

Trends in Plant-based

Brands can learn from the evolution of plant-based claims worldwide to make them even more relevant to Latin consumers



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August 2022



Food ingredients
South America



Natural
ingredients



Health ingredients
South America

Plant-Based
Experience

But before we get started



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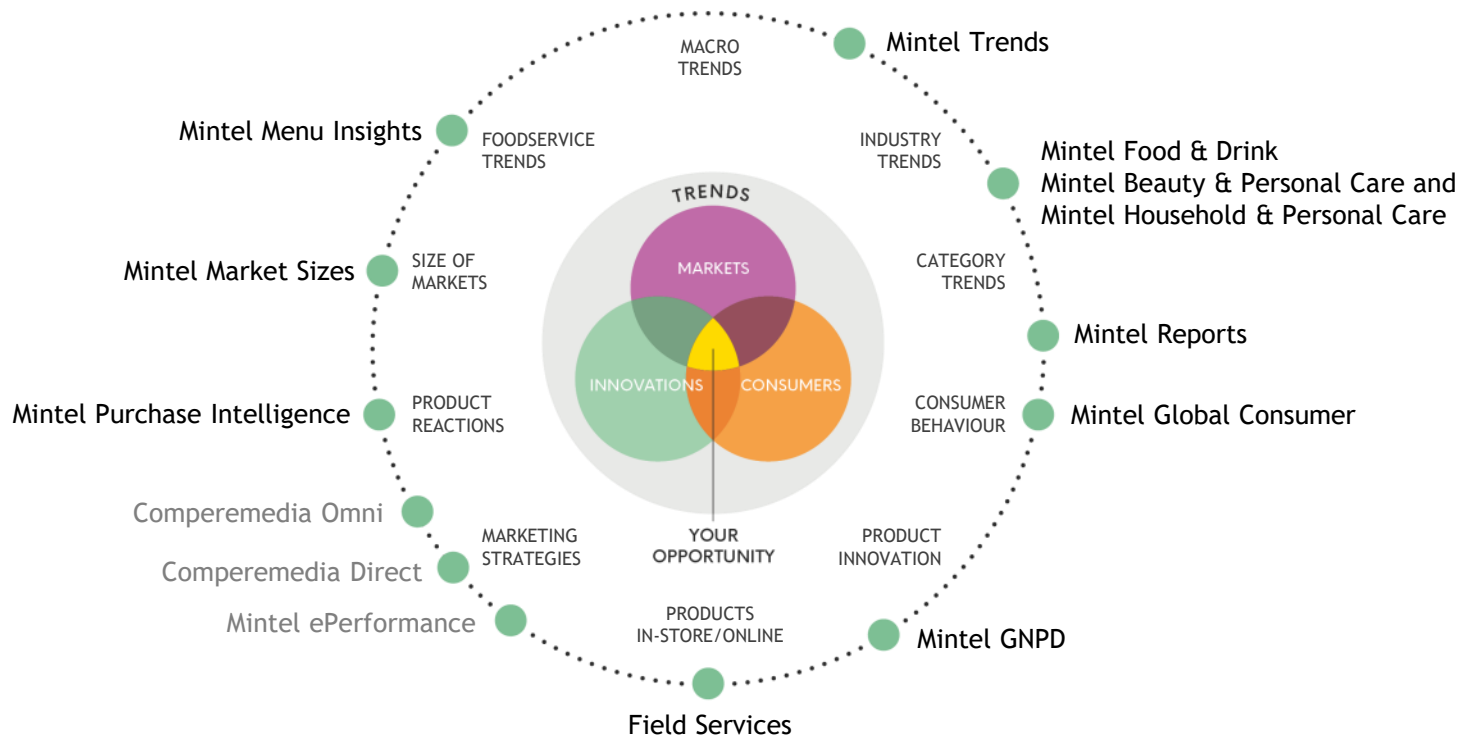
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A complete picture on what consumers want and why



Experts in what consumers want and why



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INTRODUCTION



Mintel recommends

Plant-based is ripe for innovation in LATAM

Latin American players are becoming a formidable force in the global plant-based landscape, yet there's still plenty of room for innovation in the market.

Expand to regionally relevant formats

Plant-based protein players have an opportunity to **expand** beyond products that imitate burgers.

