

Representative survey reveals call for more plant-based options

- **HelloFresh and Kantar questioned over 7.500 people in Germany, the UK, Denmark, Sweden and Norway on plant-based nutrition**
- **Even though meat is still popular, over 50% of the participants think that more consumers should switch to plant-based nutrition**
- **Number one reason for not cooking more plant-based, is the lack of confidence in cooking with alternative proteins**
- **HelloFresh is working towards menu modularity to offer the possibility to switch their proteins - including ones with smaller carbon footprints**

Berlin, December 7th 2023 – HelloFresh SE (“HelloFresh”), the world's leading meal kit company and integrated food solutions group, published a representative survey¹ among consumers in Germany, the UK, Denmark, Sweden and Norway around plant-based nutrition. The results show that even though meat consumption is still very popular across the countries surveyed (DE: 66.3%, DK: 81.9%, NOR: 85.2%, SE: 77.1%, UK: 74%), more than two thirds of respondents (DE: 68.6%, DK: 68%, NOR: 58.6%, SE: 71.3%, UK: 66%) are at least slightly convinced that plant-based nutrition is more environmentally friendly than eating meat and dairy products. Over half of all respondents across the markets surveyed are at least slightly convinced that more consumers should switch to plant-based diets (DE: 61.2%, DK: 53.1%, NOR: 51.2%, SE: 64.8%, UK: 50.3%). While currently only one in five consumers across the countries surveyed mostly or fully avoid meat (DE: 28.7%, SE: 18.5%, UK: 20.8%), there is a big appetite to try more plant-based meals: More than half of the people surveyed in Europe (DE: 57%, DK: 54.3%, NOR: 57.4%, SE: 64.8%, UK: 61%) want more opportunities to try plant-based meat alternatives in their meals.

As the owner of the richest and largest customer database on taste preferences, HelloFresh can predict a growing demand for plant-based proteins. In Germany, HelloFresh’s pioneer market for plant-based product offerings, the amount of customers who picked a vegan preference in their HelloFresh profile quadrupled the past year. Globally the number of flexitarians among HelloFresh customers has grown significantly. By further rolling out a menu modularity feature globally, HelloFresh will offer customers even more product variety and give them the opportunity to switch their proteins – including to ones with a smaller carbon footprint.

¹**Survey methodology:** This online-panel survey was conducted in collaboration with the market research institute Kantar among 7,506 participants in five countries (N=1,501 in Germany, N=1,501 the UK, N=1,501 Sweden, N=1,502 Denmark and N=1,500 Norway, representative age, gender, and regional quotas) between the ages of 18 to 65. The online interviews took place in the period from October 19 - October 29 2023.

Affordability and transparency: Consumers expect support from policy makers and the food industry.

More than every second survey participant said they wouldn't want to follow a plant-based diet because it would be too hard to prepare (DE: 50.3%, DK: 50.1%, NOR: 53%, SE: 52.1%, UK: 51.3%).

Other barriers preventing consumers from switching to more plant-based nutrition are the price and taste. More than a third responded that they would eat plant-based meat alternatives more often if it was cheaper (DE: 42.9%, DK: 40.3%, NOR: 44.1%, SE: 43.9%, UK: 41.0%) and tastier (DE: 38.2%, DK: 40.3%, NOR: 39.8%, SE: 42.6%, UK: 41.1%). Policy makers are being seen as enablers for that: On average more than two thirds hold politicians responsible for making plant-based meat alternatives more affordable (DE: 77.6%, DK: 62.3%, NOR: 74%, SE: 77.7%, UK: 75.3%).

Three in four participants surveyed also see regulatory decision makers responsible for education around the health (DE: 78.7%, DK: 67.4%, NOR: 71.%, SE: 71.2%, UK: 75.3%) and environmental impact of plant-based nutrition (DE: 78.6%, DK: 65.4%, NO: 72.3%, SE: 74.8%, UK: 50.8%).

Modularity feature will enable more variety and empower environmentally friendly food choices

HelloFresh's in-depth Life Cycle Assessment² showed that ingredients are responsible for on average 56 percent of the emissions across the HelloFresh value chain which makes them by far the most impactful lever to meet HelloFresh's ambitious sustainability targets. In response to these findings, HelloFresh introduced the [climate conscious recipe tag](#) in December 2022, which enables customers to make more environmentally friendly food choices and is the first step towards full menu transparency. As part of the company's efforts to enable even more insights on the environmental impact of food, HelloFresh joined forces with industry and science stakeholders to lobby for a unified food label that offers carbon transparency for consumers within the project [Together for Carbon Labeling](#).

In order to offer customers even more options to make sustainable food choices, HelloFresh will further roll-out a modularity feature which will in long-term give the opportunity to switch proteins, turning the recipe into a simple tasty plant based option. This will enable customers to lower their carbon footprint as they could use plant based meat burger patties, instead of beef. At the same time HelloFresh will be working on bringing further plant-based protein suppliers to the table and offer customers more variety to the menu. Ideally, in the long run, customers can choose between standard protein, organic meat or alternative protein for recipes. This way we would maximize the more sustainable options.

„Half of consumers surveyed said they wouldn't follow plant-based diets because they find it too hard to cook. HelloFresh's approach is very unique. We don't just send customers the ingredients, we also support them throughout the cooking process. This gives us the chance to help customers to try out

² The LCA Study was peer reviewed by an independent panel of three experts in conformity to the ISO 14040 and 14044 standards for public disclosure of results. A technical summary of the study including details of the basis of our comparative claims can be found at this [link](#).

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plant-based food in recipes which we are confident they will love. We want to show them it can be very delicious to use ingredients that are better for the environment,” Tilman Eichstädt, COO Upstream at HelloFresh, comments. „Our main goal is to expand the variety of products we offer to our customers while educating them about the environmental footprint of their food choices. We will continue to invest in developing our vegetarian and plant-based offering while further improving the quality of our animal proteins. With the implementation of the modularity feature, German customers will be able to switch to organic meat – this is something we would like to bring to further markets as well.”

About HelloFresh

HelloFresh SE is a global food solutions group and the world's leading meal kit company. The HelloFresh Group consists of eight brands that provide customers with high quality food and recipes for different meal occasions. The Company was founded in Berlin in November 2011 and operates in the USA, the UK, Germany, the Netherlands, Belgium, Luxembourg, Australia, Austria, Switzerland, Canada, New Zealand, Sweden, France, Denmark, Norway, Italy, Ireland and Spain. In Q3 2023 HelloFresh delivered over 236 million meals and reached 7.1 million active customers. HelloFresh SE went public on the Frankfurt Stock Exchange in November 2017 and is currently traded on the MDAX (Mid-Cap German Stock Market Index). The HelloFresh Group has offices in Berlin, Saarbrücken, New York, Chicago, Boulder, London, Amsterdam, Sydney, Toronto, Auckland, Paris, Copenhagen, Milan, Dublin and Barcelona.

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