



# Restaurant Consumer Report

## Consumer Perspectives on Sustainability and Plant-Based Foods. What's Changed Since 2020?

[revenuemanage.com](https://revenuemanage.com)

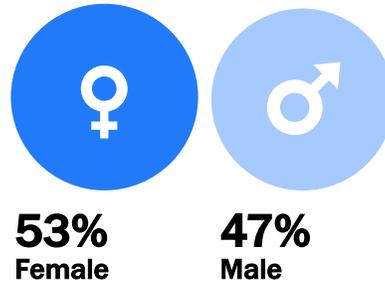




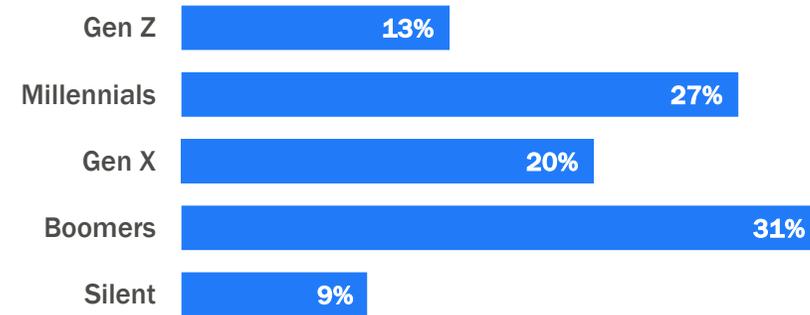
# About the survey

RMS surveyed 802 people in the United States from Nov. 19th to Nov. 25th, 2021

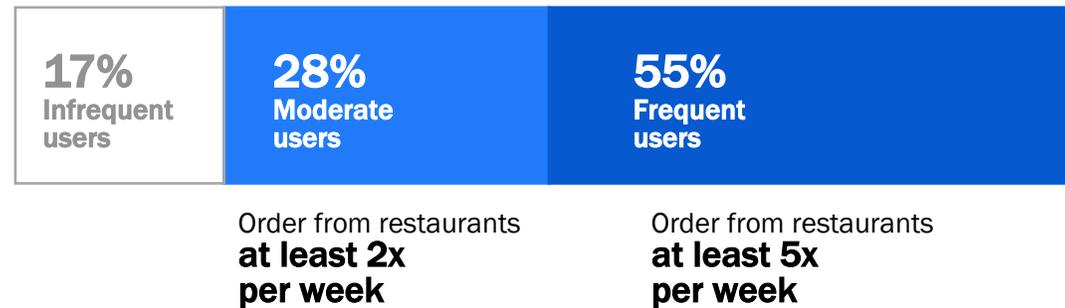
## Gender



## Generation



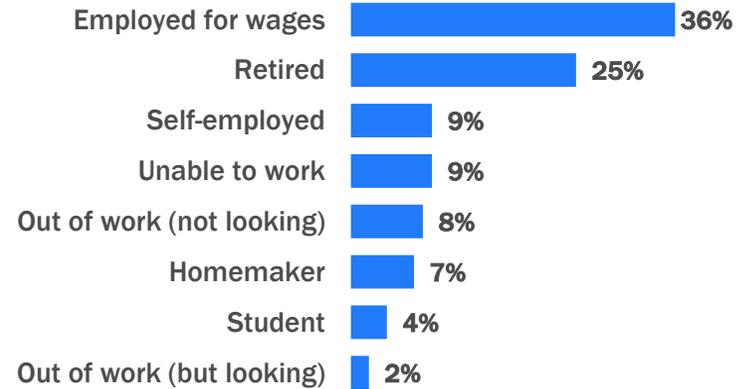
## Restaurant usage



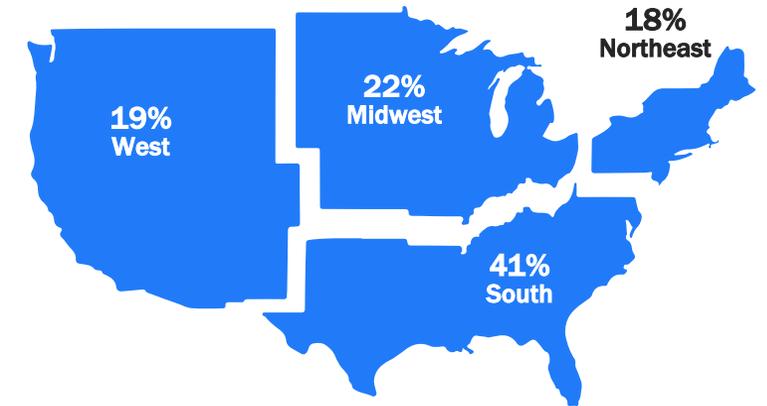
# Respondent breakdown

RMS surveyed 802 people in the United States from Nov. 19th to Nov. 25th, 2021

## Employment status

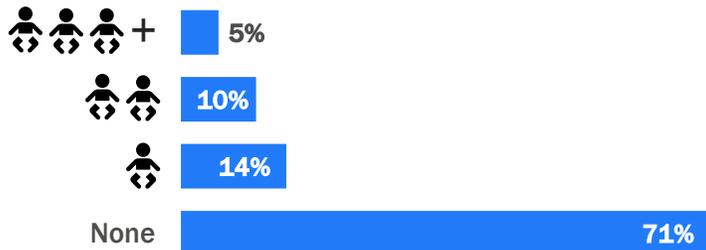


## Region

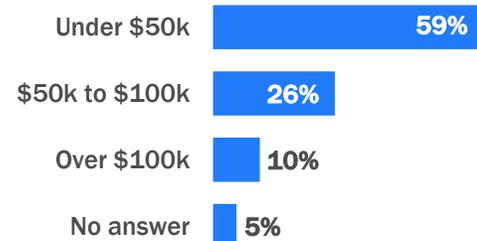


## Children

Under the age of 16 in the household



## Household Income



## Geographic area





# Sustainability Trends

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## Insight One

# Almost **1 in 2** believe restaurants produce too much food waste

Please indicate how much you agree or disagree with the statements below regarding sustainability and restaurants:

	Share who "agree" or "strongly agree"	Share who "disagree" or "strongly disagree"	Diff.
Restaurants produce too much food waste	45%	16%	29%
Restaurants use too much harmful packaging such as single-use plastics and Styrofoam	36%	21%	15%
In general, the carbon footprint of the restaurant industry is underestimated	33%	16%	17%
In general, restaurants do not do enough to support sustainability in the food industry	30%	20%	9%
Restaurants offer too many foods that are water and land intensive such as red meat	25%	27%	-2%

### Deep dive

**36% believe restaurants use too much harmful packaging, while 33% believe that the industry's carbon footprint is underestimated.**

## Insight Two

# Almost **1 in 3** are more likely to support the use of **locally sourced ingredients**

Please indicate how much you agree or disagree with the statements below regarding sustainability and restaurants:

Share of participants who "agree" or "strongly agree"

I am **more likely** to visit restaurants that source food locally

I am **more likely** to visit restaurants that offer seasonal ingredients and dishes

