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Plant-based Foods

Our diets are changing



Our diets are changing

FLEXITARIAN

Health & Sustainability are the key drivers





Say “Hi” to Anna

Born in 1987



Millennial

Word of mouth is the most important marketing channel



PhD in Human Nutrition



Flexitarian diet





Say “Hi” to **Alex**

Born in 1998



Generation Z

Spends 5h per day or more on **social media**

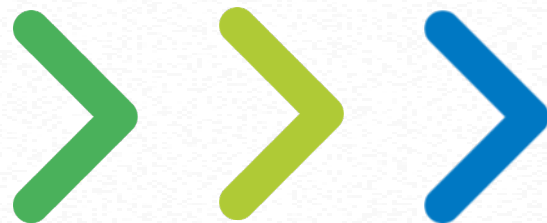


Majority of purchases on **mobile**



Vegetarian diet



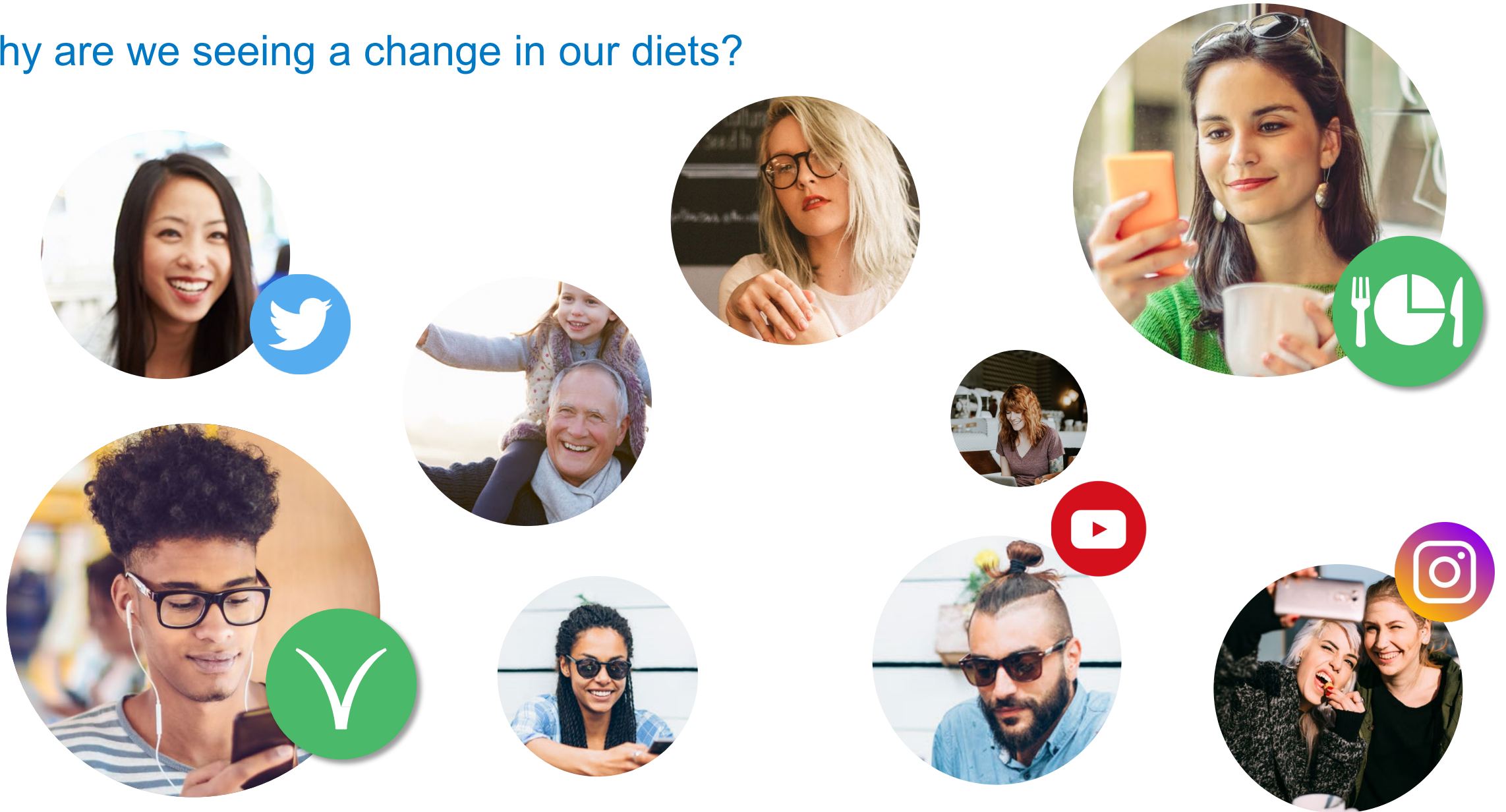


US millennials will have **\$600bn**
of buying power by 2025

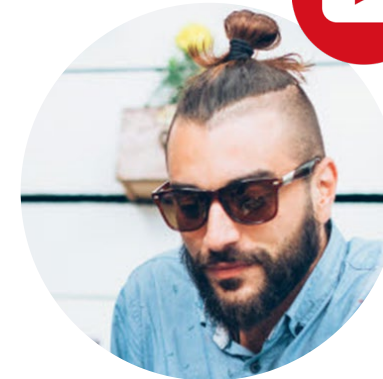
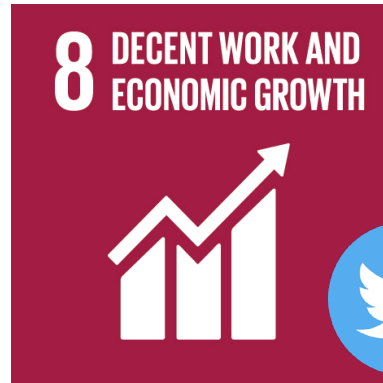


Generation Z will make up more than **25%**
of the US workforce by 2025

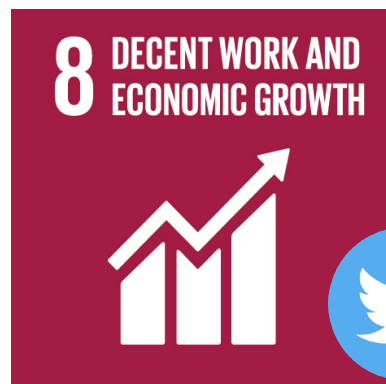
Why are we seeing a change in our diets?



Why is this important to food businesses?

