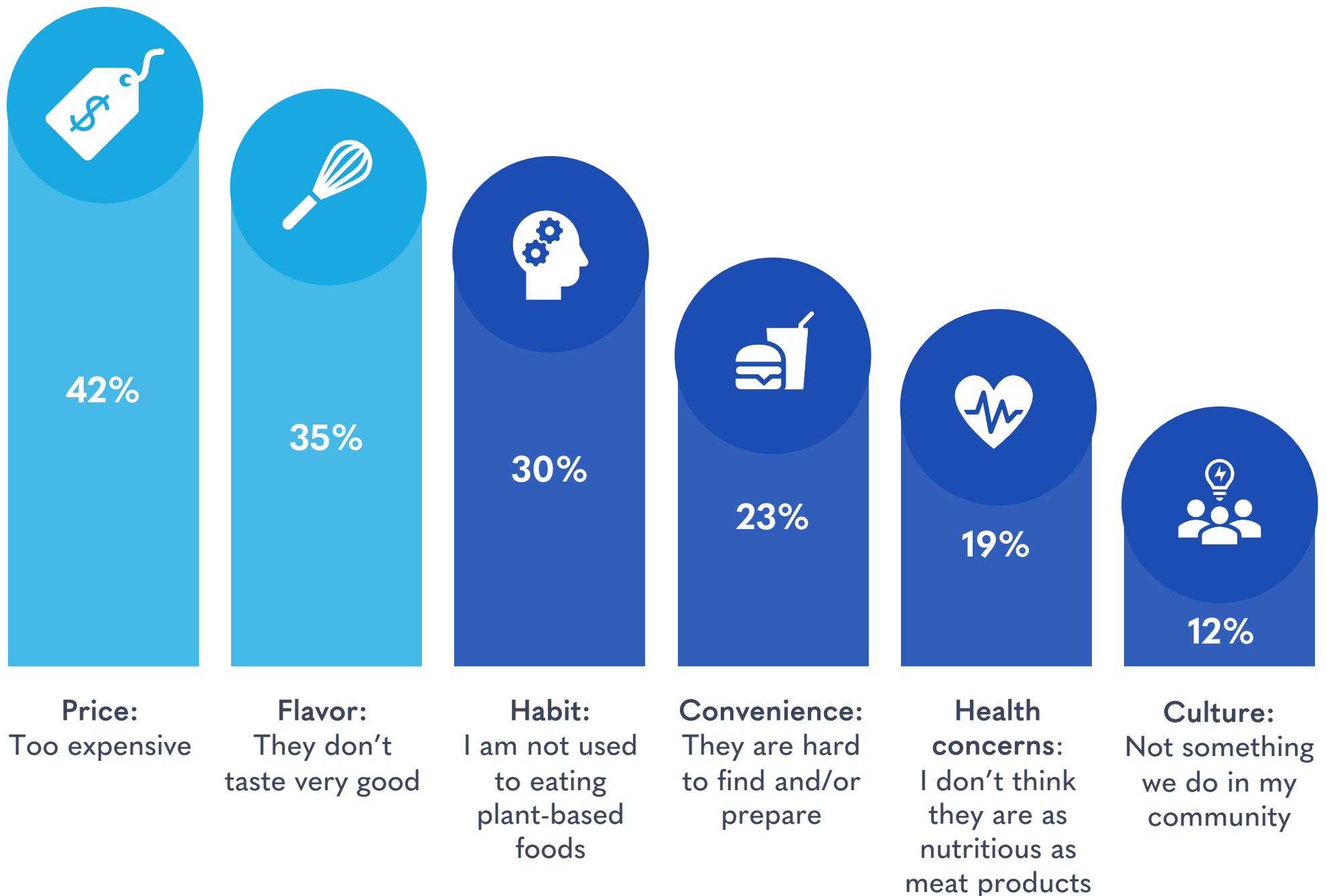


The Future of Plant-based Diets: Addressing Cost and Flavor Barriers



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)