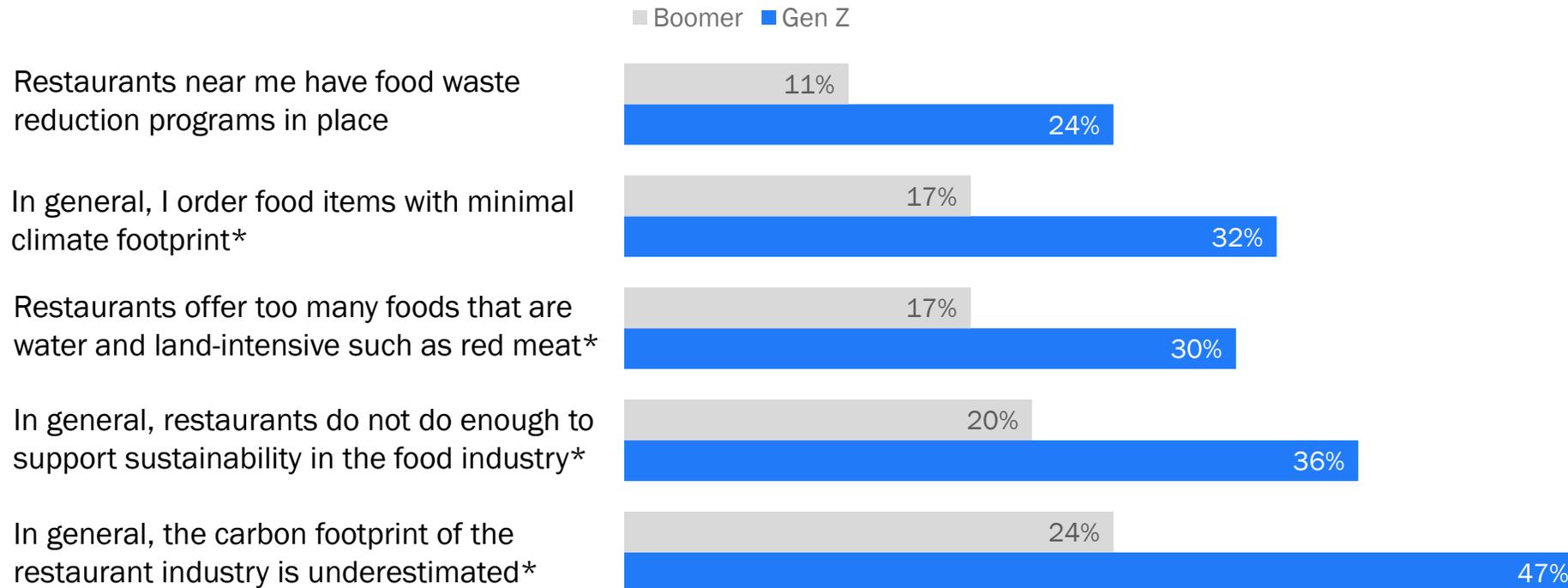




## Insight Three

# Gen Z is more aware of restaurants' effect on the environment

Please indicate how much you agree or disagree with the statements below regarding sustainability and restaurants. Share of participants who "agree" or "strongly agree"



November 2021 n=439

\* Designates statistically significant change vs. previous survey greater than 95% confidence level



