



# A Plant-Based Approach to Sustainability in Asia Pacific

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Table of Contents

## INTRODUCTION

Scope

Key findings

## PLANT-BASED ACROSS INDUSTRIES: AN OVERVIEW

An upward trend in plant-based and related claims

Claims as a preferred approach to drive awareness around plant-based offerings

Health a key consumer motivator for plant-based products

Key takeaway – driving value proposition

## PACKAGED FOOD – OPPORTUNITIES DRIVEN BY SUSTAINABILITY AND HEALTH

Consumption of non-animal protein in Asia Pacific is not new

Sustainability and health key drivers behind growth of plant-based food in Asia Pacific

Increase in consumption of plant-based food linked to health consciousness

Increasing per capita spend on consumption of plant-based food across Asia Pacific

Partnerships remain key to popularise plant-based food in Asia Pacific

New product innovations launched in both retail and foodservice

## HOME CARE – OPPORTUNITIES DESPITE BARRIERS

Online availability of home care products with plant-based claims

Price point of more natural formulations remains a barrier to adoption

Trust in cleaning efficacy of plant-based products another barrier to adoption

Despite challenges, there is a business case to invest in plant-based formulations (1)

Despite challenges, there is a business case to invest in plant-based formulations (2)

Appetite for plant-based offerings at affordable prices exists

Market sees nascent plant-based product development from local players

## BEAUTY AND PERSONAL CARE – HOW PLANT-BASED BEAUTY CAN DRIVE SUSTAINABILITY IN ASIA PACIFIC

Efficacy and relevance of environmental credentials challenge “plant-based is best” positioning

The COVID-19 pandemic changes consumer priorities and natural is back in the spotlight

Demand for botanicals in Asia Pacific supported by ancient traditional medicine

Sustainability concerns offer an opportunity for plant-based beauty in Asia Pacific

Asia Pacific and Australasia key regions for sustainable products

Innovation in plant-based beauty products in Asia Pacific

## PROSPECTS FOR PLAYERS

Winning strategies for industry players

Key findings

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