

RETAIL TOOLKIT

Merchandising Plant-Based Meat, Eggs, and Dairy

As more consumers add plant-based meat, eggs, and dairy to their carts, retailers should take advantage of the opportunity to reposition the meat department as a one-stop shop for all center-of-plate protein needs. How can retailers leverage merchandising strategies to capitalize on the growing plant-based market?

DEPLOYING INTEGRATED-SEGREGATED MERCHANDISING

The segregated sets that have dominated plant-based merchandising for years make shopping easy for committed plant-based consumers, but these are a small fraction of consumers (about 5% of the U.S. population is vegetarian, according to a 2018 Gallup poll¹). Indeed, 76% of all consumers prefer to shop for plant-based meat in the meat or frozen section, compared with 24% who prefer the produce area.² To meet the needs of the widest range of consumers, retailers should use an integrated-segregated merchandising strategy (which has proved successful for natural and organic products) for plant-based meat, eggs, and dairy. For categories with a small selection of plant-based products, an integrated strategy may be a good option.

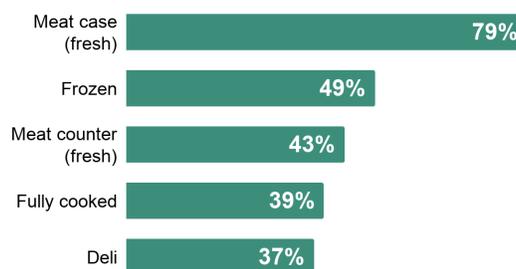


Integrated-segregated: Plant-based products are next to conventional items in a separate plant-based set.

Integrated: Plant-based and conventional products are together.

Segregated: Plant-based products are in a separate stand-alone set.

Bought from in last 30 days. Consumers turn to the meat case for the majority of their animal-based meat purchases.²



An integrated-segregated merchandising strategy affords several benefits for consumers:

- Plant-based options are easily found in go-to areas.
- Plant-based and animal-based products are easily compared.
- Consumers have the opportunity to appreciate premium products and trade up.

¹ Hrynowski, Z. (2019, September). What percentage of Americans are vegetarian? Gallup News. Retrieved from <https://news.gallup.com/poll/267074/percentage-americans-vegetarian.aspx>

² The Food Industry Association & The Foundation for Meat & Poultry Education & Research. (2019). Power of meat. Arlington, VA: The Food Industry Association.

LESSONS FROM PLANT-BASED MILK

Refrigerated plant-based milk:

- 89.5% of 2019 plant-based milk sales.
- Dollar sales growth of **+6%** in 2019.

Shelf-stable plant-based milk:

- 10.5% of 2019 plant-based milk sales.
- Dollar sales growth of **-5%** in 2019.

SPINSscan Natural and Specialty Gourmet (proprietary), SPINSscan Conventional Multi Outlet (powered by IRI), 52 weeks ending 12-29-2019.

Moving plant-based milk to the refrigerated milk set a decade ago was key to introducing it to a larger consumer base, increasing household penetration (now 41%³), and growing category sales. Plant-based milk now accounts for 14% of milk sales, and as sales data show, volume continues to shift toward the refrigerated set.

THE PROTEIN DEPARTMENT OF THE FUTURE



Innovations in protein merchandising are transforming the meat department into a protein department—a one-stop shop for all center-of-plate protein needs:

- Featuring plant-based refrigerated cases next to conventional cases.
- Displaying plant-based value-add and blended meats in the butcher case.
- Containing frozen plant-based meat in coffin cases in the main meat department.

% of consumers who find category terms appealing:

Plant-protein	56%
Plant-based	53%
Vegetarian	44%
Vegan	36%

When designing shelf tags and aisle signage, consider evidence-based recommendations for category language to better help customers find and ultimately purchase plant-based products. The most appealing category terms are “plant-protein” and “plant-based.”⁴

³ The Food Industry Association & IRI. (2020). Understanding the plant-based food consumer [Webinar].

⁴ Parry, J., & Szejda, K. (2019). How to drive plant-based food purchasing: Key findings from a Mindlab study into implicit perceptions of the plant-based category. Washington: The Good Food Institute. Retrieved from <https://go.gfi.org/Mindlab-Strategic-Recommendations>

Retail Toolkit

Download all the resources in the Retail Toolkit to better understand the plant-based opportunity, consumer motivations, and strategies for assorting, merchandising, and marketing plant-based meat, eggs, and dairy.

Contact Us!

To request GFI's services or learn more about our retailer resources, contact our corporate engagement team at corporate@gfi.org.