# Plant-Based Meats Trends

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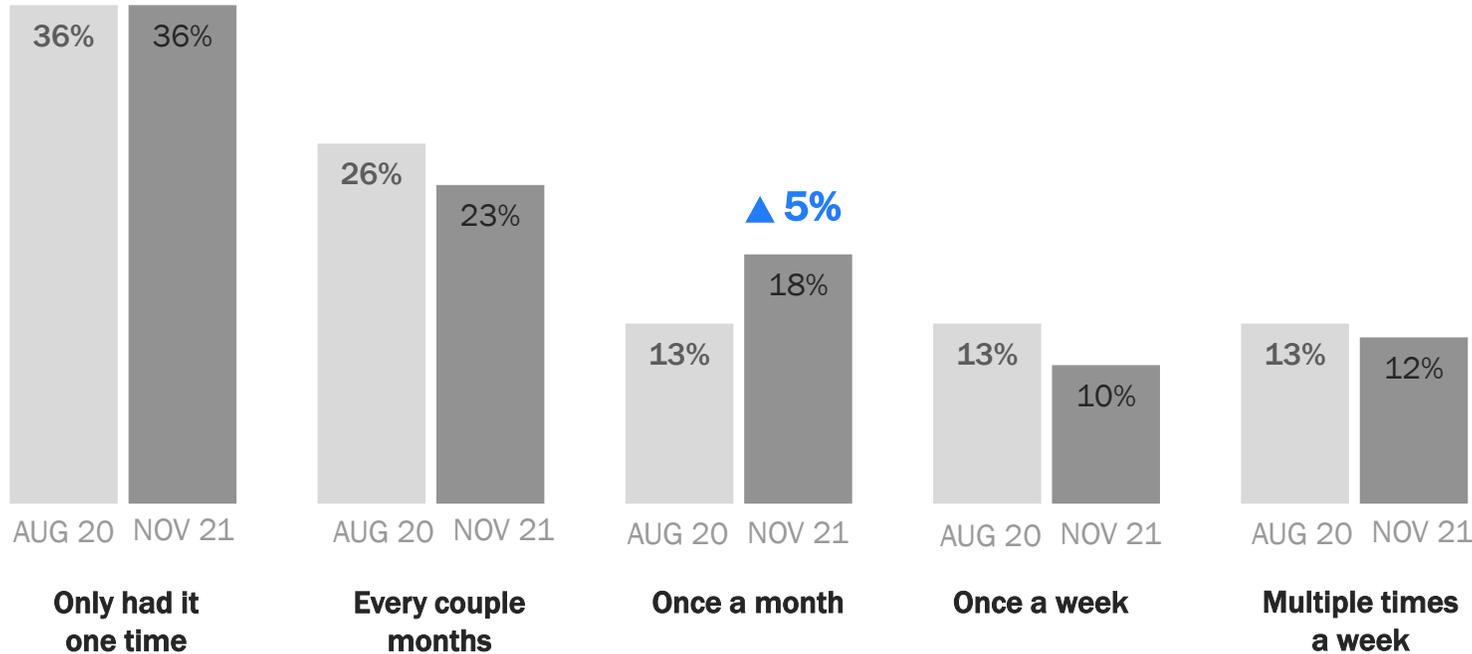


## Insight Four

# Consumers' plant-based eating habits **remained stable** over the past year



How often do you eat plant-based meat alternatives?\*



### Additional Insights

The share of respondents who never tried plant-based meats decreased to 26% for Gen Z and 33% for millennials. For boomers, plant-based meat trials have stabilized at 55%.

November 2021 n=439 | August 2020 n=474

\* Designates statistically significant change vs. previous survey greater than 95% confidence level

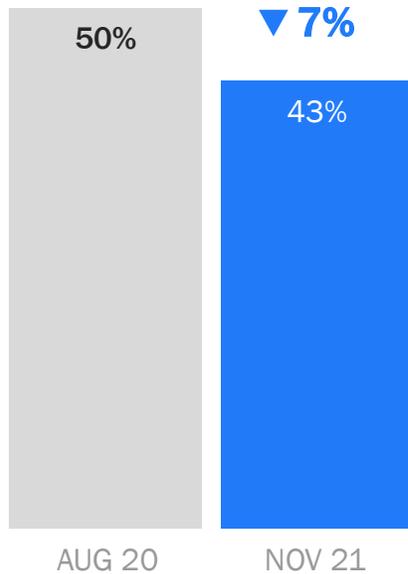
## Insight Five

# More plant-based meats are available, but **less consumers respond favorably**

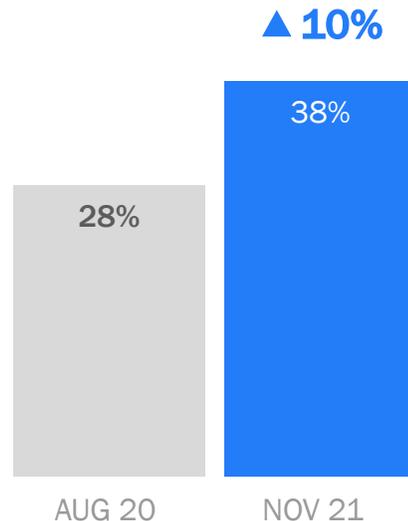
Please indicate how much you agree or disagree with the statement regarding plant-based meat or protein alternatives in restaurants.