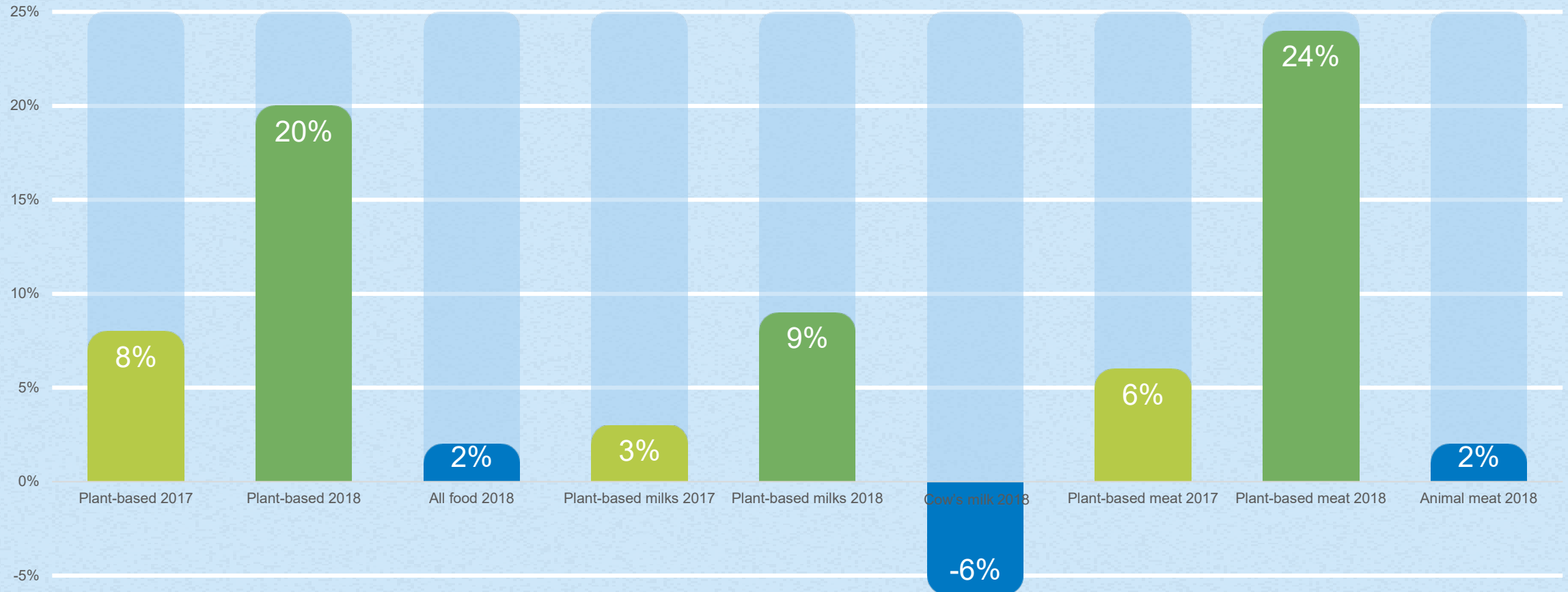


Why is this important to food businesses?



Demand for plant-based meat and dairy shows strong growth

In the US, but also in Europe, Brazil, Mexico & China



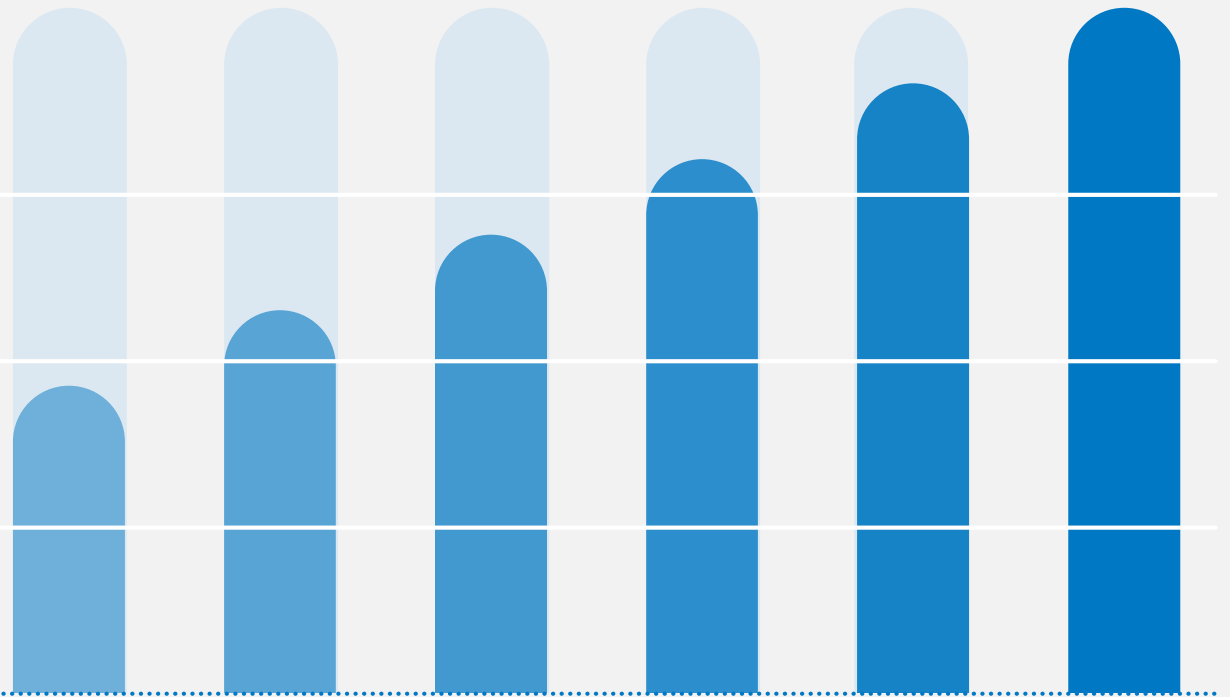
2017: 52 weeks dollar sales ending August 2017
2018: 52 weeks dollar sales ending June 2018



АДК

Plant-based Foods

A great opportunity for **AAK**





Thank you!

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