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INFO SHEET: KEY FACTS FOR RESTAURANTS

Restaurant Campaign

A leading consultant in the food and restaurant arena predicts that plant-based dining is 2018's trend of the year!¹

This Info Sheet contains a list of key facts and statistics about the growth of the plant-based foods and restaurant industry. It was created to clarify for restaurant owners and managers the financial opportunity associated with offering plant-based menu options.

6%



of the U.S. population now identifies as vegan, compared to 1% in 2014!² (That's a 500% increase in 3 years!)

70% OF ADULTS

say the availability of healthy menu options would make them choose one restaurant over another.³ (It's also worth keeping in mind that typically 'the vegan chooses the restaurant!')

At least seven of the 15 most well-funded food and beverage startups are plant-based.¹²

31%

 of Americans practice meat-free days.⁴

30%

of U.S. consumers

are adding plant-based foods to their diets to improve health and nutrition, while 62% do so for weight management.⁶

30%

of Americans are not only leaving meat off their plates but also seeking out plant-based meat alternatives.⁵

The U.S. plant-based food industry generates \$13.7 billion a year in sales/economic activity.¹³

\$5.2 billion

is the expected revenue of the global meat substitutes market by the year 2020.¹¹

Plant-based dairy alternatives are expected to represent 40% of all dairy and non-dairy alternative beverages within three years.⁹



49%

of Americans consume non-dairy milk.⁷ Indeed, cow's milk sales declined 7% in 2015 and are projected to drop another 11% through 2020.⁸

90%

increase in vegan searches on Google in 2017.¹⁰



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- 1 [http://www.baumwhiteman.com/2018%20forecast\(1\).pdf](http://www.baumwhiteman.com/2018%20forecast(1).pdf)
- 2 <http://www.onegreenplanet.org/news/six-percent-of-americans-identify-as-vegan/>
- 3 <http://www.restaurant.org/News-Research/Research/soi>
- 4 [http://www.baumwhiteman.com/2018%20forecast\(1\).pdf](http://www.baumwhiteman.com/2018%20forecast(1).pdf)
- 5 <http://www.onegreenplanet.org/news/six-percent-of-americans-identify-as-vegan/>
- 6 [http://www.baumwhiteman.com/2018%20forecast\(1\).pdf](http://www.baumwhiteman.com/2018%20forecast(1).pdf)
- 7 <http://www.mintel.com/press-centre/food-and-drink/us-sales-of-dairy-milk-turn-sour-as-non-dairy-milk-sales-grow-9-in-2015>
- 8 <http://www.mintel.com/press-centre/food-and-drink/us-sales-of-dairy-milk-turn-sour-as-non-dairy-milk-sales-grow-9-in-2015>
- 9 <https://www.packagedfacts.com/Dairy-Alternative-Beverage-8945813/>
- 10 [http://www.baumwhiteman.com/2018%20forecast\(1\).pdf](http://www.baumwhiteman.com/2018%20forecast(1).pdf)
- 11 <https://www.alliedmarketresearch.com/meat-substitute-market>
- 12 <https://www.forbes.com/sites/katrinafox/2017/12/27/heres-why-you-should-turn-your-business-vegan-in-2018/2/#2366afbc709c>
- 13 <http://www.prweb.com/releases/pbfa/economic/prweb13697087.htm>

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