Share of participants who "agree" or "strongly agree"

I like the taste of plant-based meats\*



I don't like the concept of plant-based meats\*



## Insight Six

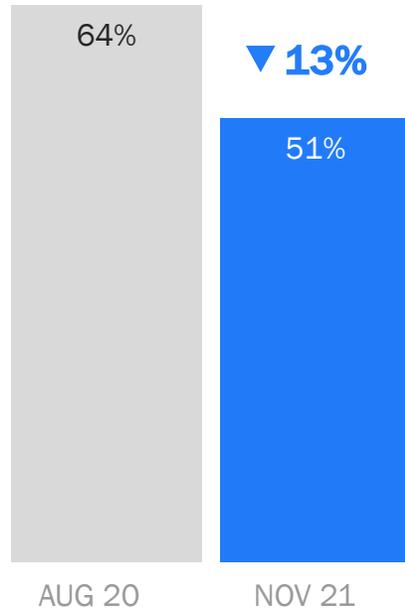
# Less consumers believe in the environmental and health benefits of plant-based meats

Please indicate how much you agree or disagree with the statement regarding plant-based meat or protein alternatives in restaurants.

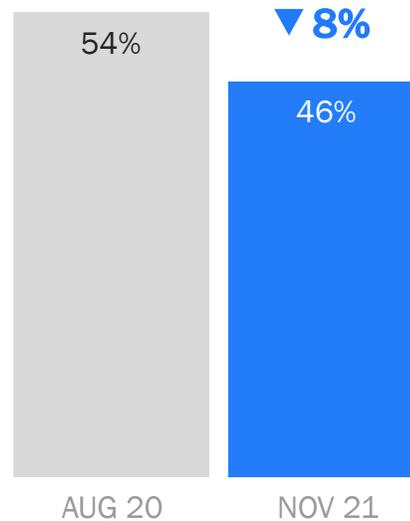
Share of participants who "agree" or "strongly agree"



**I believe plant-based meat is better for the environment\***



**Plant-based meat/protein is a healthier choice than regular meat/protein\***



November 2021 n=439 | August 2020 n=474

\* Designates statistically significant change vs. previous survey greater than 95% confidence level



## Insight Seven

# 1 in 2 still consider plant-based meats to be too expensive, yet affordability is less important than in 2020

Please indicate how much you agree or disagree with the statement regarding plant-based meat or protein alternatives in restaurants.

Share of participants who "agree" or "strongly agree"

	AUG 20	NOV 21	Difference
Plant-based meat is too expensive	56%	56%	0%
I would consider eating plant-based meat if it was more affordable*	55%	47%	▼ 8%
I would swap to a competitor brand if they were to offer plant-based meat	40%	40%	0%
Plant-based meat is easy to find in restaurants where I live	40%	36%	▼ 4%
I am more likely to visit a restaurant if it offers plant-based meat	37%	34%	▼ 2%



# Who Consumes Plant-Based Meats?

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## Insight Eight

# People who **consume** plant-based meat alternatives **more than once** are more likely to...



### Be of a younger generation

- 56% of Gen Z and 49% of millennials consume plant-based meat at least every couple of months

### Visit restaurants frequently

- 43% of frequent restaurant-goers eat plant-based meats periodically compared to 21% of infrequent restaurant-goers

