

Final Report

Helping Gardein Excel in Meat Substitute Market

<i>First Name</i>	<i>Last Name</i>	<i>NetID</i>
Jahid Ahsan	Khan	jxk230022
Aman	Sahu	axs220599
Ankit	Pathange	axp230040
Piper	Wang	yxw230012
Ruchee Rajeev	Kashyap	rxk230010
Fred	Areba	fam230003

Introduction

About Conagra

Early history and the founding

Alva Kinney established Conagra as Nebraska Consolidated Mills (NCM) in September 1919. In 1971, NCM rebranded themselves as ConAgra. The Latin terms con ("with") and agrī ("soil" or "earth") are combined to form the name. ConAgra rebranded as "Conagra Brands" in 2016, relocated its headquarters to Chicago, Illinois, and currently operates in over 35 countries around the world.

Overview of the Company

Conagra employs over 18,000 people at its 38 manufacturing plants in the US as of 2023. In the fiscal year 2023, it made \$12.27 billion in net revenues. The business is listed among the Fortune 500. Sean M. Connolly serves as its president and chief executive officer. Renowned brands from Conagra include Duke's, Angie's BOOMCHICKAPOP, Earth Balance, Gardein™, and Frontera; famous brands include Birds Eye, Duncan Hines, Healthy Choice, Marie Callender's, Reddi-wip, and Slim Jim.

Gardein

Conagra Brands manufactures the meatless Gardein brand of meals, which is a combination of words "garden" and "protein." Gardein products are available on restaurant menus in addition to grocery shops, where they are mainly sold as frozen goods.

Overview of the Meat Substitutes Market

The category of Meat Substitutes is our our main focus. A meat substitute, sometimes known as plant-based meat or faux meat is a food item consumed in place of meat created with vegetarian or vegan components. Meat substitutes usually mimic the texture, flavor, look, and chemical properties of particular meat varieties. While soy is commonly used to make plant- and fungus-based alternatives (such as tofu, tempeh, and textured vegetable protein), they can also be manufactured with wheat gluten, like seitan, pea protein, like the Beyond Burger, or mycoprotein, like Quorn. Other methods of producing alternative protein diets include precision fermentation, in which single-celled organisms, like yeast, use a carbon source to generate precise proteins; or laboratory-grown, utilizing techniques based on tissue engineering. Meat substitutes are generally used by vegetarians, vegans, and those adhering to dietary restrictions based on religion or culture as a source of protein. However, non-vegetarians and flexitarians looking to lessen the environmental impact of meat production have also grown more popular with sustainable diets due to the rising demand for them globally.

Commerce

By 2035, meat substitutes is expected to account for around 11% of the global market for meat and alternatives. The graph illustrates how this market share varies by geographic location. The global average cost of meat replacements decreased steadily by 33% between 2013 and 2021. The lone deviation was an increase of 0.3% from 2019 to 2020.

Consumers search for meat alternatives for different reasons. The "meat-reducers" who drive the demand for meat substitutes are largely driven by health-consciousness and weight control concerns. Customers that identify as vegetarian, vegan, or pescatarian are more likely to cite environmental concerns and/or animal welfare as their main driving forces. Furthermore, a number of religious and cultural traditions, such as those of Hinduism, Judaism, Islam, Christianity, Jainism, and Buddhism, forbid the consumption of any or all animal products. Vegan meats are eaten in homes, restaurants, bakeries, supermarkets, even vegan school lunches. In North America, the market for plant-based meats expanded by 37% between 2017 and 2018. The United States saw \$895 million in sales of plant-based meats in 2018–19, and by 2029, the global market for meat substitutes is expected to reach \$140 billion. In 2019, the market for meat substitutes was driven by trends toward veganism, curiosity, and the search for a healthy meat substitute. A rise in sales of plant-based meats occurred during the COVID-19 pandemic in 2020.

Health Affects

There's "limited evidence on the short- and long-term health effects" of plant-based meat substitutes, according to a 2021 American Heart Association report. In the same year, the World Health Organization declared that further research is required to examine the health effects of meat substitutes because there are "significant knowledge gaps in the nutritional composition" of these foods. However, a 2023 systematic review found that substituting a range of meat substitutes for red and highly processed meat increased Quality Adjusted Life Years, resulted in large savings for the health system, and decreased greenhouse gas emissions. The biggest impact came from substituting less processed vegetarian foods like lentils for beef.

Environmental Impact

Meat substitutes could lessen the environmental impact of meat production, which is a significant worry considering that the demand for meat products worldwide is expected to rise by 15% by 2031. This is in addition to ethical and health-related reasons. In terms of greenhouse gas output, water and land consumption, research on meats and meat substitutes indicates that no-meat products can provide significant advantages over the production of beef, and to a lesser extent, pork and poultry. When compared to other expenditures, a 2022 report from the Boston Consulting Group indicated that significant greenhouse gas reductions result from enhancing and increasing the production of meat and dairy substitutes. According to a 2023 study published in Nature Communications, substituting plant-based alternatives for half of the world's consumption of beef, chicken, dairy, and pork products could reduce the amount of land used for

agriculture by nearly a third, almost completely stop deforestation, aid in the restoration of biodiversity by rewilding the land, and reduce greenhouse gas emissions from agriculture by 31% by 2050. This finding would clear the way for accomplishing both climate and biodiversity goals. Of all industrial sectors, the shift to plant-based protein is said to produce the largest reductions in emissions that contribute to climate change per dollar invested.

Consumer Trends, Psychology and Demographics

Innova recently released a new report on global trends in the plant-based meat substitutes market that looks at generational differences in attitudes toward plant-based products. Younger consumers clearly view plant-based products favorably. Over 40% of Millennial and Generation Z survey respondents describe themselves as moderate or heavy users of plant-based meat alternatives. This means eating meat substitutes at least two to three times a week. Respondents above 55 years old were more likely to not consume plant-based meat substitutes due to a lack of interest. Health is still the #1 driver behind the consumption of meat alternatives, with a widely held perception that meat-free products are healthier than or comparable to meat market products.

The role of flexitarians in dietary change is expected to be large, thus greater focus should be placed on them in terms of market research. In the USA, 65% of respondents had consumed plant-based alternatives (defined as products that attempt to mimic the flavor and texture of animal protein but are made with only plant products) in the previous year, while 20% consumed them at least weekly and 22% daily. Only 22% have not consumed them over the past year and are not interested in trying them in the future.

