



Consumer Perspectives on Plant-based Meat – 2021 Pricing

	<u>Pricing*</u>	
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Full country report (either Canada or US):	\$4,950	\$9,900
Both reports (Canada & US) purchased together:	\$7,920	\$15,840

Sections of the report/s may also be purchased separately:

Section 1: Overview – <i>Free with any section/s purchased</i>	-	NA
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Section 3: Preferences and practices	\$650	NA
Section 4: Purchase triggers and favoured formats	\$950	NA
Section 5: Behavioural drivers and barriers	\$1,250	NA
Section 6: What drives the user experience?	\$1,250	NA
Section 7: Brand awareness and usage	\$650	NA
Section 8: Brand perceptions	\$1,250	NA
Section 9: Observations and conclusions	\$950	NA
Section 10: Appendix – <i>tables relating to sections purchased are included in the purchase price of the relevant section</i>	-	NA

* Prices are in Canadian dollars and do not include any applicable taxes