



## Plant-Based Meat Alternatives 2021 Sales Come in Slightly Ahead of 2020

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### Refrigerated Plant-Based Meat Alternatives

Sales of refrigerated plant-based meat alternatives, excluding those in the frozen food aisles, reached \$109 million in the fourth quarter of 2021. This makes the fourth quarter the smallest, with sales peaking in the second quarter, at \$128 million. For all of 2021, the gains early in the year offset the deceleration seen in the latter half of the year. Dollar sales reached \$481 million in 2021, which was an increase of 1.8% over 2020. In comparison, refrigerated meat and poultry sales reached \$82 billion.

December 2021 sales held steady against the November levels, at \$33 million. Year-over-year, December sales were down 4.3%.

However, it is important to keep in mind that sales are lapping the big sales spikes of 2020 when a lot of the foodservice demand moved to retail for a substantial part of the year. Additionally, sales were boosted by expanded distribution with more stores starting to carry refrigerated plant-based alternatives and/or added more items to the case:

- In 2020, the number of items per store increased by 28.0% versus 2019.
- In 2021, the number of items per store only increased by 4.9%, which means sales growth becomes more reliant on the performance of the current assortment than the added sales of new items.

Meat alternatives/substitutes dollars	Dollar sales	Dollar change vs. 2020	Dollar vs. 2019
2021	\$481M	+1.8%	+89.3%
Q1 2021	\$120M	+14.5%	+156.5%
Q2 2021	\$128M	+1.1%	+115.7%
Q3 2021	\$124M	-3.1%	+74.0%
Q4 2021	\$109M	-4.6%	+39.5%
October 2021 (5 weeks)	\$43M	-3.8%	+47.5%
November 2021 (4 weeks)	\$33M	-6.6%	+29.2%
December 2021 (4 weeks)	\$33M	-4.3%	+39.2%

Source: IRI, Integrated Fresh, Total US, MULO

### Price per pound and merchandising levels

Prices for plant-based meat alternatives increased a mere 0.3% during the fourth quarter during which prices for meat, poultry and seafood experienced significant inflation. For the year, the price per pound averaged \$8.12, which was up just 1.3% versus year ago. The price per unit averaged \$5.26 which was slightly down from the 2020 average, but up 10.5% from 2019.

Promotional levels for refrigerated plant-based meat alternatives were very high in 2021. An average of 33.6% of all dollars were sold on promotion. This is up 26.2% versus year ago and 45.3% versus 2019. An average of 36.0% of total refrigerated meat alternative pounds were sold on promotion, up 24.3% versus year ago. In comparison, promotional levels for meat and poultry were down across the board.

Meat alternatives/substitutes prices	Price	Change vs. 2020	Change vs. 2019
2021 price per pound	\$8.12	+1.3%	+7.1%
2021 price per unit	\$5.26	-0.5%	+10.5%

  

Meat alternatives/substitutes merchandising	Merchandised share	Change vs. 2020	Change vs. 2019
2021 Dollar % sold on any merchandising	33.6%	+26.2%	+45.3%
2021 Volume % sold on any merchandising	36.0%	+24.3%	+46.1%

Source: IRI, Integrated Fresh, Total US, MULO



Pound sales in 2021 reached 59 million, which was up very slightly over 2020, at +0.5%. In December, volume sales were down 4.6%, very similar to the declines seen in refrigerated meat and poultry. The fourth quarter pound sales were the lowest of the four, at 13 million. Pound sales peaked in the second quarter, at 16 million.

Meat alternatives/substitutes volume	Volume sales	Lbs change vs. 2020	Lbs change vs. 2019
2021	59.2M	+0.5%	+76.8%
Q1 2021	15M	+9.2%	+85.4%
Q2 2021	16M	+0.8%	+124.4%
Q3 2021	15M	-3.3%	+69.5%
Q4 2021	13M	-4.8%	+32.7%
October 2021	5.2M	-4.3%	+42.1%
November 2021	4M	-6.9%	+22.0%
December 2021	4M	-4.6%	+30.9%

Source: IRI, Integrated Fresh, Total US, MULO

The performance by substitute format was mixed. The three biggest sellers, dinner sausage, patty and ground substitutes were down year-over-year in December. A few of the newer, smaller formats grew, they were unable to offset the losses in the bigger formats.