Low consumption of plant-based meat substitutes can also be attributed to a strong attachment to meat. The strong dependence of meat consumption on emotional and cognitive dissonance and sociocultural factors is well documented. Meat still has an important social status and is an essential part of a meal. In a US survey, a statistically significantly higher proportion of men than women consumed plant-based meat substitutes daily, and men (53%) were more likely to be consumers than women (44%).

In the USA, higher education tended to be associated with a higher preference for a non-beef alternative, higher weekly consumption of plant-based meat substitutes and stronger preferences for alternatives. Another research study found a negative statistically significant association between education and willingness to buy plant-based meat alternatives in Korea, willingness to pay in India and the purchase intention in South Africa. The likelihood of trying a plant alternative to animal meat increased with income. These are significant results that we will explore in our further project work.

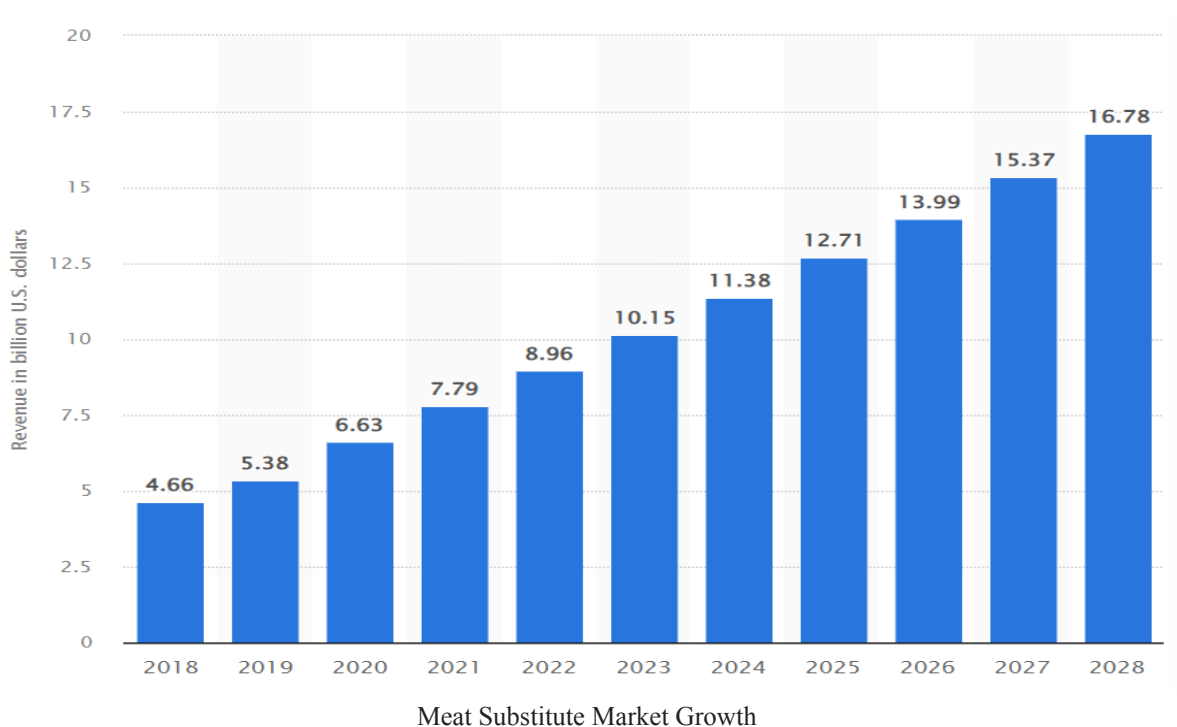
Market Size and Description

The Meat Substitutes category is experiencing robust growth globally, fueled by increasing consumer awareness of health and sustainability, coupled with rising concerns over animal welfare and environmental impact. According to market research firm Grand View Research, the global meat substitutes market was valued at approximately \$4.1 billion in 2020 and is expected to reach \$8.1 billion by 2027, growing at a CAGR of 9.5% from 2020 to 2027.

Within the United States, the market for meat substitutes has experienced rapid expansion, driven by factors such as increased vegetarianism and veganism, concerns about animal welfare, and a growing preference for plant-based diets.

Market Growth and Potential

In 2023, the market value of plant-based meat substitutes worldwide was estimated to be worth \$10.15 billion dollars. This figure is estimated to steadily increase over the coming years and reach roughly \$16.78 billion in 2028. To put this number into perspective about 54 percent of consumers stated that they regularly consume bread and bakery products, pasta, and potatoes. All three categories show regular consumption levels around 3.9 times meat substitutes. In total, the market in the U.S. alone generates an annual revenue of 1.81 billion dollars.



Challenges

Companies producing plant-based meat alternatives, including Beyond Meat and Impossible Foods, have been criticized for their marketing and makeup of their products as well as their use of animal testing. Dietitians have claimed they are not necessarily healthier than meat due to their highly processed nature and sodium content.

Alternative meat producers Impossible Foods and Beyond Meat have tried to win over meat lovers. According to Steffen Jahn, a marketing expert at the University of Oregon, "the mimicking of real meat introduces that comparison of authenticity," suggesting that this has gone against human nature. Marketing plant-based meats alongside regular meats, according to Jahn, creates an artificiality that many consumers find objectionable. Foods are classified as "virtue" or

"vice" by consumer psychologists, and these divisions eventually influence how goods are advertised and purchased. In contrast to vice foods, which are more detrimental eventually, virtue foods are often healthier and less satisfying in the short term. Numerous premade meat substitutes incorporate these categories into their extensive component list. Simple ingredient One of the primary barriers to widespread adoption of Meat Substitutes is the taste and texture compared to traditional meat products. Achieving taste, texture, and mouthfeel that closely mimic conventional meat presents significant technological and formulation challenges. Conagra must invest in research and development to continuously improve the sensory attributes of its Meat Substitute products.

There is a growing desire from analysts and consulting organizations for greater transparency regarding the environmental impact of plant-based meat. Deloitte experts found through a survey that some customers associated eating meat substitutes adversely with being politically left leaning and "woke". In August 2022, Cracker Barrel introduced Impossible Sausages at their restaurants, which sparked the development of these concepts. 68% of people who bought plant-based meat in 2021 said it was healthier than meat from animals. The percentage falling to 60% in 2022 indicates a decrease in consumers' perceptions of these meats' healthfulness.

