Soy Meets Booming Demand for Flexitarian-Friendly Foods

Flexitarian diets, which actively seek to include plant-based protein sources, have become a trendy topic within the food industry. United Soybean Board research uncovered crucial insights into who these flexitarians are, why they've adopted this diet and how U.S. Soy meets the needs of this growing demographic.¹

Younger Consumers Drive Plant-Based Protein Demand*

Though 65% of U.S. consumers are open to eating more plant-based foods, interest is highest among the youngest generations.

In fact, 40% of consumers 50 and under are actively trying to incorporate more plant-based protein in their diet, compared to only 25% seeking more animal protein.

*Self-identify as omnivore, flexitarian, pescatarian, vegetarian or vegan
Health and wellness is the leading driver of plant-based consumption

Motivating factors for actively seeking plant-based protein among consumers ≤50

Protein is seen as essential

82% of consumers 50 and under agree protein is an essential component of a healthy diet.

Not all proteins are created equal. 60% of consumers 50 and under agree that it is extremely/very important that a plant-based protein be a complete protein, while only 12% feel it is not important.

Soy protein: Checking the boxes

Soy protein meets all the criteria for what consumers want from their plant protein offerings.

- High Quality & Complete
- Heart Healthy
- Supports U.S. Farmers
- Sustainably Grown

Using soy ingredients can help companies meet sustainability goals. The Sustainable U.S. Soy Mark recognizes U.S. grown soy ingredients that are:

- Grown in the U.S. on family farms with responsible labor practices
- Compliant with all U.S. environmental regulations
- Protecting highly erodible soils and wetlands