

22 Tinder “Plant-Based”

Gen Z

Vegetarian

Plant-based

Vegan

Gen Z

Passion

Passions (50)

Passion 5

A horizontal bar chart with a black background. The x-axis represents the percentage of respondents. The y-axis represents different categories of respondents. The bars are black squares of varying widths. The chart shows that 65% of Gen Z respondents purchase plant-based meat, which is higher than the 55% for the general population and 51% for Millenials.

Group	Percentage
General Population	55%
Millenials	51%
Gen Z	65%
Plant-based meat purchase	55%
Plant-based meat purchase (Gen Z)	65%

Passion 2563

Passions “plant-based”

Additional assets available online:  (1)

<https://th.tinderpressroom.com/plant-based>