## KANTAR

## Purchase and <br> Consumption of Non-dairy Alternative Products and Oat-Based Products

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## Background to the Kantar purchase and usage panels

- Kantar are a market research company who collect longitudinal information on purchases into the home from a large Great Britain household consumer panel of around 30,000 households. A subset of around 11,000 individuals from these households also record the food and drink they eat at home or carry out (around 1,000 in Scotland). This subset of the main purchasing panel is called the usage panel.
- The panel is demographically and geographically representative of the GB population. The collected data is then weighted up to reflect the full population in Great Britain.
- For the purchase task, the main shopper in the household records every grocery item purchased and brought back into the home using a barcode scanner. Panellists also have a codebook for non-barcoded items and to record the store at which the trip was made.
- A subset of the panel also complete an average of 4 week-long diaries each year, recording all the foods and drinks they consume at home or carry out. This is recorded for all individuals in the household, including children.
- The usage panel collects information on how often foods and drinks are consumed, alongside information such as when, where and why foods were consumed. Panellists are not asked to weigh their food and therefore the data does not provide quantities of food and drink consumed.
- The usage panel does not include any food or drink purchased and consumed outside of the home $(\mathrm{OOH})$, for example from restaurants, cafes, or 'on the go'. This information is collected by another subset of the main purchasing panel, with 7,500 individuals in GB recording their OOH purchases. Of this, 3,500 also record their OOH consumption.

Non-dairy and meat-free choices becoming "easier" for consumers

New needs (beyond heatlh)

More categories



Levers For Growth

More targets


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## 86\%

# It's not about vegetarians \& 

 89\%of meat/fish free meals are eaten by non-vegetarians

## Glossary

YOY = Year-on-Year
$\mathrm{HH}=$ Household
Over-index $=X$ has a higher share than the wider market / benchmark, where $X$ could be the Scottish region, a demographic group, a retailer, a brand, a category etc.

Penetration = Proportion of the population of GB or Scotland respectively who have purchased the category within the time period reported. Reported in \%.

Purchase: Based on take-home purchasing from 30,000 households, weighted up to GB/Scotland.
Consumption servings: reported in millions. Based on consumption from 11,000 individuals, weighted up to GB/Scotland.

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Scotland accounts for nearly a quarter of all GB Oatcakes sales - the only category that Scotland over-indexes in vs Food \& Drink average.


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Most markets have seen significant growth over the latest year, which reflects trends across grocery. Scotland outperforms GB in Oatcakes, Oat Biscuits and Muesli.


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Oat Drink, the largest sector within Non-Dairy Alternative Drinks in value terms, is the main driver of the category's growth. Although, all sectors do see positive year on year change.


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Oatcakes is the only category where the penetration is higher in Scotland than the average across GB.


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Despite Oat and Soya Drinks being the larger sectors, a higher proportion of the population purchase Almond Drinks.


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Non-Dairy Yoghurt Alternative in Scotland has seen the highest increase in engagement, whereas Flapjack, Granola and Oatcakes have all see drops in penetration.


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Oats generally attract an older consumer with the over 65s accounting for $37 \%$ of consumption


Oats consumption in Scotland is even more reliant on the over 65s, with males 65+ making significant gains YoY (\%)

2019 Consumer Age/ Sex Profile | \% Servings


Total oats


Total oats Scotland

- Male 65+
- Male 55-64

■ Male 45-54

- Male 35-44
- Male 25-34
- Male 16-24
- Female 65+
- Female 55-64
- Female 45-54
- Female 35-44
- Female 25-34
- Female 16-24
- Child 10-15
- Child 5-9
- Child 4 and under

2020 Consumer Age/ Sex Profile | \% Servings


Oats in Scotland are now less likely to be consumed by children compared to a year ago
-2.8ppts

Cow's Milk vs Non-Dairy Alternative Drinks Consumption by Demographics - Serving Numbers Scotland vs GB