Government Investments and Handling

Governments around the world are investing in public partnerships to the tune of \$1 billion globally, indicating that alternative proteins could be an important component of national approaches to food security. Several governments have begun to fund cellular agriculture in creative ways, ranging from grants to universities to using national investment funds to support initiatives. Notably, the US has been outpaced when it comes to cultivated meat development, though Biden has expressed public support for it in an executive order. Congress, however, has only provided \$6 million to the USDA's Agricultural Resource Service, which is tasked with conducting research on alternative proteins. Relative to the size of the US food industry, however, that is not all that much money. By comparison, small countries are punching above their weight when it comes to public funding for cell agriculture. Investing in this sector will leverage economies of scale to bring prices down so that alternative proteins are accessible to all consumers.

Dataset

Conagra has provided us with Data for various types of meat as well as meat substitutes. For the purpose of this project, the meat substitute data is most relevant. Hence, the general description and findings about this dataset are given below.

The meat substitute data contains sales information about different meat substitute products from top brands in the market (including Gardein, a Conagra meat substitute brand).

The data is collected by a network of panelists who are representative of the total US Population and is aggregated to both CIRCANA Standard Regions and MULO+C.

The data values range from January 2020 to January 2024 across the whole continental US (Total US Multi Outlet + Convenience and 8 CIRCANA Standard Regions). The data further provides detailed information about the products including their unique UPC code, brand name, product type, aisle name among others. The dataset has around a million rows across the 4 years, and multiple columns providing weekly numerical information about sales such as unit sales, volume sales, and price per unit to name a few. Interestingly, all the columns that include “special pack only” measure have all values as null so for the purpose of this project, we have excluded these columns from the data. The general categories of types of meats is provided below:

	Meat Alternative	Meat**	Frozen Meat	Rfg Meat
Burger	Y	Y	Y	Y
Sausage/hot dog	Y	Y	Y	Y
Seafood/fish	Y	Y	Y	Y
Chicken	Y	Y	Y	Y
Meatballs	Y	Y	Y	Y
Crumble/ground	Y	Y	N	Y

* The “Y” in each cell indicates that we have sufficient sample size

**Meat includes Frozen, Refrigerated and Other (mainly Shelf Stable)

For the purpose of our project, we have focused mainly on Meat Substitute Dataset along with it’s Product Attributes and Panel Distribution Data.

Data Exploration & Pre-processing

Our focus is mainly to generate useful insights from meat substitute dataset for the Conagra’s meat substitute brand Gardein. For this purpose, we first cleaned the data by doing null value analysis and replaced null values for numerical categories with 0 where applicable (for numerical features only). We also found that all columns featuring “special pack only” had 100% null values so we dropped those columns. Apart from that, we discovered that there were five aggregate features namely Unit Sales, Volume Sales, Price per Unit, Price per Volume, and ACV Weighted Distribution meaning these features were aggregate of their corresponding “No

Merch”, “Any Merch”, “Price Reductions Only”, Feature Only”, “Display Only”, “Feature and Display” columns. Hence, given the scope of our project, we have dropped these columns and are only focusing on the above-mentioned aggregate features and opportunities/risk they pose for Conagra. Beyond that, we also combined the dataset from 2020 – 2024 into one dataset and converted the “Time” column to datetime format in python so we can further visualize the trends across the time and perform time series analysis with it.

After all that, we merged the meat substitute data with products attribute data based on unique “UPC 13 digit” code so we can further explore the relation of different product attributes on sales of products across different brands. Alongside that, we are also exploring the Panel distribution Dataset so we can better understand our target audience and ultimately help Conagra find opportunities for growth for their meat substitute Gardein brand.

The data from the Product_attributes and Meat Substitute_data (files) were further processed, and key attributes were analyzed. Initial exploratory analysis showed some of the top performing products in various markets as follows:

	Brand Sales	Percentage of Total
Brand Name		
MORNINGSTAR FARMS	2.032248e+09	21.20
IMPOSSIBLE	9.924849e+08	10.36
GARDEIN	9.279382e+08	9.68
BEYOND MEAT BEYOND BURGER	4.797765e+08	5.01
BEYOND MEAT	4.754532e+08	4.96
---	---	---
DOMINEX EGGPLANT	1.457396e+02	0.00
DULUTH BREWHOUSE	9.651362e+03	0.00
EARTHS BEST	1.038082e+05	0.00
EL BURRITO SOYYUM	1.044633e+05	0.00
ZOGLOS VEGETARIAN CHOICE	1.188691e+04	0.00

This data was later used to identify established brands and assess its impact on other factors that are discussed in detail later on in this report. The main source file for the analysis had a combination of various categorical videos to assess their impact to Dollar sales. Many categories

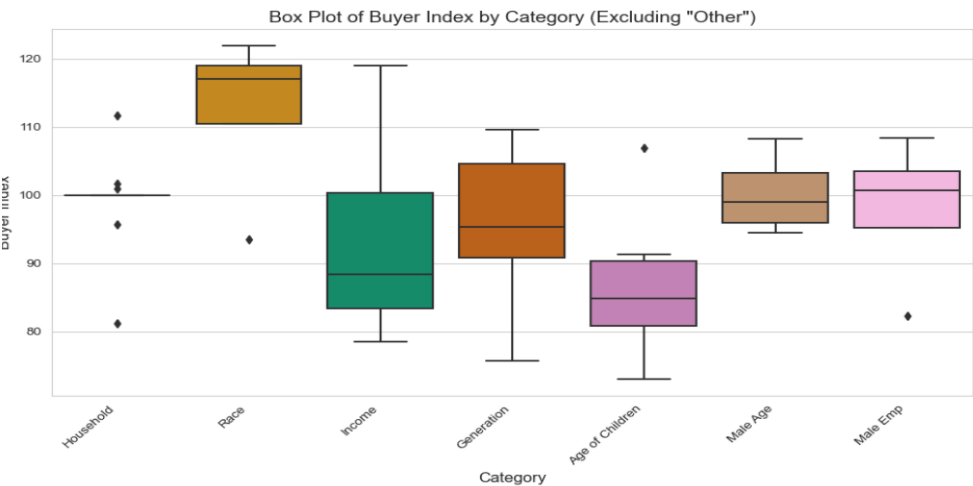
The time series graph for the top 4 brands is further shown below. Note that, for this analysis, we used “Manufacturer Name” column instead of “Brand Name” as the Brand name column had different values that relate to same brand for example, there are two brand names namely “Gardein” and “Gardein Ultimate Plant Based” for one brand named Gardein. Hence the manufacturer name Conagra is used.