Traditional animal protein preparations and formats can serve as an **inspiration** for product development.

Appeal to consumers with healthy shortcuts

While many consumers are interested in eating more plant-based foods, **few actually admit to doing so**. To support consumers in their healthy eating aspirations, offer convenient, no-fuss, better-for-you products made with plants.

Pre-COVID-19, consumers viewed food and planet as interconnected

FOOD CHOICES CAN IMPACT
ENVIRONMENT

60%

of Mexican consumers* agree that
their food and drink choices [make a
difference to the environment](#)

PLANT-BASED IS BETTER FOR
PLANET

67%

of Colombian consumers agree that
plant-based foods are [better for
the environment](#)

CLIMATE CHANGE WILL DRIVE FOOD
CHOICES

79%

of Chilean consumers agree
that [climate change](#) will have an
effect on the food/drink that they
buy

Base: Ch/ Co/ Mx: 1,000 internet users aged 18+

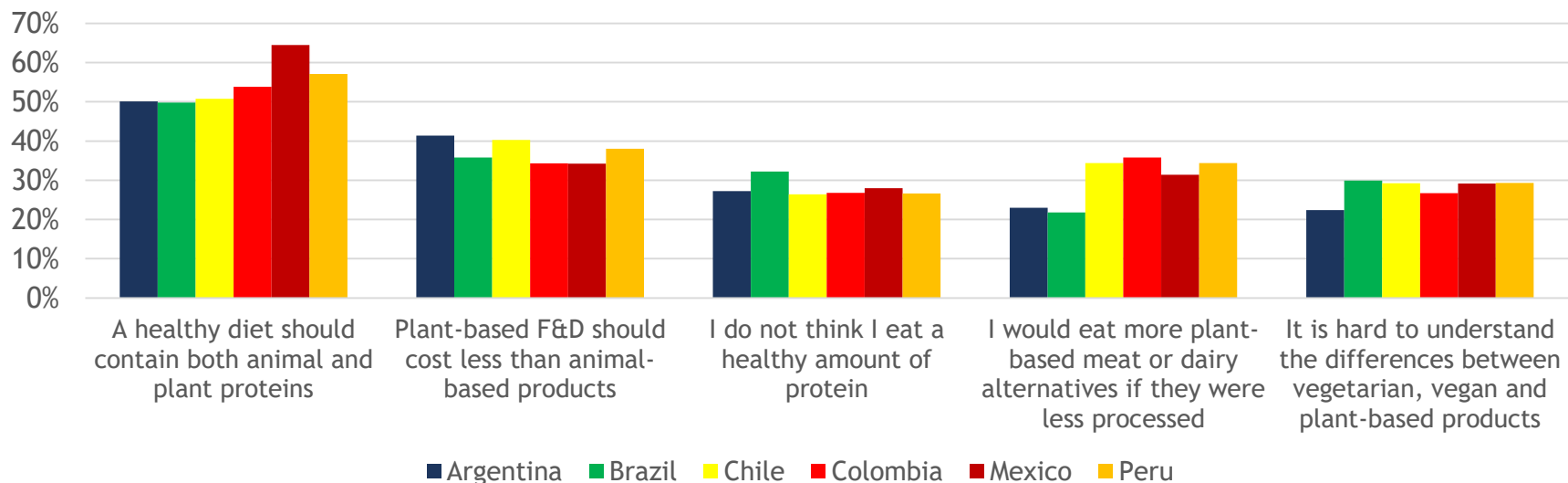
Source: Mintel Global Consumer, December 2019



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Attitudes toward plant-based eating in Latin America

“Which of the following statements do you agree with? Please select all that apply”



Base: Br: 1,000 internet users aged 16+; Mx/Arg/ Ch/ Col: 1,000 internet users aged 18+

Source: [Mintel Global Consumer, march2022](#)

