

# From plant to plate

Helping your brand grow  
through the power of  
plant-based solutions





# Dietary changes present new opportunities for brands

Plant-based diets have become mainstream

**32%**

of US consumers are pursuing **flexitarian diets**<sup>1</sup>

**268%**

growth of new products mentioning **plant-based** from 2012 to 2018<sup>2</sup>

**20%**

sales growth of **plant-based products** in a single year<sup>3</sup>



Nutrient-rich products, for plant-based consumers, through fortification.

Avoiding animal origin foods can lead to nutrient gaps

Vitamin



Mainly consumed from animal-based foods (dairy, egg, fish)

Compromised eye health and immune system

Vitamin



Impaired bone health

Omega



Important for eye, brain and heart health

Vitamin



Exclusively from animal-based foods

Impaired cell function and nerve damage

# DSM offers over 70 plant-based ingredients to help you deliver plant-based innovation



Vitamins



Nutritional  
Lipids



Botanicals

Our plant-based ingredients can help you achieve a variety of health benefits, for example:

## Mental Performance & Brain Health

*life'sDHA*®  
Ashwagandha

## Eye Health

CaroCare® β-Carotene  
OPTISHARP® Zeaxanthin  
FloraGLO® Lutein

## Relaxation

Chamomile extract  
L-theanine

## Energy

Guarana  
Green Tea Extract  
Quali®-B Vitamin B12  
Riboflavin

## Antioxidant function

Pomegranate extract  
Orange peel powder  
Apricot powder

## Immunity

CaroCare® β-Carotene  
Natural vitamin E  
Quali®-C Vitamin C  
Acerola cherry extract

## Cardiovascular

Fruitflow®  
All-Q™ CoQ10

## General plant-based nutrition

Kelp  
Cauliflower  
Flaxseed

Kale grass  
Spirulina  
Raspberry

## Digestive Health

Ginger Root

# Why DSM for your plant-based innovation?



As the world's largest provider of vitamins, lipids, and micronutrients, DSM can transform our portfolio of over 70 plant-based ingredients into tailor-made premix solutions on a scale that others cannot.



We help you get to market faster with consumer-validated plant-based innovation supported by DSM experts in marketing, research, regulatory affairs, applications and formulations.



Our experts can help you identify nutrient gaps and provide clear and objective ingredient information to help you identify the right ingredients for your plant-based products.

**Find out how plant-based solutions from DSM can help your brand grow**

Contact your DSM strategic account manager  
or visit [dsm.com/human-nutrition](https://dsm.com/human-nutrition) to get started.



1. The Good Food Industry, State of the Industry Report Plant-based Meat, Eggs, and Dairy, 2019.

2. Mintel Global New Products Database (GNPD) data as reported by The Washington Post;  
<https://www.washingtonpost.com/news/voraciously/wp/2019/02/15/how-plant-based-rebranded-vegan-eating-for-the-mainstream>

3. Nielsen Data Release 2018 - Plant Based Foods Association commissioned study; <https://plantbasedfoods.org/plant-based-foods-sales-grow-20-percent>