



DIETARY PREFERENCES IN SWITZERLAND



ONE THIRD OF SWITZERLAND IS AVOIDING OR REDUCING MEAT

4% eat a plant-based diet.

Vegetarians & Vegans
4%

Another 31% are actively reducing their meat consumption.

Flexitarian
31%

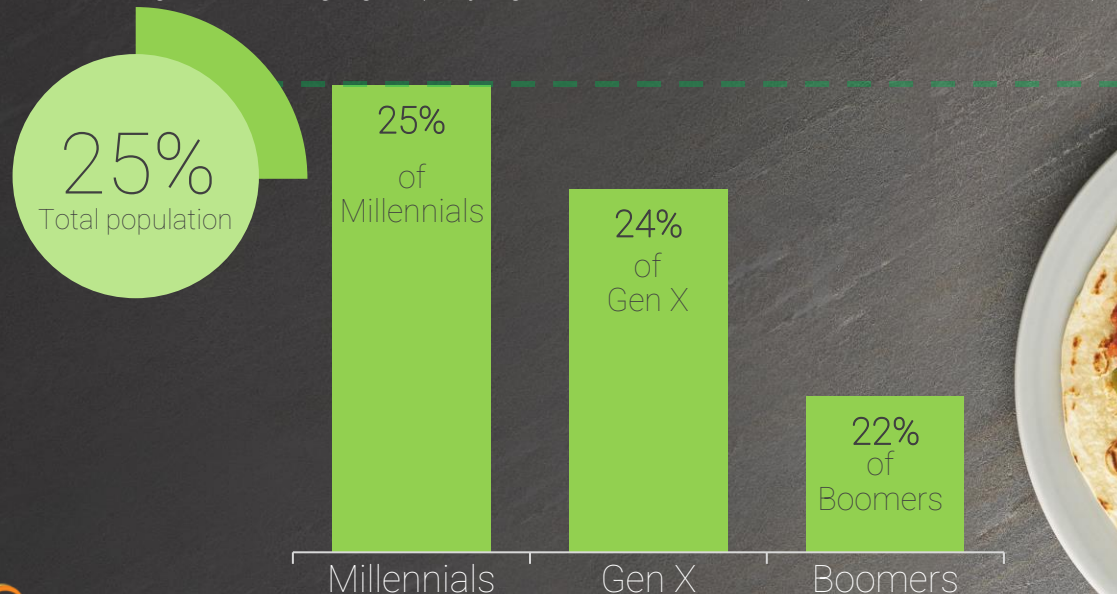
True
Omnivores
64%



MILLENNIALS ARE MORE ACTIVELY INCREASING THEIR PLANTBASED CONSUMPTION

25% of Millennials are increasing plant-based consumption

Percentage in each age group trying to increase consumption of plant-based protein



4 OF 5 CONSUMERS ARE ATTRACTED BY PLANT-BASED AND NON-GMO CLAIM

Positive to neutral perception of product claim

Negative Perception

PLANT-BASED: 83%

17%

NON-GMO: 80%

20%

MEAT-FREE: 44%

56%

VEGETERIAN: 42%

58%

VEGAN: 29%

71%