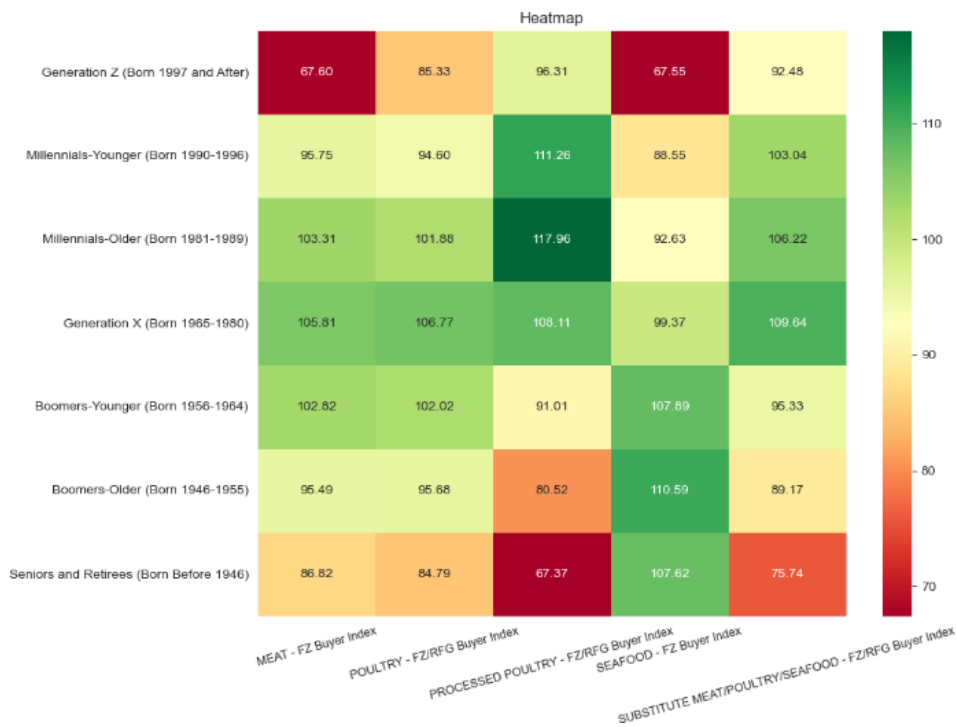
Panel Distribution Data

We looked at the demographics of the Meat Market across the various parameters provided with the Panel Distribution Dataset. The consumer preferences were analyzed using the Buyer Index parameter for various meat markets and compared with the meat substitute market.

Once the parameters were categorized into buckets based on segment it was found that Income, Generation and Household were the most influential parameters in deciding the variation in Consumer’s Buying preferences for meat substitutes.



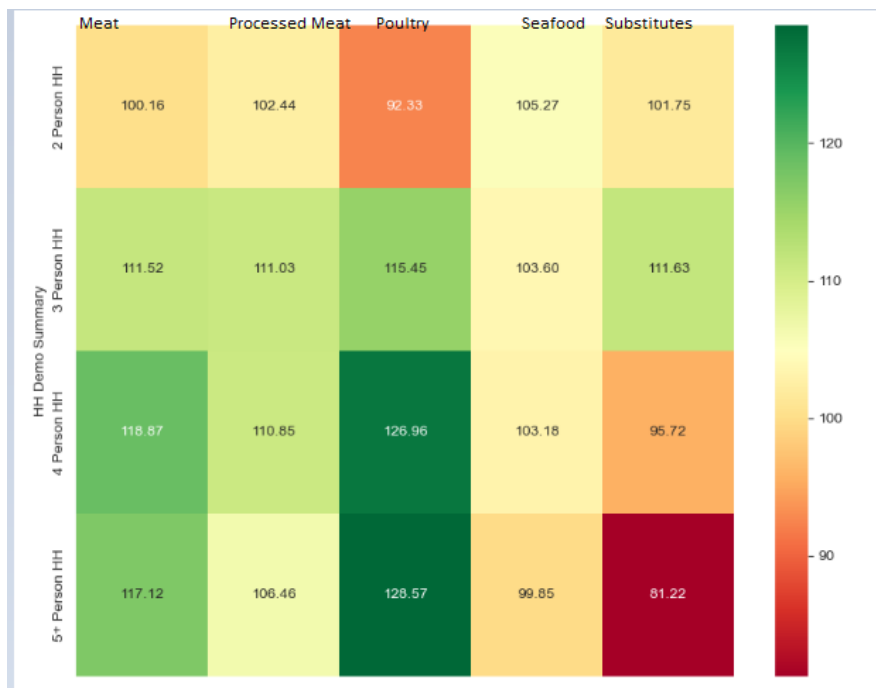
When the generation subsegment was analyzed further it was evident there were clear patterns in buying across generations



The preference for substitute meat was particularly strong amongst Millennials and Generation Z. However, there is a steep drop in these preferences for the older generations who have a stronger preference for Seafood. Thus, even if the Generation Z and Millennials who are flexitarians and more likely to convert, for Conagra and the meat substitutes it is imperative to come up with alternative seafood substitute meat options in order to see more market penetration across older generations.

A key point is that older generations are more likely to be revenue generating as they are capable of affording more meat and substitute meat options than other generations.

Some of the results analyzed here are corroborated by the demographic reports the link to which is provided in the references.



Similarly in the household parameters there is a lukewarm response to the meat substitutes market as the number of households increases beyond 3. There tends to be a strong preference for Poultry and Meat Products.

As per US census records approximately more than 64% of the US population have family sizes of 4 or larger. This market is significantly underrepresented in the Substitute market distribution.