2019 Consumer Age/ Sex Profile | Servings (Million)

| 5,900.1 | 488.8 | 94.0 | 16.5 |
| :---: | :---: | :---: | :---: |
|  |  | 52.3 |  |
|  |  | 83.8 |  |
| 2,972.7 | 275.9 | 37.3 | 2.1 |
| 2,972.7 |  | $\begin{array}{r}43.5 \\ 37.9 \\ \hline\end{array}$ | 4.9 |
| 2,419.3 | 254.3 |  | 7.2 |
| 1,778.5 | 204.3 | 212.9 | 2.1 |
| 1,684.5 | 161.5 |  | 9.5 |
| 1,252.1 | 119.8 | 168.1 | 3.7 |
| 6,573.5 | 555.6 |  | 6.2 |
|  |  | 173.4 | 8.6 |
|  |  |  |  |
| 3,111.5 | 308.2 | 179.8 | 18.2 |
| 2,412.6 | 239.0 |  |  |
| 1,787.7 | 222.9 | 131.3 | 8.4 |
| 1,702.8 | 119.6 |  | 3.5 |
| 1.098 .0 | 117.0 | 54.5 | 8.0 |
| 1,396.6 | $\begin{array}{r} 19.6 \\ 106.6 \end{array}$ | 49.2 36.0 |  |
| 1,080.5 | $\begin{aligned} & 106.6 \\ & 88.5 \end{aligned}$ | 49.7 | 9.0 |
| Cows milk | Cows milk Scotland | Non-dairy alternative drinks | Non-dairy alternative drinks Scotland |

- Male 65+
- Male 55-64
- Male 45-54
- Male 35-44
- Male 25-34
- Male 16-24
- Female 65+
- Female 55-64
- Female 45-54
- Female 35-44
- Female 25-34
- Female 16-24
- Child 10-15
- Child 5-9
- Child 4 and

2020 Consumer Age/ Sex Profile | Servings (Million)


- Male 65+
- Male 55-64
- Male 45-54
- Male 35-44
- Male 25-34
- Male 16-24
- Female 65+

■ Female 55-64
■ Female 45-54
■ Female 35-44

- Female 25-34
- Female 16-24
- Child 10-15
- Child 5-9
- Child 4 and under

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Non-dairy alternative drinks in Scotland over-index in the under 28 and 35-44 age groups vs GB. Both groups account for a higher share of spend than in 2019.


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The majority of households purchasing Non-Dairy Alternative Drinks do not have children, with this being even more the case in Scotland vs GB.


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Children command a significantly higher share of Non-Dairy Alternative Drinks consumption in Scotland. Non-dairy alternative drinks attract a female consumer, in Scotland this bias is less apparent

| 14 | 13 | $7$ | 15 | - Male 65+ | 14 | 17 | $\begin{aligned} & 6 \\ & 3 \end{aligned}$ | 14 | - Male 65+ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | 6 | 2 | - Male 55-64 |  |  | 6 | 2 | - Male 55-64 |
| 8 | 8 | 3 | 4 | - Male 45-54 | 7 | 9 | 4 <br> 5 | 7 | - Male 45-54 |
| 6 | 6 | 3 | 4 | - Male 45-54 | 6 | 5 |  | 5 | - Ma $35-4$ |
| 5 | 3 |  | 6 | - Male 35-44 | 5 | 5 |  | 8 | - Male 35-44 |
| 6 | 7 | 15 | 8 | - Male 25-34 | 5 | 6 | 16 | 7 | - Male 25-34 |
| 3 | 3 |  | 8 | - Male 16-24 |  | 2 |  | 7 | - Male 16-24 |
| 18 |  | 12 | 6 | - Male 16-24 | 17 |  | 11 | 5 | - Male 16-24 |
|  |  |  | 8 |  |  | 20 |  | 13 |  |
|  |  | 12 |  | - Female 55-64 | 8 |  | 14 |  | - Female 55-64 |
| 9 | 7 |  | 16 | - Female 45-54 |  |  |  | 8 | - Female 45-54 |
| 8 | 8 | 13 |  | - Female 35-44 | 10 |  | 13 | 11 | - Female 35-44 |
| 6 | 6 |  | 3 | - Female 25-34 | 7 | 6 |  | 7 | - Female 25-34 |
| 6 | 4 | 9 | 3 | - Female 16-24 | 6 | $\begin{aligned} & 6 \\ & 3 \\ & 3 \end{aligned}$ | 11 | 3 | - Female 16-24 |
| 3 | 2 | 4 | 8 | - Female 16-24 | 3 3 |  |  | 7 | - Female 16-24 |
| 3 | 4 | 4 | 8 | - Child 10-15 | 3 | 3 |  | 4 | - Child 10-15 |
| Total oats | Total oats | Non-Dairy | Non-Dairy | - Child 5-9 | Total oats | Total oats | Non-Dairy | Non-Dairy | - Child 5-9 |
|  | Scotland | Alternative Drink | Alternative Drink Scotland | - Child 4 and under |  | Scotland | Alternative Drink | Alternative Drink Scotland | - Child 4 and under |