December 2021 Meat alternative formats	Dollar sales	Change vs. 2020	Volume (lbs) sales	Change vs. 2020
Ground substitutes	\$8.4M	-8.0%	987K	-0.7%
Dinner sausage substitutes	\$8.4M	-9.4%	1.2M	-11.2%
Patty substitutes	\$6.1M	-18.3%	579K	-20.5%
Lunchmeat substitutes	\$2.2M	+11.7%	210K	+5.4%
Strip/Cutlet substitutes	\$2.0M	+7.1%	204K	+0.5%
Meatball substitutes	\$1.2M	+4.3%	130K	-21.1%
Ingredient cut substitutes	\$0.8M	+28.3%	91K	+33.5%
Breakfast sausage substitutes	\$0.3M	-49.4%	56K	-48.3%
Nugget substitutes	\$0.2M	+3.9%	16K	-7.5%

Source: IRI, Integrated Fresh, Total US, MULO

For all of 2021, the largest seller, dinner sausage substitutes pulled down the overall performance. Sales were down 8% in dollars and nearly 9% in pounds. Ground substitutes grew nearly 11% for the total year, but slid backwards in the second half of the year.

2021 Meat alternative formats	Dollar sales	Change vs. 2020	Volume (lbs) sales	Change vs. 2020
Dinner sausage substitutes	\$130M	-8.0%	19.5M	-8.7%
Ground substitutes	\$118M	+10.9%	13.8M	+12.5%
Patty substitutes	\$115M	+0.4%	11.6M	+3.3%
Lunchmeat substitutes	\$29M	+8.1%	2.9M	+7.7%
Strip/Cutlet substitutes	\$21M	+4.2%	2.0M	+0.5%
Meatball substitutes	\$17M	+35.5%	2.0M	+8.7%
Ingredient cut substitutes	\$10M	+4.9%	1.2M	+9.3%
Breakfast sausage substitutes	\$5M	-46.2%	0.9M	-42.6%
Nugget substitutes	\$3M	+10.5%	0.2M	+5.7%

Source: IRI, Integrated Fresh, Total US, MULO



## Frozen Meat, Chicken and Seafood Alternatives

Frozen meat, poultry and seafood alternatives reached \$728 million in 2021. This is about \$250 million more than the sales of refrigerated plant-based meat alternatives. However, frozen alternatives' sales are a fraction of the \$16.8 billion in combined frozen meat, poultry and seafood sales.

Whereas dollar sales for animal protein were up 1.6% over 2021, frozen meat and seafood alternatives saw sales down 1.8%. Frozen animal protein also had the better performance versus 2019, both when regarding dollar sales and unit sales.

2021	Frozen meat, poultry and seafood	Frozen meat, poultry and seafood alternatives
Dollar sales	\$16.8B	\$728M
Dollar sales growth vs YA	+1.6%	-1.8%
Dollar sales growth vs. 2YA	+35.1%	+26.7%
Unit sales	2.1B	153M
Unit sales growth vs. YA	-3.7%	-7.4%
Unit sales growth vs. 2YA	+20.4%	+14.7%
Volume sales	--	108M
Volume sales growth	--	-6.1%

Source: IRI, Integrated Fresh, Total US, MULO

### Date ranges:

Q1 2021: 13 weeks ending 3/28/2021

Q2 2021: 13 weeks ending 6/27/2021

Q3 2021: 13 weeks ending 9/26/2021

Q4 2021: 13 weeks ending 12/26/2021

December 2021: 4 weeks ending 12/26/2021

2021: 52 weeks ending 12/26/2021