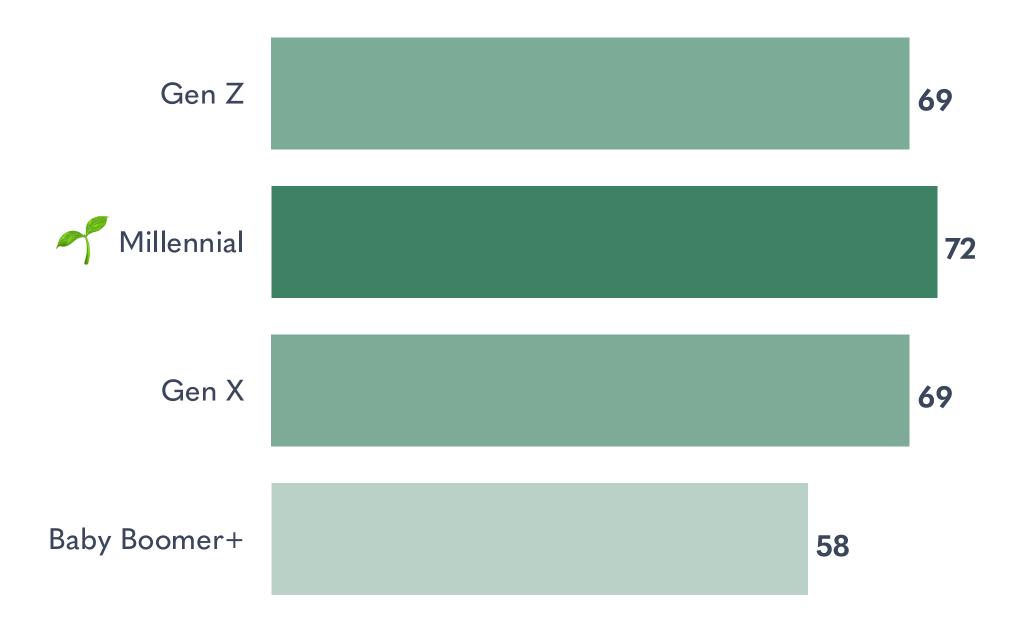
Millennials Are the Most Enthusiastic about Plant-based Diets



Interest in Eating More Plant-based Food, "Yes," by Generation, 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)