

## EATING OUT HEALTHY STATISTICS

### REASONS FOR A SHIFT TO HEALTHIER EATING



OVERALL BODY HEALTH



TO LOSE WEIGHT



ALLERGIES/ILLNESS



SUSTAINABILITY



MORE ETHICAL

**95%**

of U.S. Consumers who order plant-based burgers are not vegans

**1 in 3**

Americans now identify as “flexitarian” primarily vegetarian, but occasionally eat meat or fish

**40%**

of North American Consumers are trying to include more plant-based foods into their diets

**\$24 Billion**

Estimated total plant-based food market in five years (2025)

**37%**

of Americans often or always eat vegetarian meals when dining out (33% in Midwest)

**61%**

of consumers pick healthier foods at restaurants compared to their choices two years ago

**70%**

of consumers will pay premium prices for natural, ethical, or “less of ...” foods (Up 10%)

**13,158,120**

Number of Americans who have been diagnosed with food allergies