



PBPC 2020 Consumer Research Program Report

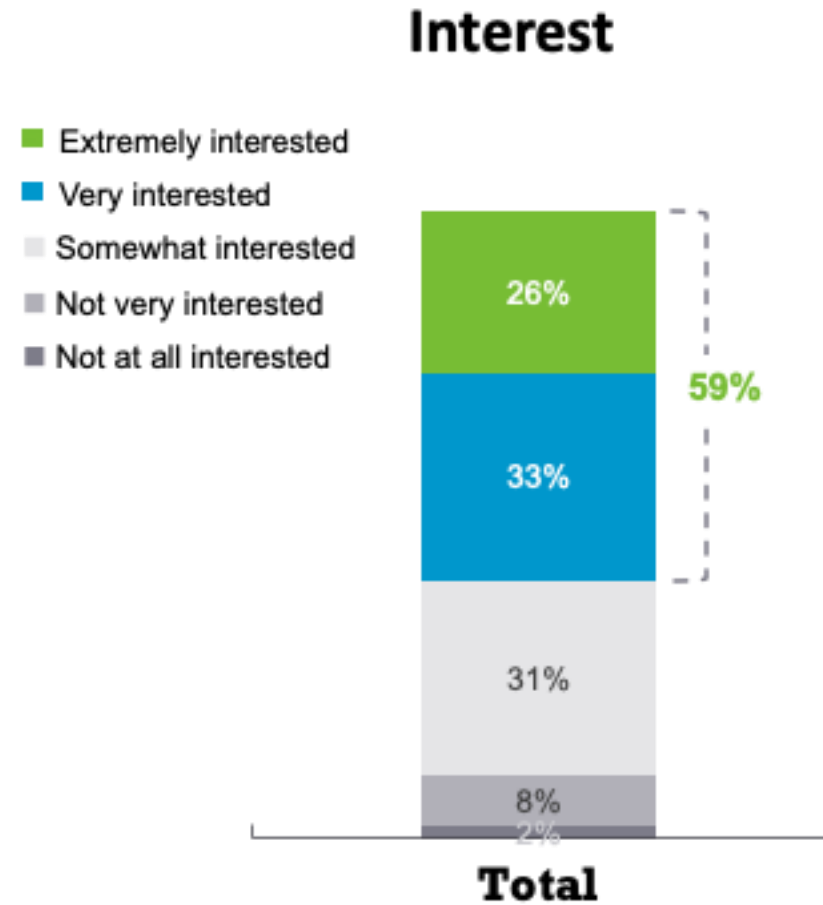
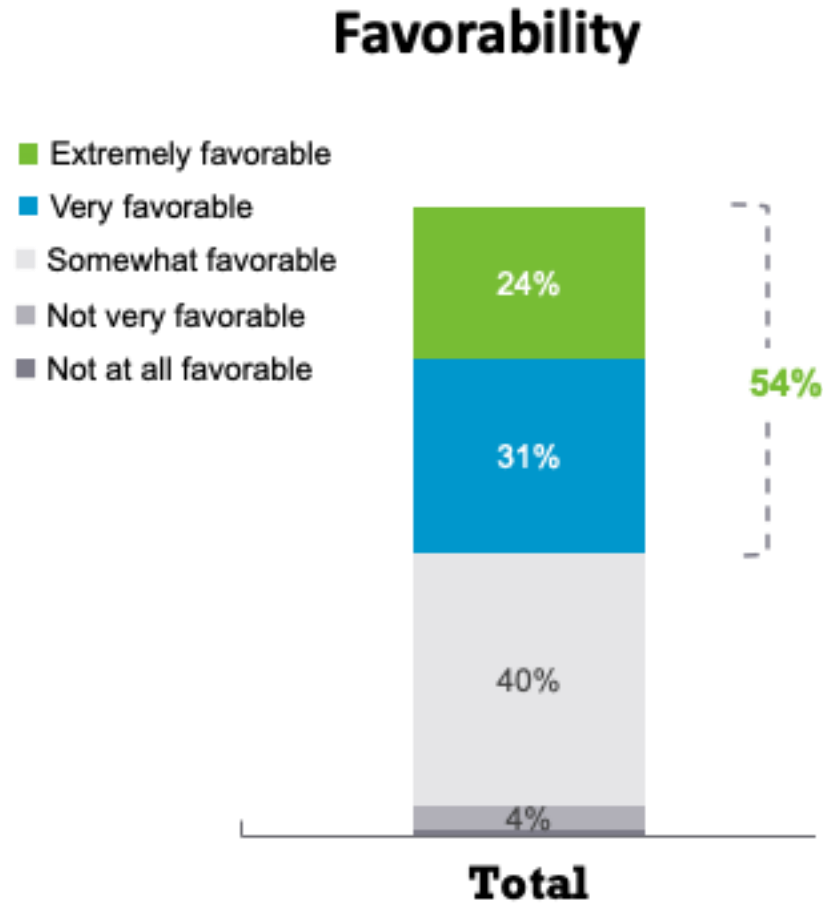
Prepared by:
Heart+Mind Strategies