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$$
\begin{aligned}
& \text { In 2019, } \\
& \text { children }
\end{aligned}
$$ accounted for $18.2 \%$ of NonDairy

Alternative Drinks consumption in Scotland. In 2020 this reduced to 15.6\%


Total GB level - children becoming less important across the different non-dairy alternative drink types - likely to be an impact of adults being at home more than children during Covid. Oat Drinks are among the most popular for children

2019 Consumer Age Profile | \% Servings


2020 Consumer Age Profile | \% Servings


[^0]- Male $65+$
- Male 55-64
- Male 45-54
- Male 35-44
- Male 25-34
- Male 16-24
- Female 65+
- Female 55-64
- Female 45-54
- Female 35-44
- Female 25-34
- Female 16-24
- Child 10-15
- Child 5-9
- Child 4 and under

Of all the Non-Dairy Alternative drink sectors, Oat Drink engages the youngest demographic.


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In addition, GB Oat Drink over-indexes in engaging households with children, when compared to the GB Non-Dairy Alternative Drink average.


## Total GB level- Non-Dairy Cream Alternative has seen significant gains with children YoY

 (+12.5ppts)2019 Consumer Age/ Sex Profile | \% Servings

alternative

- Male 65+
- Male 55-64

■ Male 45-54

- Male 35-44
- Male 25-34
- Male 16-24
- Female 65+
- Female 55-64
- Female 45-54
- Female 35-44
- Female 25-34
- Female 16-24
- Child 10-15
- Child 5-9
- Child 4 and under

2020 Consumer Age/ Sex Profile | \% Servings

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Non-Dairy Yoghurt Alternatives in Scotland engaged more households aged over 55 than in GB in 2020 - the opposite was true in 2019.


A higher proportion of Non-Dairy Yoghurt Alternative sales come from childless HHs in Scotland vs GB and vs 2019.


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## At a total GB level, Children aged 0-4 have increased their share of Non-Dairy Yoghurt Alternative YoY (\%)

2019 Consumer Age/ Sex Profile | \% Servings


2020 Consumer Age/ Sex Profile | \% Servings

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Nearly 60\% of Porridge Oats sales come from households aged over 55 years - this is slightly higher than that of GB but lower than in 2019.


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Porridge Oats are more likely to engage households without children across the board (Scotland Grocery level: 79\% Childless HHs 2020)


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Children make up a slightly larger share of Porridge Oat consumption in Scotland vs GB In 2020, the proportion of Porridge Oats consumed by the over 65s in Scotland increased.

2019 Consumer Age/ Sex Profile | \% Servings

| 14 | 13 | 14 | 14 | - Male 65+ |
| :---: | :---: | :---: | :---: | :---: |
|  |  |  |  | - Male 55-64 |
| 8 | 8 | 7 | 10 | - Male 45-54 |
| 6 | 6 | 5 | 4 |  |
| 5 | 3 | 5 | 4 | - Male 35-44 |
| 6 | 7 | 6 | 6 | - Male 25-34 |
| 3 | 3 | 3 | 4 | - Male 16-24 |
| 18 | 20 | 18 | 16 | - Female 65+ |
|  |  |  |  | - Female 55-64 |
| 9 | 7 | 9 | 8 | - Female 45-54 |
| 8 | 8 | 7 | 7 | - Female 35-44 |
| 6 | 6 | 6 | 7 | - Female 25-34 |
| 6 | 4 | 6 | 4 | - Female 16-24 |
| 3 | 4 | 2 | 2 | ■ Child 10-15 |
| 3 | 4 | 4 | 6 | - Child $10-15$ |
| 3 | 4 | 4 | 4 | - Child 5-9 |
| Total oats | Total oats Scotland | Porridge oats | Porridge oats Scotland | - Child 4 and under |

