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**“Plant-Based”**

Generation	Percentage of Vegetarians/Vegans
Gen Z	30%
Millennials	20%

[illegible]

“ plant-based plant-based ”

Passions ( )

Passion 5

Produce Blue Book

Gen Z

65%

plant-based

2563

Top 10

Passions “plant-based”

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