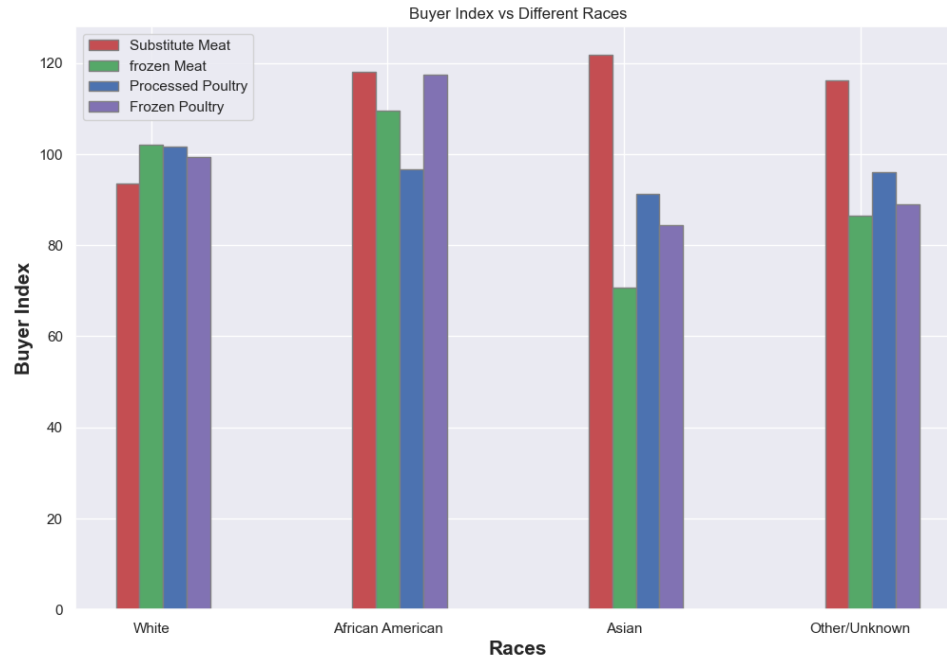
An analysis on the substitute market in comparison with other markets further shows that there is a sizable difference in the buyer index of both segments. This is further evidence that The Meat Substitute is still a niche market and not significantly caught up with the market share of many other alternative meat markets.

F-statistic: 2.5652686477108118
P-value: 0.03705747042027779

	SUBSTITUTE MEAT/POULTRY/SEAFOOD - FZ/RFG Buyer Index	SEAFOOD - FZ Buyer Index	PROCESSED POULTRY - FZ/RFG Buyer Index	POULTRY - FZ/RFG Buyer Index	MEAT - FZ Buyer Index
count	161.000000	167.000000	168.000000	167.000000	167.000000
mean	98.313711	98.093439	102.520665	99.083314	99.981423
std	15.880163	7.850472	14.192752	7.958224	11.787295
min	45.897738	87.550078	87.374049	79.801056	58.972763
25%	89.038277	95.147844	95.377237	94.482802	95.385603
50%	100.000000	100.000000	100.000000	100.000000	100.000000
75%	106.497108	102.146955	109.186124	104.690879	106.887134
max	154.808274	115.404195	143.698178	118.249353	130.089343

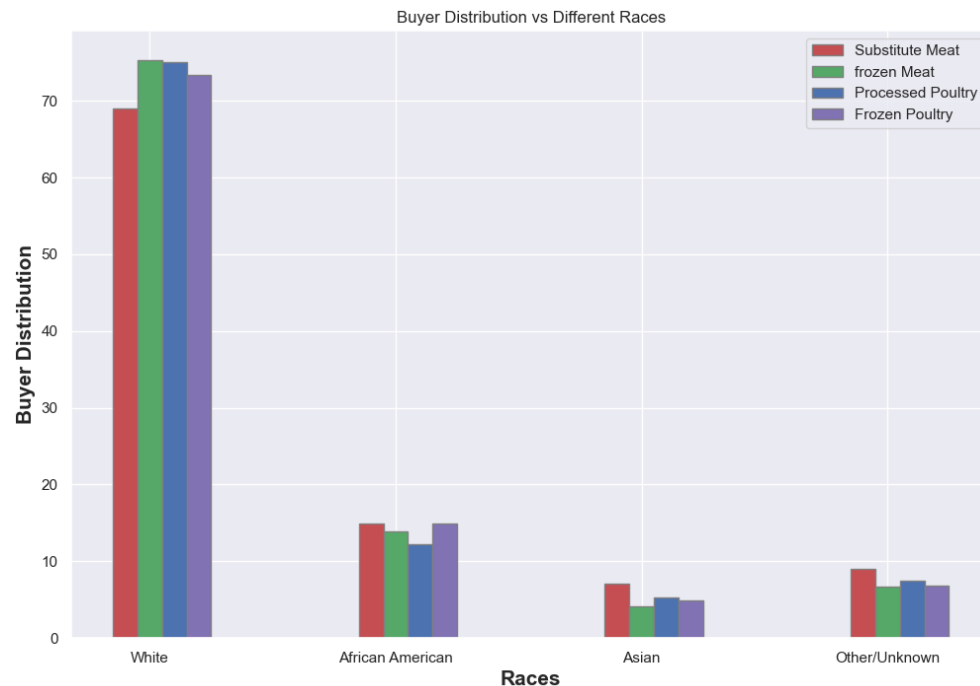
An analysis of the substitute market across different race people shows a significant gap between White people and people from other races buying substitute meat indicating that White people would prefer frozen/ refrigerated meat over mean substitutes.

While African Americans have a buying index higher than 100 in all products except for processed poultry, Asians and other categories also have a very high Bing index for meat substitutes.



Further analysis on buyer distribution suggests that expanding the Substitute Meat product line-up to attract White people would increase market share.

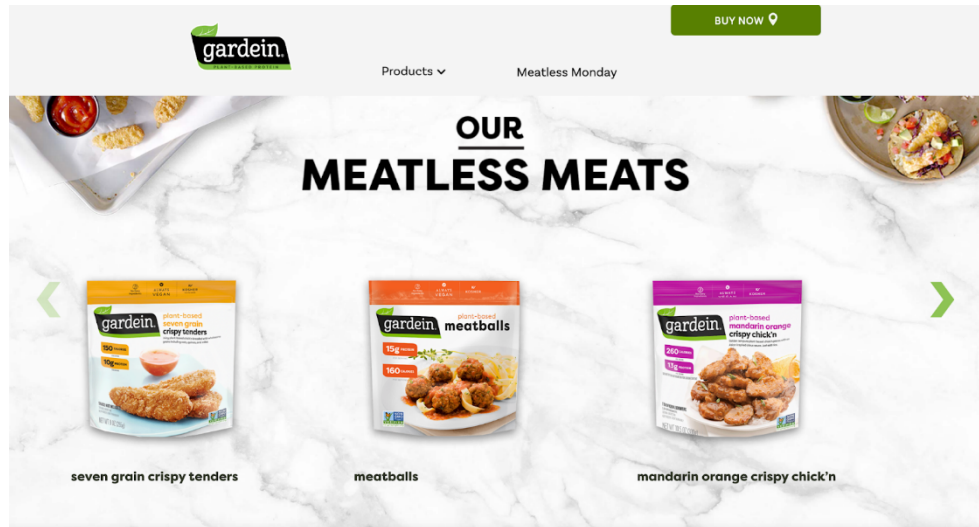
Comparing Buyer distribution to Buyer Index shows that a significant number of White people are buying the products of all four categories compared to other races, yet the buying index of White people is lower than other races.