2020 Consumer Age/ Sex Profile | \% Servings

| 14 | 17 | 14 | 18 | $\square$ | Male 65+ |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  | ■ | Male 55-64 |
| 7 | 9 | 8 | 10 | $\square$ | Male 45-54 |
| 6 |  | 5 |  | $\square$ | Male 45-54 |
| 5 | 5 | 5 | 3 |  | Male 35-44 |
| 5 | 6 | 5 | 7 | $\square$ | Male 25-34 |
| 4 | 6 | 418 | 4 |  | - Male 16-24 |
| 17 | 2 |  |  |  |  |
|  | 20 |  | 21 | $\square$ | Female 65+ |
|  |  |  |  | $\square$ | Female 55-64 |
| 8 |  | 8 |  | $\square$ | Female 45-54 |
| 10 | 8 | 9 | 7 9 | $\square$ | Female 35-44 |
| 7 | 9 | 7 | 9 | $\square$ | Female 25-34 |
| 6 | 6 | 5 | 7 | $\square$ | Female 16-24 |
| 3 | 3 | 2 | 3 | - Child 10-15 |  |
| $\begin{aligned} & 3 \\ & 3 \end{aligned}$ | 3 3 | 4 | 3 | - | Child 5-9 |
| Total oats | Total oats Scotland | Porridge oats | Porridge oats Scotland | $\square$ | Child 4 and under |
|  |  |  |  |  |  |

Oatcakes in Scotland are more likely to be purchased across the population, with the spend shares being similar to that of grocery, whereas across GB, an older shopper is engaged.


Across GB, Oatcakes is the category with the highest proportion of spend coming from No Children HHs. Scotland differs though, over indexing in HHs with children vs GB.


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Oatcakes are heavily skewed towards older females (Scotland and GB are similar) - though this has become less pronounced in the last year

| 14 | 13 | 13 | 14 | - Male 65+ | 14 | 17 | 13 | 15 | - Male 65+ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  | - Male 55-64 |  |  |  |  | - Male 55-64 |
| 8 | 8 | 10 | $\begin{aligned} & \frac{4}{2} \\ & \hline \end{aligned}$ | - Male 45-54 | 7 | 9 | 9 | 7 | - Male 45-54 |
| 6 | 6 | 3 |  |  | 6 | 9 | 1 | $\begin{aligned} & 2 \\ & 6 \end{aligned}$ | - Male 35-44 |
| 5 | 3 |  |  | - Male 35-44 | 5 | 5 |  |  | - Male 35-44 |
| 6 | 7 |  |  | - Male 25-34 | 5 | 6 |  |  | - Male 25-34 |
| 3 | 3 | 34 | 40 | - Male 16-24 | 4 | 6 2 | 28 |  | - Male 16-24 |
| 18 | 20 |  |  | - Female 65+ | 17 |  |  | 33 | - Female 65+ |
|  |  |  |  | - Female 55-64 |  | 20 |  |  | - Female 55-64 |
| 9 | 7 | 9 |  | - Female 45-54 | 8 |  | 11 |  | - Female 45-54 |
| 8 | 8 |  | 11 | - Female 35-44 | 10 | 8 |  | 11 | - Female 35-44 |
| 6 | 6 | 16 | 7 | - Female 25-34 | 7 | 9 | 15 | 10 | - Female 25-34 |
| 6 | 4 |  | 8 | - Female 16-24 | 6 | 6 |  |  | - Female 16-24 |
| ${ }_{3}$ | 4 4 | 6 | 8 | - Child 10-15 | 3 | 3 | 8 | 5 | - Child 10-15 |
| 3 | 4 |  | 5 | - Child 5 -9 | 3 | 3 |  | 4 | - Child 5-9 |
| Total oats | Total oats Scotland | Oatcakes | Oatcakes Scotland | - Child 4 and under | Total oats | Total oats Scotland | Oatcakes | Oatcakes Scotland | - Child 4 and under |

Oat Biscuits has one of Scotland's older demographic profiles, which has become more pronounced in the last year.


Reliance on childless HHs is more prominent in Scotland than GB for Oat Biscuits.


Of all the Oat based products included in the analysis, children consume the most oat biscuits in Scotland...