### Live in higher-income family households in urban or suburban areas

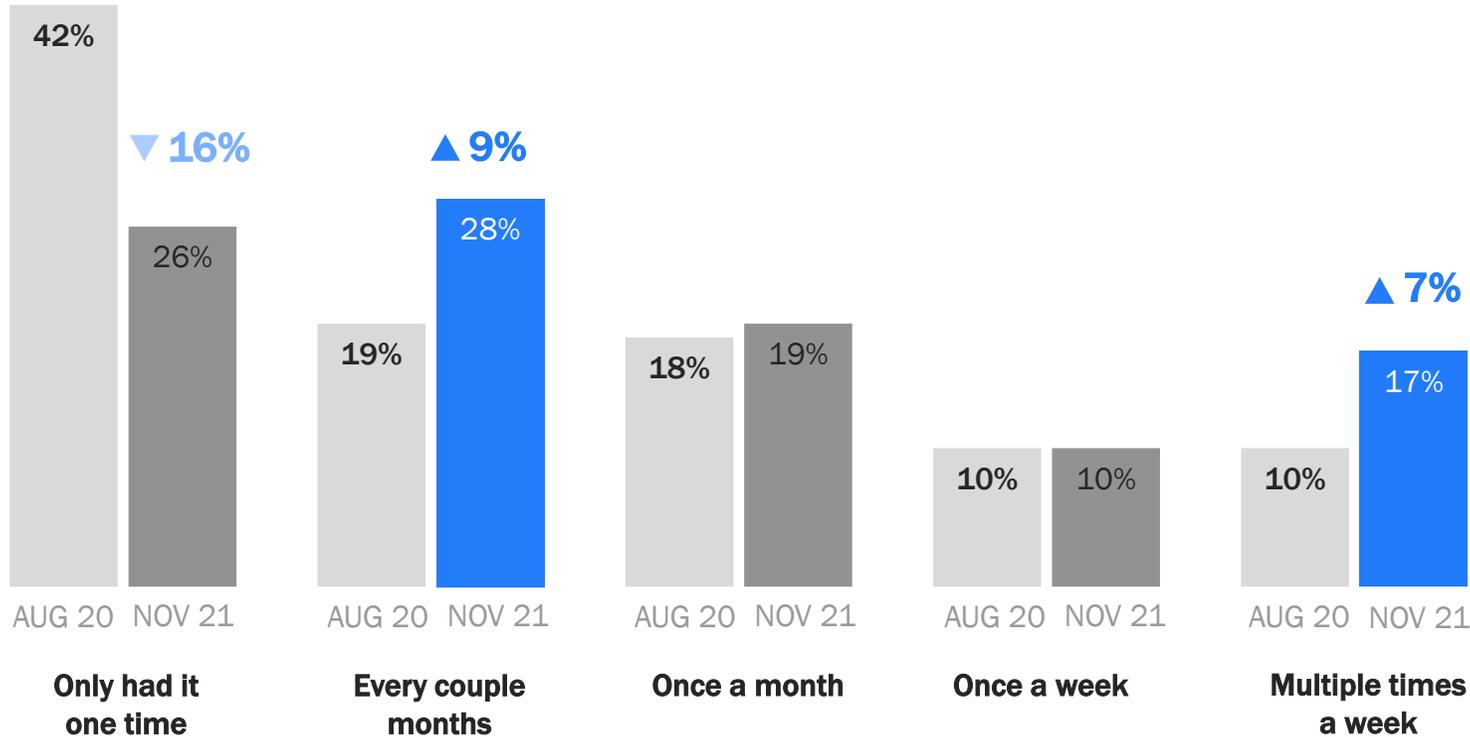
- 47% of respondents with household incomes greater than \$75K/year eat plant-based meats periodically
- 45% of family households eat plant-based meats periodically compared to 31% of single households
- 41% of urban and suburban consumers eat plant-based meats periodically, while 51% of rural consumers have never tried plant-based meats