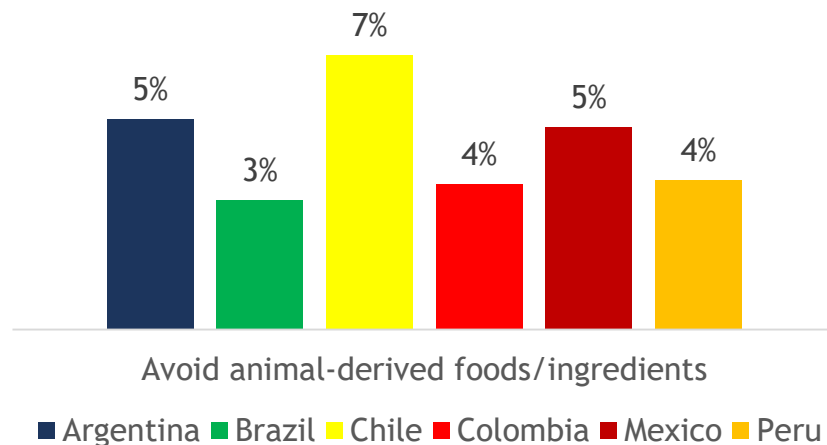
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LATAM plant-based brands are a formidable force in the global landscape

[Latin America is home to several rising stars](#) in the plant-based ecosystem:

- The [NotCo](#) company in Chile has become one of the leading food tech companies in the world, raising [\\$235 million in its latest funding round](#) and reversing a trend of US companies bringing plant-based foods to LATAM.
 - The company has recently launched **NotCookie**, in partnership with Mr. Cheney and is supplying 100% vegetal Milk to Casa do Pão de Queijo
- [Fazenda Futuro](#), another vegan startup based in Brazil, established a foothold in international markets, including in Chile, Mexico and Uruguay. The company offers a line of meat alternatives that includes burgers, meatballs and sausages.
 - Singer **Anitta** has just being announced as partner after using their products in her parties

Most important factors when shopping for food (*)



(*)Selected answer

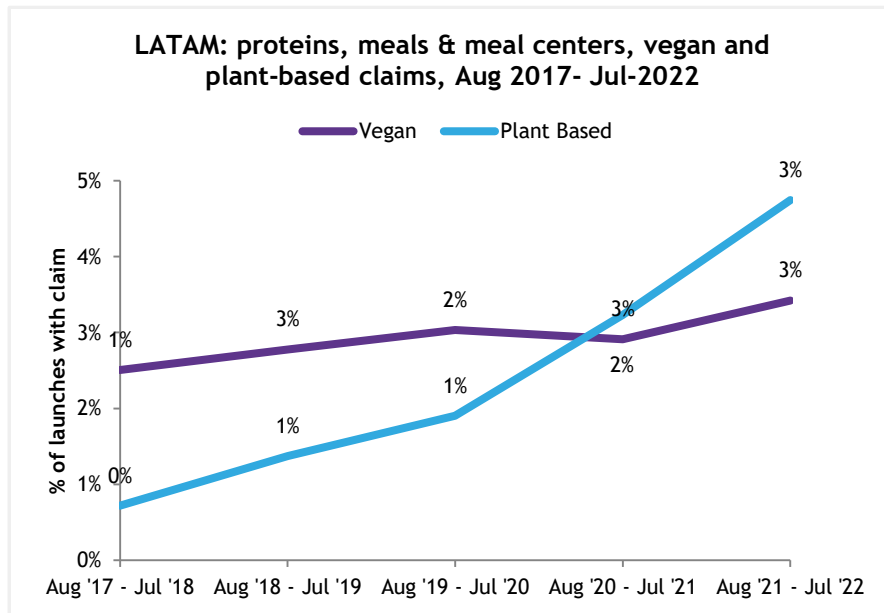
"Plant-based" and "vegan" claims are on the rise but taste and price still keep some consumers away

Driven by meat alternatives, "plant-based" and "vegan" claims innovation has been heating up in LATAM, but is still relatively niche in the market.

For plant-based products to be adopted with a broader consumer base and to continue on their growth trajectory, innovation would need to address taste and price barriers.

In Latin America, over 70% of consumers have a budget they try to stick to as much as possible

- 71% of Argentinesans
- 74% of Mexicans
- 77% of Chileans, Colombians and Peruvians
- 79% of Brazilians



Plant-based foods can get a boost from the rising cost of meat

Rising [inflation](#) has impacted eating habits. According to the data from the Institute for Social, Economic and Citizen Policy Research (ISEPCI), most low-income households in Argentina have been forced to cut their consumption of [meat, fruit, vegetables and dairy products](#). This may boost the consumption of plant-based alternatives, **provided [prices are lower](#) than those of animal products.**

Looking to promote sustainable and healthy lifestyles as well as to make these more budget-friendly, Argentina's government price control program Precios Cuidados has included a range of [sustainably sourced plant-based drinks](#) from Biba, breaded soy patties from Granja del Sol, Vegetalex and Luchetti, as well as selected [fruits and vegetables](#).