## ... though they have consumed less in the last year (-\% YoY)

2019 Consumer Age/ Sex Profile | \% Servings


2020 Consumer Age/ Sex Profile | \% Servings

| 14 | 17 | 19 | 11 | ■ | Male 65+ |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | 8 | $\square$ | Male 55-64 |
| 7 | 9 |  |  | $\square$ | Male 45-54 |
| 6 | 9 | 7 | 1 |  |  |
| 5 | 5 | 5 |  | ■ | Male 35-44 |
| 5 | 6 | 4 | 16 | $\square$ | Male 25-34 |
| 4 | 6 | 7 |  | $\square$ | Male 16-24 |
| 17 |  | 5 | 3 | $\square$ | Female 65+ |
|  | 20 | 20 | 21 | $\square$ | Female 55-64 |
| 8 |  |  |  | $\square$ | Female 45-54 |
| 10 | 8 | 8 | 4 | ■ | Female 35-44 |
| 7 | 9 | 6 | 12 | ■ | Female 25-34 |
| 6 | $6$ | $4$ | $\frac{2}{4}$ | ■ | Female 16-24 |
| 3 | $\begin{array}{r} 3 \\ -2 \end{array}$ | 4 | 4 7 | ■ | Child 10-15 |
| $\begin{aligned} & 3 \\ & 3 \\ & 3 \end{aligned}$ | 3 | 3 | 3 | $\square$ | Child 5-9 |
| Total oats | Total oats Scotland | Oat biscuits | Oat biscuits Scotland | $\square$ | Child 4 and under |

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The 28-44 age group has become more prominent for the Flapjack market in Scotland.


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Across GB, Flapjack is one of the Oat categories that is most purchased by HHs with children.


Children now account for $23 \%$ of Flapjack occasions in Scotland (down from 28\% in 2019), while males aged 16-24 have seen a significant uplift in share this year

2019 Consumer Age/ Sex Profile | \% Servings
2020 Consumer Age/ Sex Profile | \% Servings


The Muesli shopper profile is relatively closely aligned within Scotland to across GB.


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For muesli, HHs with children account for more spend this year compared to last year for both GB and Scotland.


## Over the last year, Muesli in Scotland has been consumed more by males 55+

2019 Consumer Age/ Sex Profile | \% Servings


Total oats


Total oats Scotland


Muesli

| 13 |
| :---: |
| 7 |
| 12 |
| 1 |
| 11 |
| 3 |
|  |
| 21 |
|  |
| 5 |
| 3 |
| 5 |
| 5 |
| 7 |
| 4 |

- Male 65+
- Male 55-64
- Male 45-54
- Male 35-44
- Male 25-34
- Male 16-24
- Female 65+
- Female 55-64
- Female 45-54
- Female 35-44
- Female 25-34
- Female 16-24
- Child 10-15
- Child 5-9
- Child 4 and under

2020 Consumer Age/ Sex Profile | \% Servings

| 14 | 17 | 16 | 16 | $\square$ | Male 65+ |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  | ■ | Male 55-64 |
| 7 | 9 | 8 | 9 | $\square$ | Male 45-54 |
| 6 |  |  |  |  |  |
| 5 | 5 | 8 | 11 | $\square$ | Male 35-44 |
| 5 | 6 | 5 |  | $\square$ | Male 25-34 |
| 4 | 6 | 5 | 6 | $\square$ | Male 16-24 |
| 17 | 2 | 4 |  | - | Male 16-24 |
|  |  |  | 9 | $\square$ | Female 65+ |
|  | 20 | 16 | 20 | $\square$ | Female 55-64 |
| 8 |  | 8 |  | $\square$ | Female 45-54 |
| 10 | 8 |  | 10 | $\square$ | Female 35-44 |
| 7 | 9 | 9 |  | $\square$ | Female 25-34 |
| 6 | 6 | 6 | 7 | $\square$ | Female 16-24 |
| 3 | 3 |  | 3 | $\square$ | Child 10-15 |
| 3 3 | 3 | $\begin{aligned} & 5 \\ & 3 \end{aligned}$ | 5 | ■ | Child 5-9 |
| Total oats | Total oats Scotland | Muesli | Muesli Scotland | - | Child 4 and under |

Granola purchasing HHs in Scotland are more likely to be aged 35-54 years compared to GB


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Although the majority of spend comes from childless HHs, the largest difference is the overindex with 3+ children HHs for Scotland vs GB.