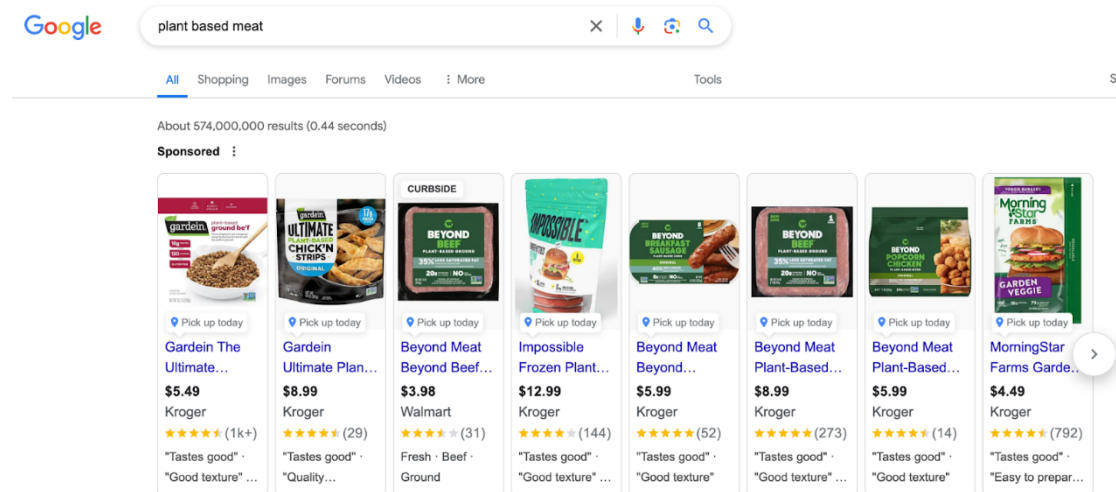
Online Product Offerings

Beyond the data provided, we also explored other factors that might have room for improvement such as product offerings online and their respective marketing strategies and have observed the following.

After going through gardein.com website, we observed that it does not promote their best-selling products. For example, the best-selling product is “Gardein Frozen Regular Meat Substitute Ground 13.7 oz”. On the official Gardein website, this product is not in the first sight of these recommended products below.



But on google search, we observe that the Gardein's best selling products are promoted along with products from other brands.



Given this, we think that having a better assortment of products on the website that corresponds with the google search might help sell targeted products better.

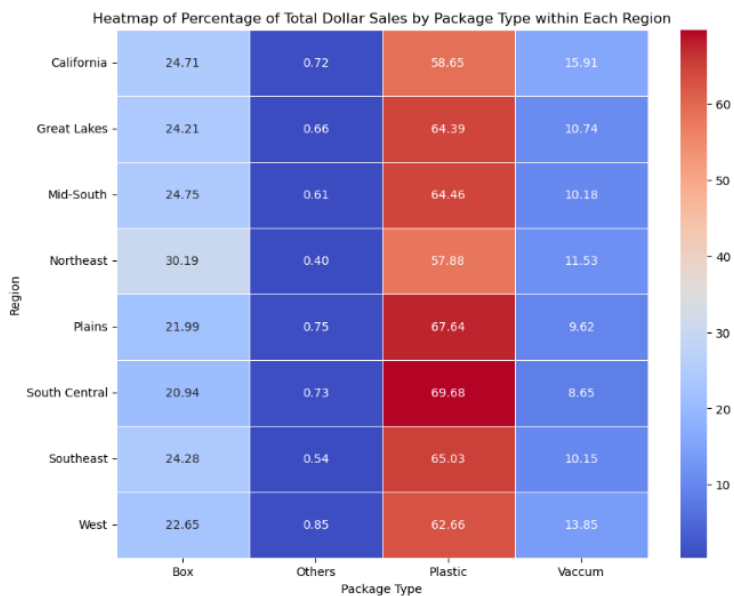
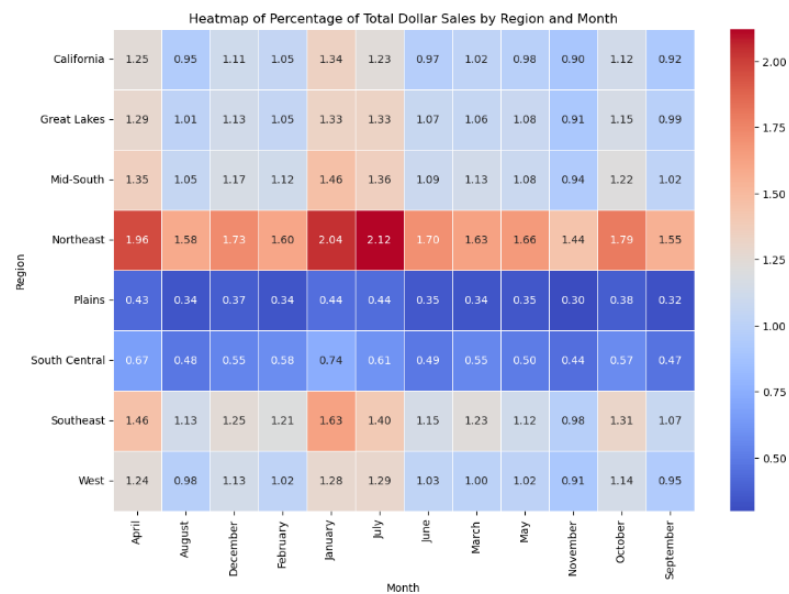
Market Insights and Trends

Market Share and Consumer Trends:

Conagra holds a strong position in the Meat Substitutes market, which is poised for growth with an increasing number of consumers adopting plant-based diets. The market research indicates a significant rise in the demand for meat substitutes, expected to reach \$16.78 billion by 2028, driven by health consciousness and environmental concerns.