25%

of [Argentine adults](#)* are eating less animal-based dairy products and [21%](#) are eating less animal proteins

Base: Argentina: 1,000 internet users aged 18+

Source: MintelGlobal Consumer, March 2022

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Private labels can help consumers in Latin America increase their consumption of plant-based foods



Perini Vegan Cake, Brazil



Dia Original Flavored Almond Drink, Argentina

Plant-based, vegan and vegetarian formulations are still rare on supermarket shelves in Latin American markets, with [only 6% and 2% of all food and drink launches in LATAM region in 2021/22 \(YTD\) carrying vegan and vegetarian claims respectively.](#)

Private label, which is usually offered at more affordable price points, can be a good alternative to **introduce plant-based categories**, which are normally pricier, to the daily lives of consumers.

Even with such powerful leaders in the market, there is a lot more potential for plant-based innovation.

Brands can help consumers see plant-based substitutes as everyday foods. With current brands focused on burgers and sausages, which are not staples in many LATAM cuisines, there's room for competition to explore formats that will resonate in local markets.

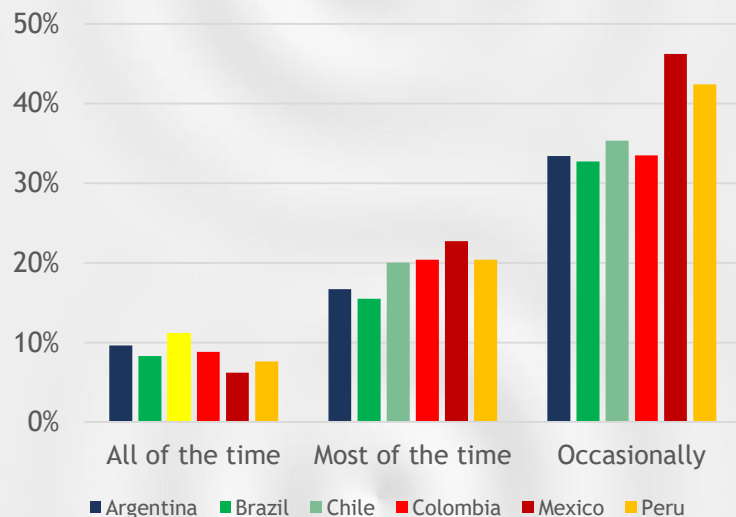
19%

of Brazilians are consuming more plant-based products to maintain healthier eating habits. This number...

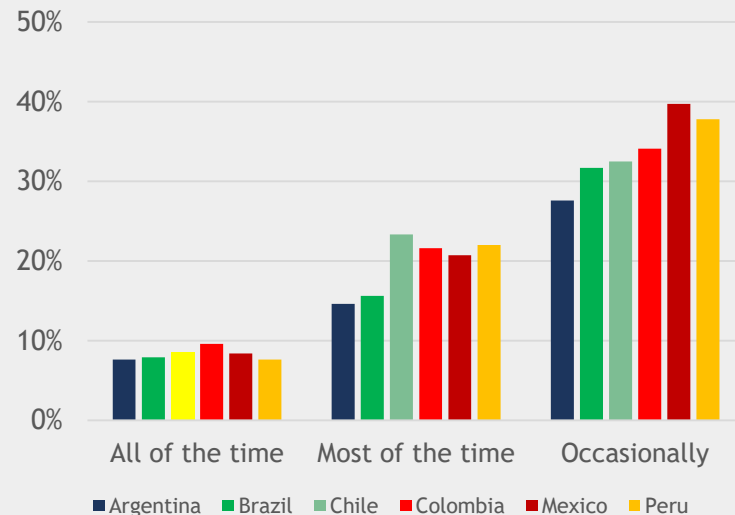
- ... rises to 22% in the Central West region and decreases to 15% in the South
- ... rises to 25% among female consumers aged 25-34 y.o.
- ... increases to 25% among B2 consumers, 20% to C12 consumers and decreases to 12% among D consumers

Consumer limitation varies according to the category

Typically, how often do you limit your meat intake?



