

Gen Z

(plant-based)

Gen Z

Passion

[illegible]


Statement	Percentage
plant-based diets can help reduce greenhouse gas emissions	46%
plant-based diets can help reduce greenhouse gas emissions	79%

Profession	Number of Passions
Teacher	68
Doctor	92
Lawyer	75
Engineer	85
Artist	55
Scientist	95
Entrepreneur	60
Politician	70
Athlete	45
Musician	35

Produce Blue Book Gen Z

65% plant-based  
- 2563  
Top 10  
Passion 2563

Passions “plant-based”

Additional assets available online:  (1)

<https://th.tinderpressroom.com/news?item=122505>