Recommendations for Conagra:

To leverage regional trends, it's recommended that Conagra focuses on sustainable packaging in areas with higher eco-conscious populations. Additionally, the months of June, April, July, and October are identified as peak sales periods, suggesting a strategic opportunity for targeted marketing campaigns.



Sustainability Efforts:

In response to the preference for sustainable packaging in the North East, Conagra could explore A/B testing with eco-friendly packaging alternatives to gauge consumer response and enhance brand reputation.

Market Strategies:

Strategic sales initiatives during key months, combined with a focus on less established brand preferences in specific regions, could drive higher market penetration and customer acquisition.

Product Attribute Analysis

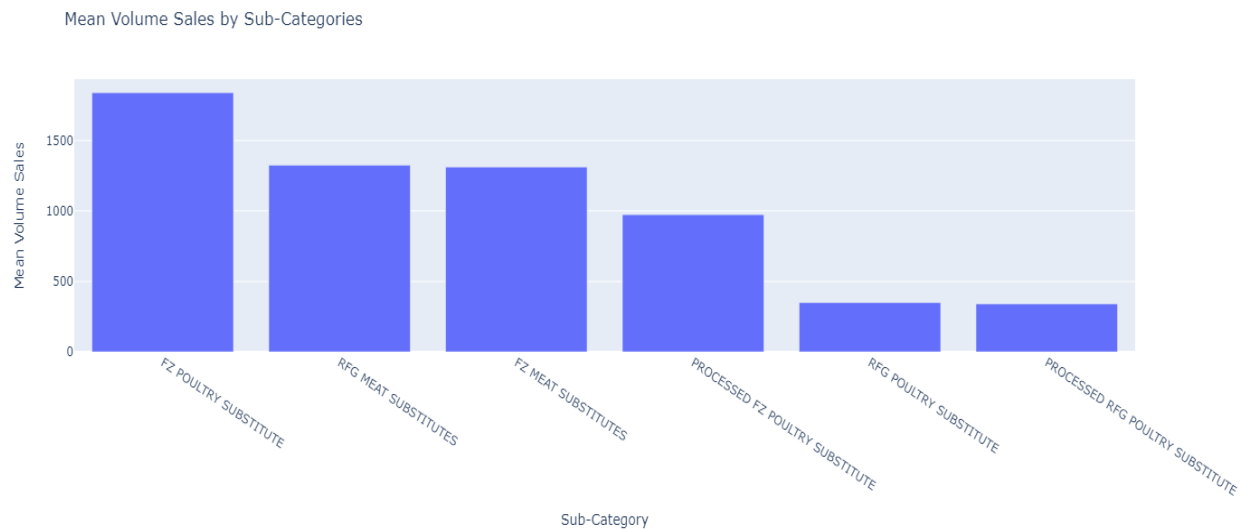
To perform insightful product attribute analysis, we performed a thorough exploratory data analysis for various product attributes and found that there were five attributes that better explained the consumer preferences for meat substitute market.

1. Sub-Category Name

This analysis categorizes products by their form and production method (frozen, refrigerated, processed, etc.):

Frozen Poultry Substitute has the highest mean volume sales among the sub-categories, followed by **Refrigerated Meat Substitutes** and **Frozen Meat Substitutes**. These suggest that frozen and refrigerated substitutes are particularly popular, indicating a strong market preference for these forms.

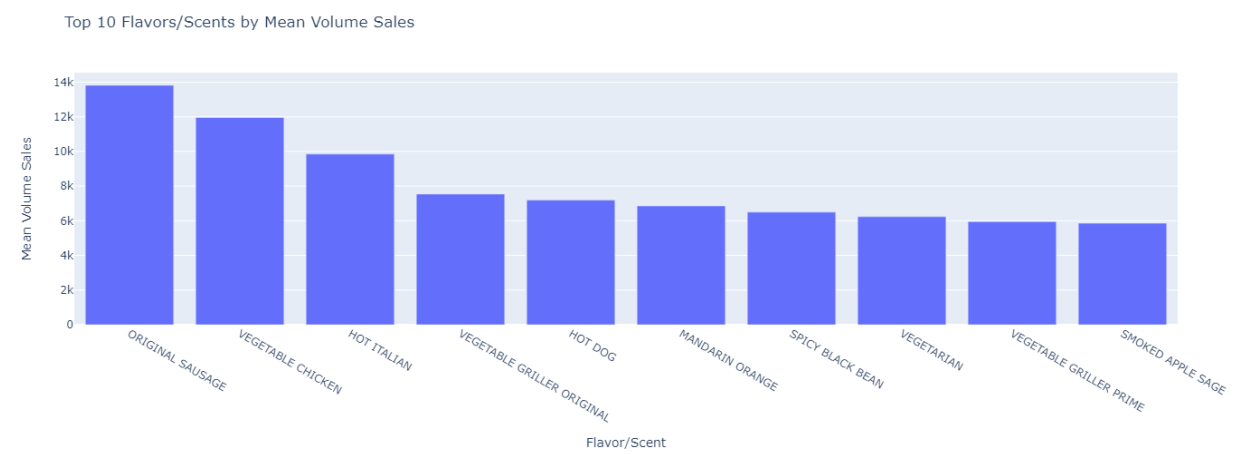
Processed Frozen and Refrigerated Poultry Substitutes show significantly lower sales, implying lesser consumer interest or possible market saturation in these more processed options.



2. Flavor / Scent Preferences:

This analysis focuses on the flavors that are driving the highest average volume sales:

Original Sausage, Vegetable Chicken, Hot Italian, and Spicy Black Bean flavors show high sales, indicating strong consumer preferences for these flavors. These results suggest that both traditional flavors like sausage and innovative ones like vegetable chicken are well-received.