Market Landscape

High interest + good for companies involved

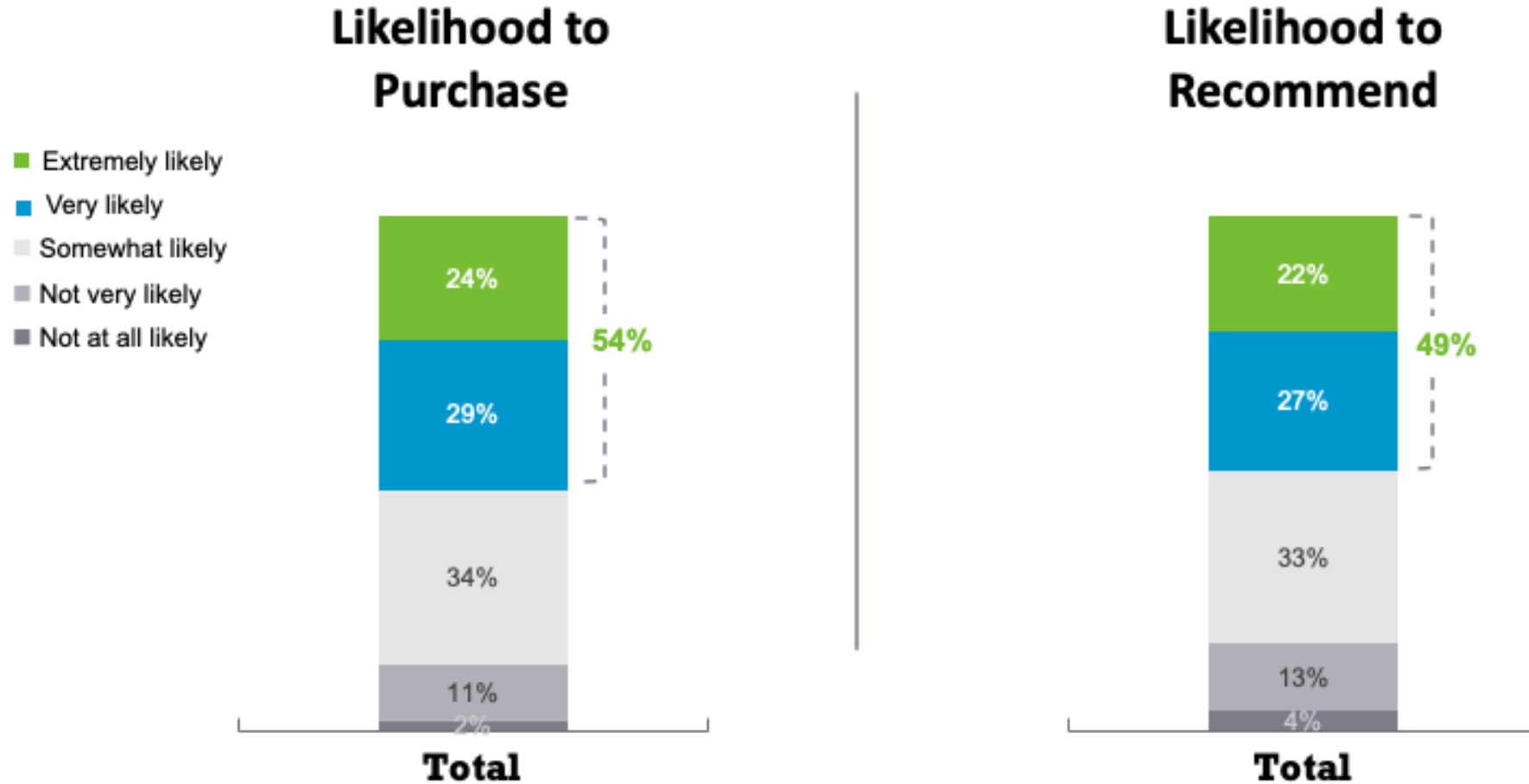
Majority Are Receptive

A little over half of consumers are favorable and interested in products and packaging made from plants.