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Granola is not a popular choice for children in Scotland. Granola has moved away from being heavily reliant on the females 65+ and males aged 25-34 have emerged as the core consumers

2019 Consumer Age/ Sex Profile | \% Servings

| 14 | 13 | 10 | 7 | ■ | Male 65+ |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | 10 | 9 | - | Male 55-64 |
| 8 | 8 |  | 5 | $\square$ | Male 45-54 |
| 6 | 6 | 6 | 9 |  | Male 35-44 |
| 5 | 3 | 6 | 9 | $\square$ | Male 35-44 |
| 6 | 7 | 8 |  | $\square$ | Male 25-34 |
| 3 | 3 | 1 |  | $\square$ | Male 16-24 |
| 18 | 20 | 18 | 35 | - | Female 65+ |
|  |  |  |  | $\square$ | Female 55-64 |
| 9 | 7 | 7 |  | $\square$ | Female 45-54 |
| 8 | 8 | 10 | 4 | $\square$ | Female 35-44 |
| 6 | 6 | 7 | 17 | $\square$ | Female 25-34 |
| 6 | 4 | 7 |  | - | Female 16-24 |
| 3 3 | 2 | 3 | 4 3 | $\square$ | Child 10-15 |
| 3 | 4 | 3 | 2 | $\square$ | Child 5-9 |
| Total oats | Total oats Scotland | Granola | Granola Scotland | $\square$ | Child 4 and under |

2020 Consumer Age/ Sex Profile | \% Servings

| 14 | 17 | 12 | 11 | $\square$ | Male 65+ |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  |  |  |  |
|  |  |  |  | ■ | Male 55-64 |
| 7 |  | 8 | $\begin{aligned} & 2 \\ & 4 \end{aligned}$ | ■ | Male 45-54 |
| 6 | 9 | 7 |  |  |  |
| 5 | 5 | 6 |  | ■ | Male 35-44 |
| 5 | 6 | 7 | 24 | - | Male 25-34 |
| 4 | 6 | 3 |  | ■ | Male 16-24 |
|  | 20 | 15 | 0 | $\square$ | Female 65+ |
|  |  |  | 18 | $\square$ | Female 55-64 |
| 8 |  | 7 |  | ■ | Female 45-54 |
| 10 | 8 | 9 | 8 | - | Female 35-44 |
| 7 | 9 | 8 | 18 | $\square$ | Female 25-34 |
| 6 | 6 | 5 |  | $\square$ | Female 16-24 |
| 3 |  |  |  | ■ | Child 10-15 |
| $\begin{aligned} & 3 \\ & 3 \\ & 3 \end{aligned}$ | 3 3 | $\begin{aligned} & 4 \\ & 3 \\ & \hline \end{aligned}$ | $8$ | $\square$ | Child 5-9 |
| Total oats | Total oats Scotland | Granola | Granola Scotland | - | Child 4 and under |

## Oat Product Consumption - GB and Scotland 2019-2020

Oat Product Consumption GB and Scotland 2019 - Servings (millions)


Oat Product Consumption GB and Scotland 2020 - Servings (millions)


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## Non-Dairy Alternative Product Consumption - GB 2019-2020



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2019 Consumer Age/ Sex Profile | \% Servings


- Male 65+
- Male 55-64

■ Male 45-54

- Male 35-44
- Male 25-34
- Male 16-24
- Female 65+
- Female 55-64

■ Female 45-54

- Female 35-44
- Female 25-34
- Female 16-24
- Child 10-15
- Child 5-9
- Child 4 and under



## 2019 Consumer Age Profile | \% Servings

- Male 65+

- Male 55-64
- Male 45-54
- Male 35-44
- Male 25-34
- Male 16-24
- Female 65+
- Female 55-64
- Female 45-54
- Female 35-44
- Female 25-34
- Female 16-24
- Child 10-15
- Child 5-9
- Child 4 and under

- Male 55-64
- Male 45-54
- Male 35-44
- Male 25-34
- Male 16-24
- Female 65+
- Female 55-64
- Female $45-54$
- Female 35-44
- Female 25-34
- Female 16-24
- Child 10-15
- Child 5-9
- Child 4 and under


[^0]:    Oats Drink Coconut Drink Soya Drink Almond Drink

