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BRISAN
GROUP

Intempo 004: Plant Based
Beverages

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Understand...

- ✓ What consumers consider a snacking beverage
- ✓ What attributes do consumers look for in a snacking beverage
- ✓ Plant based beverage usage
- ✓ What a plant based snacking beverage should be
- ✓ Flavors consumers want to see in a plant based beverage snack

What do consumers want in a snacking beverage?

Key Findings



At a Glimpse Summary

SNACKING BEVERAGES	<p>Consumers consider smoothies, protein shakes, and yogurt drinks snacking beverages.</p> <p>Snacking beverages should have fruit inclusions, be sweet, energizing, have protein and vitamins.</p>
PLANT-BASED BEVERAGES 	<p>48% of consumers that participated used plant-based beverages. They drink them by themselves, for a treat, and in coffee, tea, etc.</p> <p>Consumers use them for extra vitamins and nutrients, the taste, and lower calories. They look for products that are natural, less calories, and texture they like (close to dairy milk).</p> <p>Consumers want to try almond milk, coconut milk, and plant-based yogurt beverages.</p>
ATTRIBUTES OF PLANT BASED BEVERAGE SNACKS	<p>Plant-based snacking beverages should be similar in attributes to snacking beverages overall.</p> <p>Consumers put more emphasis on sweetness and protein for plant-based snacking beverages.</p>
FLAVORS	<p>Classic flavors reign supreme among consumers. A higher percentage of consumers want plant-based snacking beverages to be classic flavors. Open end comments support this.</p> <p>Consumers most frequently mentioned chocolate, strawberry, and vanilla as flavors they want in a plant-based snacking beverage. Other flavors receiving a high amount of comments were almond, berries, banana, and leafy greens like spinach and kale.</p>

Key Findings

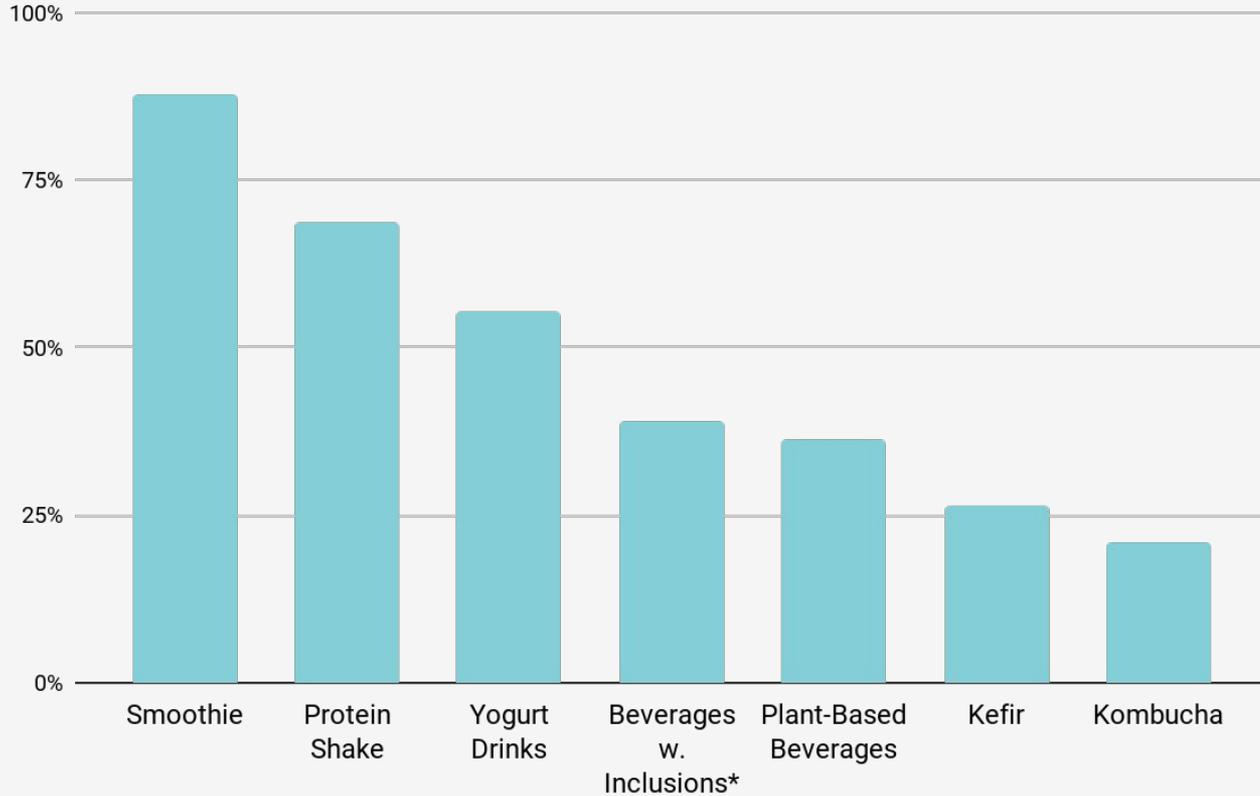
Consumers consider smoothies, protein shakes, and yogurt drinks as snacking beverages more than other types of beverages.

Beverages You Consider a Snack	Percentage
Smoothie	87.7%
Protein Shake	68.7%
Yogurt Drinks	55.5%
Beverages with Inclusions (Chia Seeds, Coconut Pieces, Aloe Vera, etc.)	38.9%
Plant-Based Beverage (Almond Milk, Soy Milk, etc.)	36.4%
Kefir	26.6%
Kombucha	21.0%
Other: Specify	6.0%
None of the above	5.4%



Key Findings

BEVERAGES YOU CONSIDER A SNACK



Thanks.

HQ

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