Who is most curious about vegan foods?



52%

of Americans are vegan-curious

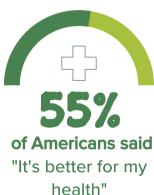


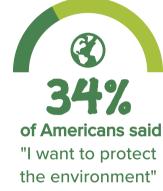
Nearly 3 in 5 men are vegan-curious

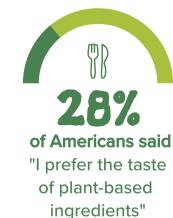
58%

of Gen Z and millennials are vegan-curious

What motivates Americans to eat plant-based foods?









56%

of Americans want shortcuts to plant-based meals

Inflation has put a strain on Americans' wallets. Still. some Americans say they are willing to spend more on food if...



59%

it's healthy



44%

it tastes like homemade



it takes less than 10 minutes to prepare

Family Mealtime: The Struggle is Real



of parents struggle to find convenient meals they feel good about feeding their family



About 7 in 10 (69%) of parents want shortcuts to plant-based meals



of parents look for frozen meals that make it easier to prepare a healthy meal the whole family can enjoy



of parents look for frozen meals large enough to feed the whole family



of parents are willing to spend more on food if it's healthy



of parents often eat more canned, frozen or ready-made meals during the back-toschool season

Food Inclusivity Matters

32 Million Americans have food allergies Source: Food Allergy Research and Education



of parents say they or someone in their household has dietary restrictions



of parents in households with dietary restrictions say finding prepared foods that meet their family's needs is very or extremely challenging

"Parents" refers to adults with children ages 17 and younger living in the home.



To learn more, visit www.amys.com/community/our-blog/20-food-

facts-to-know-in-2023. Survey results are based on data collected

February 16-18, 2023 among 2,007 adults in the U.S.