



PLANT-BASED DAIRY DIETARY PREFERENCES AND CLAIMS IN SWITZERLAND

November 2021

40% OF SWITZERLAND IS AVOIDING OR REDUCING ANIMAL PROTEIN INTAKE

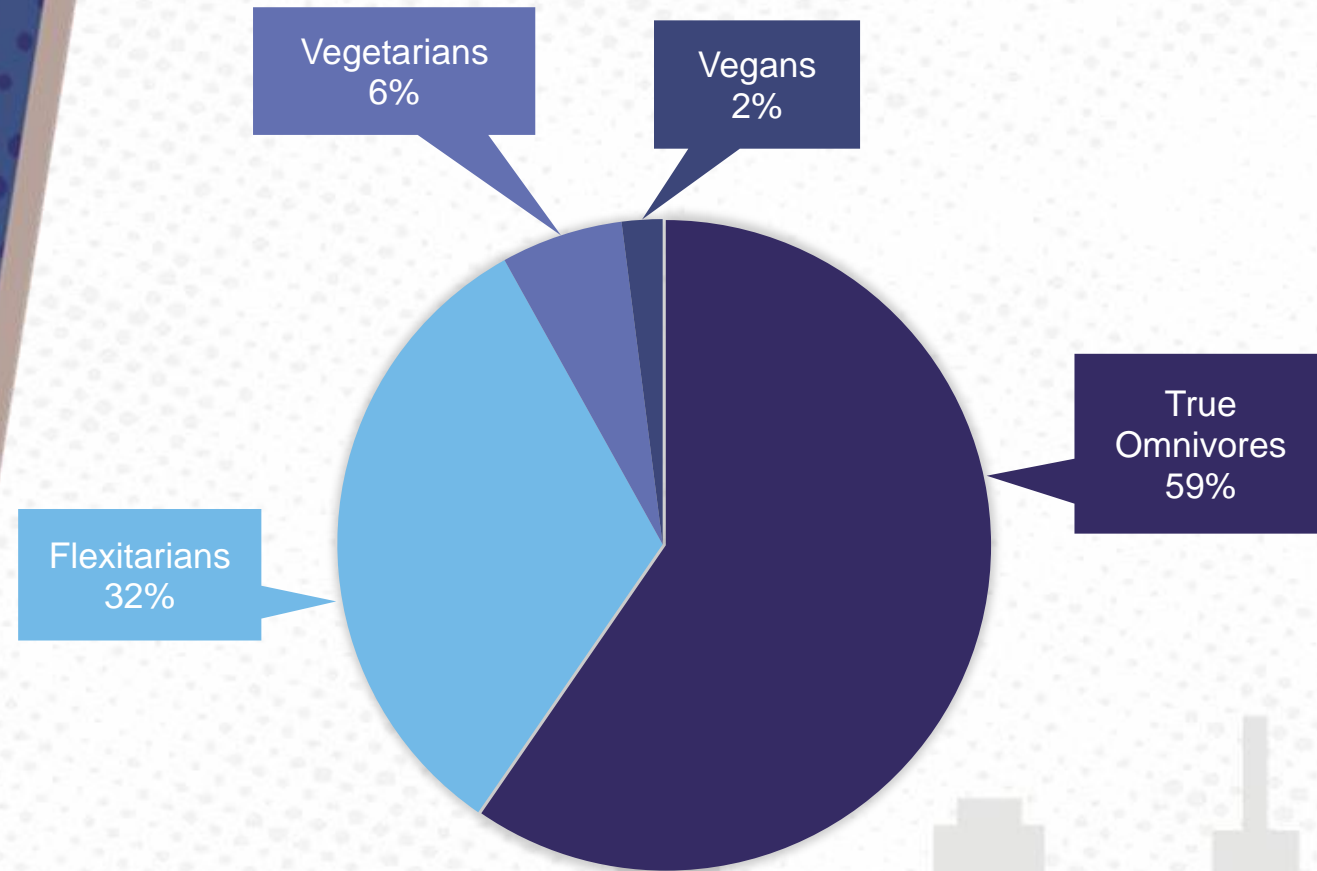
32%

are actively
reducing their
meat consumption

8%

Follow a vegan /
vegetarian diet

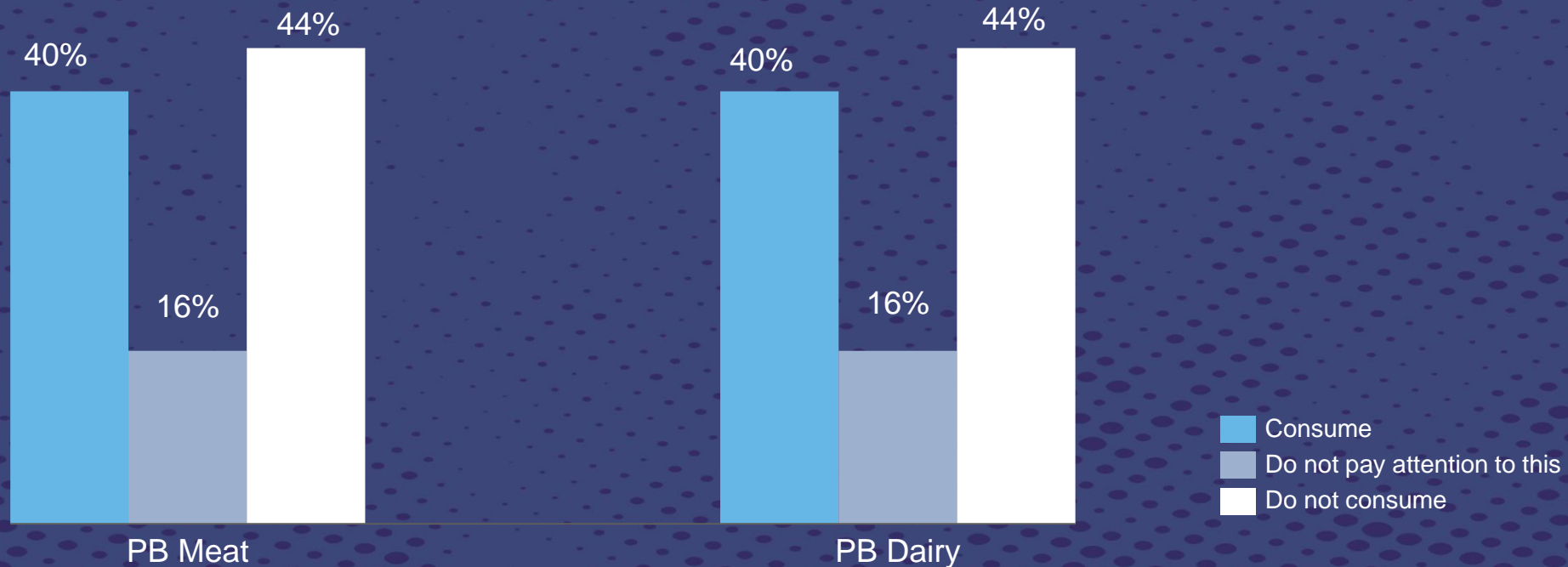
Consumer's diet definition*



40% OF SWITZERLAND CONSUME PLANT-BASED ALTERNATIVES



Plant-based alternatives consumption



MILK IS THE 1ST PREFERRED OPTION TO TRY PLANT-BASED ALTERNATIVES

On average, **more than 22% of Switzerland** are willing to try plant-based alternatives.

Willingness to try plant-based alternatives*

		PLANT-BASED ALTERNATIVES	LIKELY	DO NOT KNOW	UNLIKELY
DAIRY		MILK	22%	25%	53%
		YOGURT	21%	26%	52%
		CREAM	20%	26%	54%
		CHEESE	14%	25%	61%
MEAT		WHITE MEAT	22%	24%	54%
		RED MEAT	21%	24%	54%
		EGG	13%	24%	63%

GRAINS AND CHICKPEAS ARE PERCEIVED AS HEALTHY INGREDIENT

Perception of product claim*

Positive to neutral

Negative

GRAINS / PULSES: 91%

9%

CHICKPEAS: 84%

16%

PEA PROTEIN: 84%

16%

SOY PROTEIN: 74%

26%

HEMP PROTEIN: 60%

40%

PLANT-BASED IS THE PREFERRED POSITIONING WHILE VEGAN & VEGETARIAN ARE POLARIZING

Perception of product claim*

Positive to neutral

Negative

PLANT - BASED: 67%

34%

DAIRY-FREE: 63%

36%

VEGETARIAN: 62%

38%

VEGAN: 60%

40%

REASONS TO EAT PLANT-BASED FOOD?

Health is the most significant factor



44%
ANIMAL
WELFARE



42%
HEALTH



34%
SUSTAINABILITY



20%
CURIOSITY



17%
TASTE



9%
SAFETY