## Insight Nine

# Gen Z have shifted their habits from plant-based meat trials to periodic consumption

How often do you eat plant-based meat alternatives?\*

Gen Z respondents only



November 2021 n=106 | August 2020 n=122

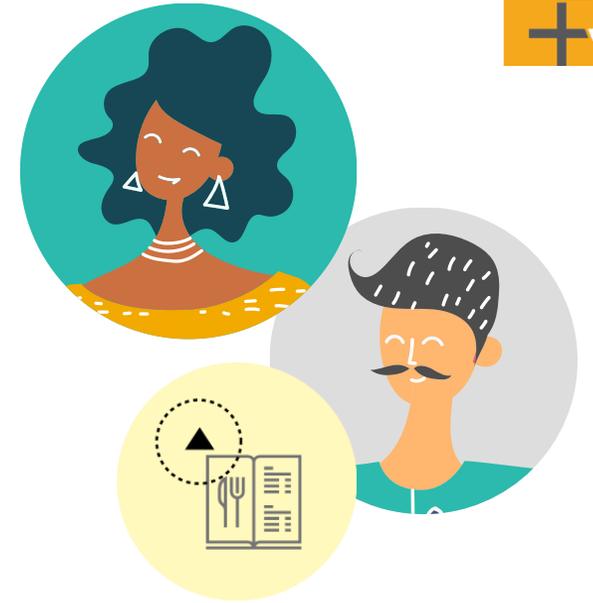
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## Insight Ten

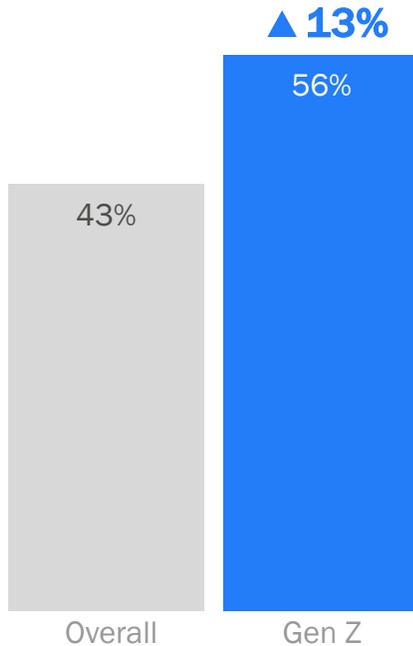
# 1 in 2 Gen Z-ers enjoy the taste and will seek out plant-based meats, even switching to a competitor

Please indicate how much you agree or disagree with the statement regarding plant-based meat or protein alternatives in restaurants.

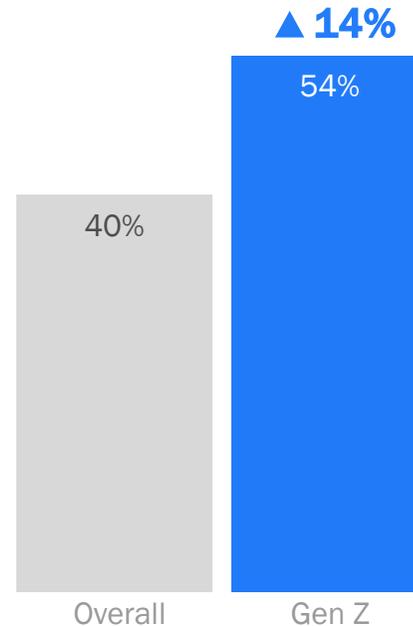
Share of Gen Z respondents who "agree" or "strongly agree"



I like the taste of plant-based meat



I would swap to a competitor brand if they were to offer plant-based meat



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## Summary of Sustainability & Plant-Based Alternatives

1. Almost **1 in 2** believe restaurants **produce too much food waste**.
2. Almost **1 in 3** are more likely to support the use of **locally sourced ingredients**.
3. **Gen Z** is **more aware** about restaurants' effect on the environment.
4. Consumers' plant-based eating habits **remained stable** over the past year.
5. More plant-based meats are available, but **less consumers respond favorably**.
6. **Less consumers** believe in the **environmental and health benefits** of plant-based meats.
7. **1 in 2** consider plant-based meat too expensive, yet **affordability is less important** to trial than in 2020.
8. People who **consume** plant-based meat alternatives **more than once** are more likely to be younger frequent diners that live in higher-income family households in urban/suburban areas.
9. **Gen Z** have shifted their habits from plant-based meat **trials** to **periodic consumption**.
10. **1 in 2 Gen Z-ers** enjoy the **taste** and will **seek out** plant-based meats, even switching to a competitor.

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25  
YEARS



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