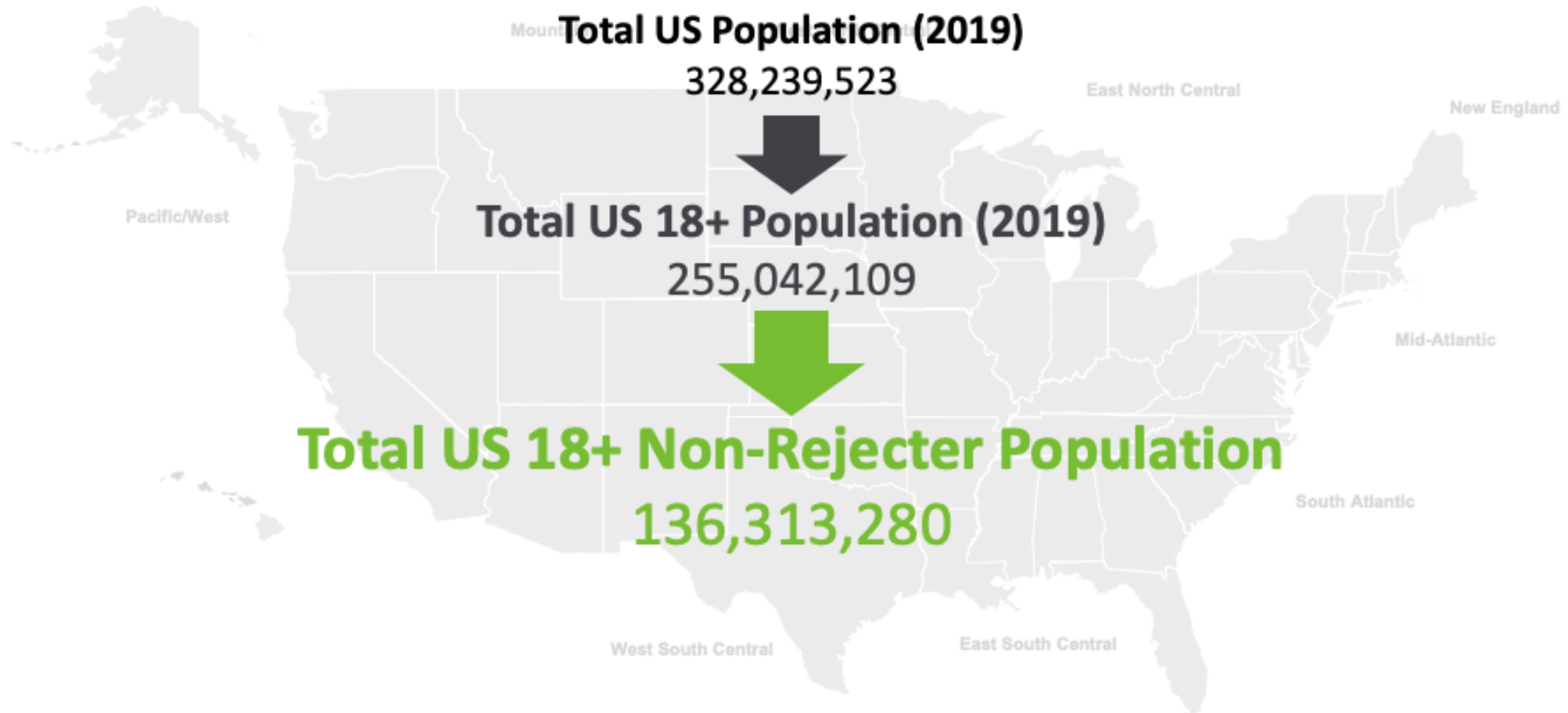


Majority of Americans Are Likely to Buy

Consumers are slightly more likely to purchase products and packaging made from plants than they are to recommend them to others, which requires greater familiarity first.