Typically, how often do you limit your dairy intake (e.g. milk from animals)?



Base: Br: 1,000 internet users aged 16+; Mx/Arg/ Ch/ Col: 1,000 internet users aged 18+

Source: [Mintel Global Consumer, march2022](#)

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Consumers' appetite for vegan/plant-based desserts and ice cream is small

Despite the popularity of plant-based food and relatively buoyant innovation in vegan desserts and ice cream ([8%](#) of launches), few consumers find the latter appealing.

IN BRAZIL

18%

of [consumers](#) are interested in buying vegan sweets and desserts

IN THE UK

9%

of [dessert consumers](#) say that they would be most likely to eat desserts more often if they were vegan

IN CHINA

7%

of [consumers of packaged ice cream](#) would like to see more dairy-free packaged ice cream

Base: Brazil: 1,500 internet users aged 16+; UK: 1,571 internet users aged 16+ who have eaten chilled desserts, frozen desserts, non-chilled/non-frozen desserts or dessert mixes once a week or less in the last three months; China: 2,643 internet users aged 18-49 who have eaten packaged ice cream in the last 12 months

Source: Kantar Profiles/Mintel, December 2020; KuRunData/Mintel, April 2021



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From buzzword to something meaningful

The movement is still niche in LATAM but is entering [food](#), drink, [beauty and homecare](#), driven by concerns over human health, animal welfare and the environment.

Another challenge for plant-based in LATAM (besides price) is that the term is often used in English and risks leaving some consumers behind.

The terms "vegetal" and "vegan" are more familiar than "plant-based" or its translation, "hecho / feito a base de plantas." However, it's fair to say that the English term may attract younger and urban consumers.

The key to reaching more consumers will be clear guidance on how plant-based products can effectively improve the health of people and planet, and also making it affordable and accessible to older generations and those living outside of cities.



Many [products](#) use *vegana/o* and/or *vegetal* rather than *plant-based*

Clarifying the benefits of plant-based on planetary health may drive further adoption

Latin American consumers have a very unique and strong connection with the environment - for example, the ancestral *Pachamama* rituals, or the Water Festival from the Pataxós in Brazil.

The pandemic made consumers prioritize their health over that of the planet, but going forward, as vaccines become more available, we may see people become more focused on reducing their impact on their environment. As human activity was minimized during COVID-19, resulting in some environmental [improvements](#), consumers will be especially keen not to erase these when activity resumes.

87%

of Peruvian consumers* say that "I try to act in a way that is [not harmful to the environment](#)" describes them very well. It's the highest % in the region, where the average is 84%

Base: Peru: 1,000 internet users aged 18+

Source: Mintel Global Consumer, March 2022



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LATIN EXAMPLES THAT CAUGHT OUR ATTENTION



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The 'boom' of non-dairy Yogurts and Milks influenced other "Dairy" categories

37% [of Argentinians](#) plan to eat traditional plant-based proteins (eg tofu, textured soy/vegetable protein) in the future



From Mexico

[Plant Butter with Sea Salt](#) contains 25% less saturated fat than dairy butter, 0mg of cholesterol and has been kosher certified. This product is claimed to cook, bake and taste like butter



From Brazil

[Plant-Based Cooking Cream](#) is an almond plant-based cream. This cream is free from gluten and lactose, contains 17% fat and can be used as an alternative to milk cream in sweet or savory recipes as well as vegan creams.



From Brazil

[Plant-Based Condensed Milk](#) is a rice-based condensed milk.

Speaking of Non-dairy...

Nestlé Chile launched a plant-based alternative to yogurt packed with pro and prebiotics. V-Label certified and lactose- and soy-free, Nestlé Veggie Probiotics is an oat-based yogurt range. Available in two different flavors - natural and strawberry - the products are low in fat and contain significant amounts of pro and prebiotics.

Why it matters

Mainstream brands are starting to echo plant-based innovations. This brand presence is an indication that the majority of consumers have accepted plant-based diets as healthy, worthy alternatives that can still satisfy their indulgent cravings. It should be noted that, in this case, Nestlé has gone the extra mile in focusing on the wellness benefits of these products by including pro and prebiotics claims. This upgrade will be highly popular among those interested in boosting their gut health.⁷



Nestle Veggie with pro and prebiotics

Hot beverages offer milk alternatives

43% [of Peruvians](#) reduced the amount of food/drink bought out-of-home (including coffee)



From Colombia

[Almond Macchiato Coffee Roast Capsules](#) is said to be a medium roast coffee with a full-bodied and nutty profile, which can be a delicious alternative to dairy.



From Peru

[Native Blend Instant Chocolate](#) This fair trade chocolate is to share and is free from lactose, added sugar and transgenics. It's also plant-based.



From Brazil

[Traditional Cappuccino Mix](#) is made with coconut milk and is chocolate flavored (it contains nature identical synthetic flavoring)

Speaking of Hot Beverages...

Starbucks has incorporated a new plant-based milk option onto its menu for Argentina. The new milk, made from almonds, is from the Silk brand, the company from which Starbucks signed an agreement to provide all plant-based products.

Why it matters

Plant-based products have increasingly become popular among consumers in Argentina. These products have increased in demand as consumers are looking to adopt healthier eating habits and are more aware of concerns about unethical animal treatment in the food and beverage industry. Companies in the food and beverage sector like Starbucks are responding to consumer demand by permanently adding plant-based offerings onto their menus.



Almond Milk for Coffee Lovers

Vegan treats

45% [of Argentines](#) were willing to treat themselves more in 2022 or introduction (highest % in Latam)



From Brazil

[Zero Added Sugar Coconut Milk Chocolate](#) is a source of fiber and is said to have a creamy texture and surreal taste



From Brazil

[Peanut Candy Bar](#) is said to feature an original flavor, and retails in a 1kg pack containing 50 units, featuring Pró-Amendoim ABICAB and Certificado SVB Vegano (Brazilian Vegetarian Society Vegan) certifications



From Chile, made in the USA

[Sweet & Salt Kettle Corn](#) is said to be made with real, simple ingredients with nothing fake. It is free from gluten, GMO, trans fat and high-fructose corn syrup.

Nutritional Supplements and Sports Drinks with Indulgent flavors

51% of [Chileans aged 55-64](#) eat healthily most of the time



From Ecuador
[Cinnamon and Sweet Pepper Flavored Chocolate Drink Mix](#) comprises 50% cocoa and less sugar, is suitable for vegans and can be used to make drinks, breakfasts and desserts.



From Brazil
[Nestlé Health Science Nutren Veg Protein Chocolate Flavored Drink Mix](#) is a food supplement with an exclusive combination of 100% plant-based protein and 11 vitamins and minerals.



From Colombia
[Green Drink with Spirulina, Turmeric, and Mint](#) contains ingredients recognized for their digestive benefits and natural antioxidants, and is free from sugar, gluten, and chemical additives.

Speaking of Indulgence...

In Brazil, **Vida Veg** launched a chocolate mousse made from coconut milk. It caters to plant-based consumers with a dessert that delivers on both flavor and sustainability with its 100% plant-based, vegan, zero lactose and gluten-free product.

Why it matters

The **taste of plant-based milk remains a barrier** to purchase for many consumers who are reluctant to compromise on taste and texture for something that they believe does not provide sufficient value for their money. We are seeing brands attempting to appeal to consumers through claims of smooth, silky and velvety textures, and dairy alternative brands are increasingly focused on mimicking the taste/texture of dairy products as closely as possible. Strong taste credentials and an authentic design could appeal to new and existing consumers of dairy alternatives.



Vida Veg chocolate mousse is formulated with coconut milk.

CONCLUSION

The opportunity

The pandemic has sped up concern with one's health and illness prevention, but it has also brought challenges to people's finances, health and social lives.

Plant-based proteins, meals and meal components are ripe for innovation in Latin America.

To go beyond the crowded burger landscape, producers can create better-for-you, regionally relevant plant-based offerings that can fit existing cooking routines or offer shortcuts for healthy eating.

“As it has in other parts of the world, plant-based has emerged as a buzzword in Latin America.

However, for it to become a more meaningful term, brands will need to communicate how it can be good for people, animals and planet.”

- Graciana Méndez, Senior Regional Insights Analyst, LATAM

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