Total Potential Market Shows 136 Million



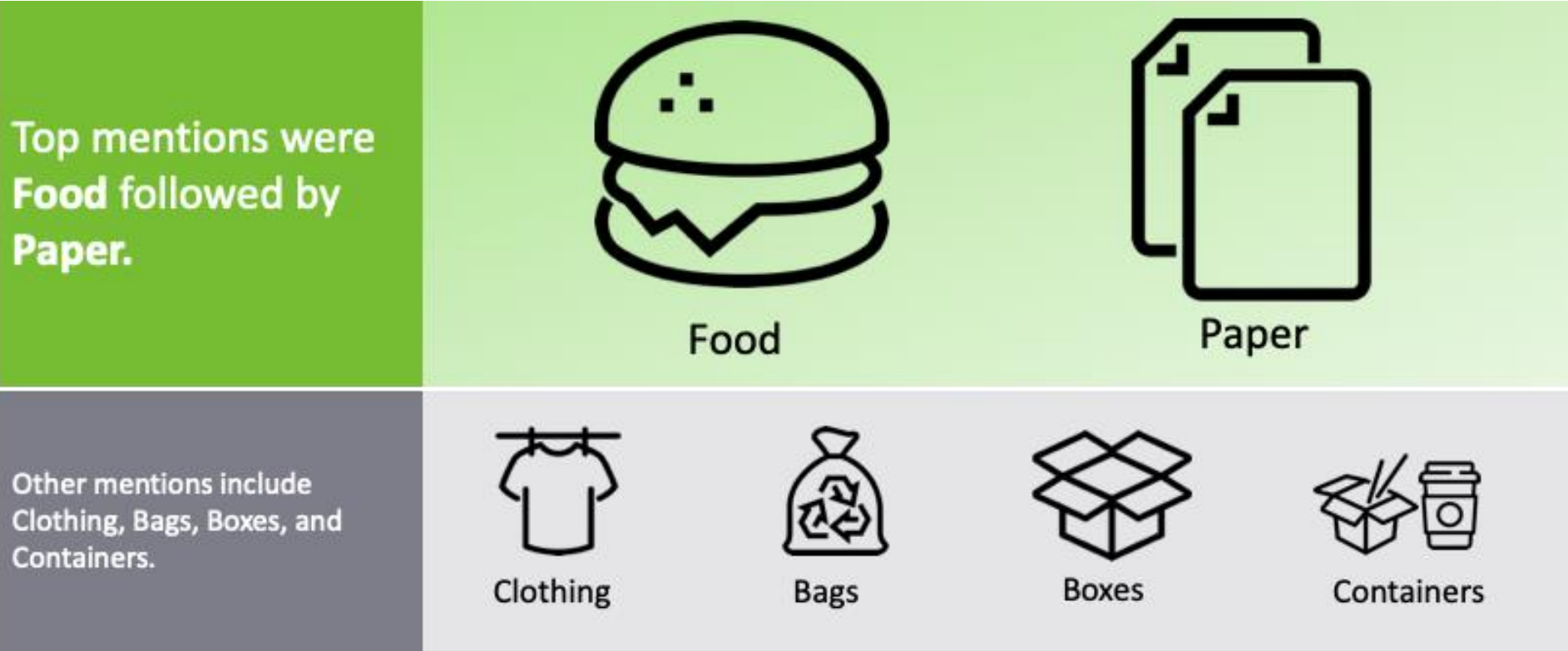
General Confusion

People know very little



Food and Paper Are First Association of PBPP

When consumers see “plant-based products and packaging” or “products and packaging made from plant,” they mention food the most, followed by paper.



Consumers Are Not Familiar

Only about 1 in 5 consumers are familiar with plant-based products and packaging.

- Extremely familiar
- Very familiar
- Somewhat familiar
- Not very familiar
- Not at all familiar