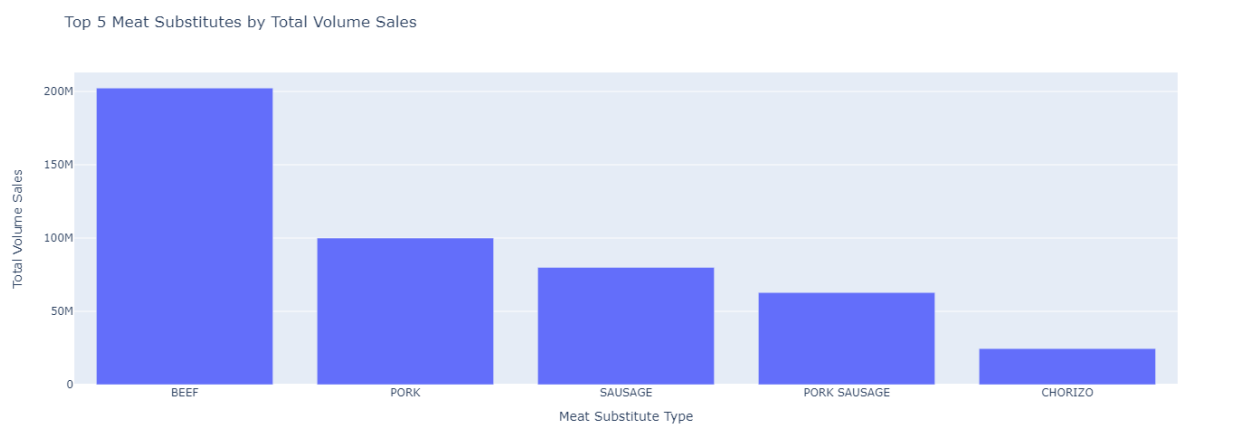


3. Type of Meat Substituted:

This analysis looks at the types of meat that these substitutes are replacing:

Beef and Pork substitutes lead in total sales volume, suggesting they are the most popular choices among consumers for meat substitutes.

Sausage and Pork Sausage are also significant, which aligns with the flavors analysis where sausage-related flavors ranked high.

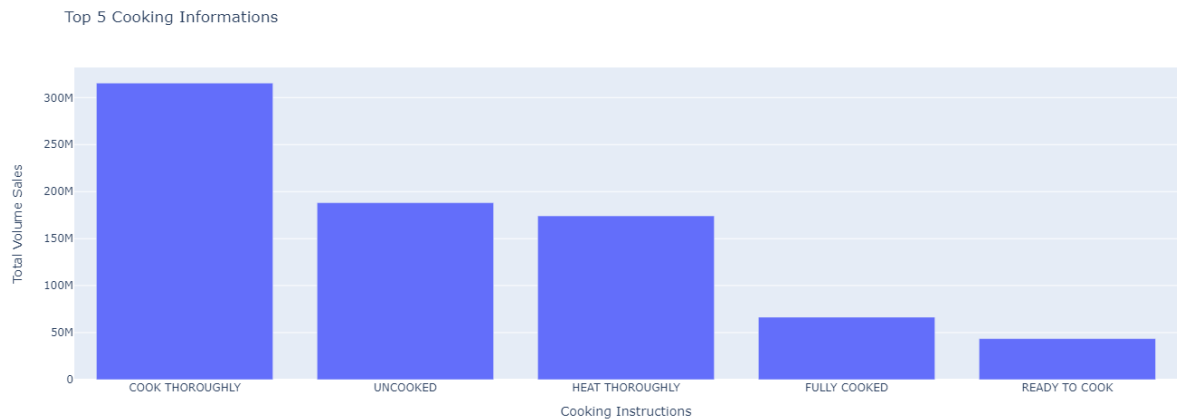


4. Cooked Info:

This groups products by their preparation requirement, which is crucial from a convenience perspective:

Cook Thoroughly, Uncooked, and Heat Thoroughly have the highest sales, indicating that consumers are buying products that require some level of preparation more than those that are ready-to-eat.

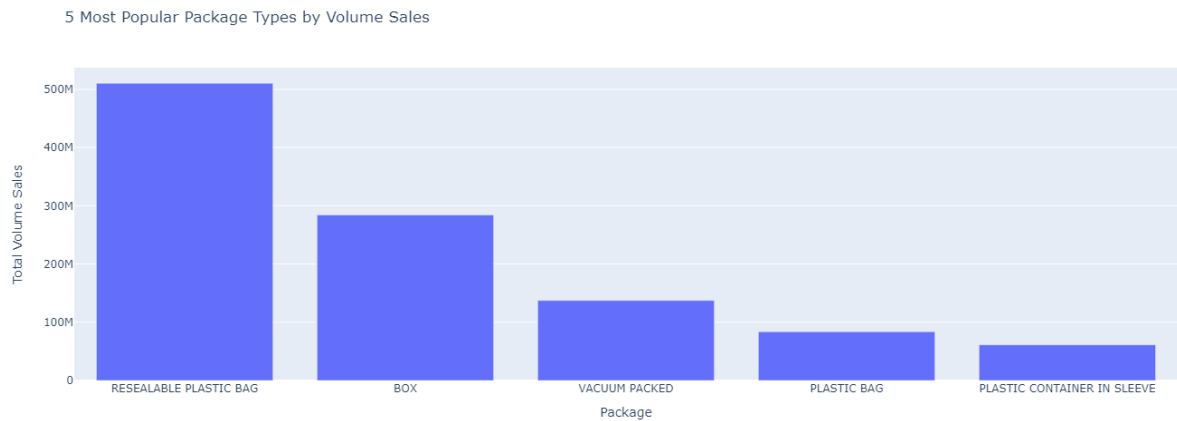
Fully Cooked and Ready to Cook products have significant, but smaller volumes, suggesting a niche but stable market for convenience-focused products.



While there is a strong market for products requiring cooking, enhancing the portfolio of ready-to-eat or easy-to-prepare products could appeal to a broader segment, particularly targeting consumers seeking convenience without sacrificing quality.

5. Package Type:

In terms of package type, **resealable Plastic Bags** dominates, indicating that consumers value convenience and the ability to maintain product freshness. **Boxes** follow, preferred for their stackability and protective qualities, while **Vacuum Packed** products rank third, highlighting a demand for extended shelf life and freshness preservation.



Apart from that, in terms of regionality, one analysis revealed significant regional preferences for sustainable packaging, with the North East and California showing a higher acceptance of non-plastic options. These insights are crucial for targeting marketing efforts and product development to align with consumer preferences.

Recommendations for Conagra based on Product Attributes:

1. Targeted Product Development:

Develop or enhance offerings in high-performing sub-categories with a focus on the most popular flavors and consider regional taste preferences when launching new products.

Increase the variety of cooking-required products in line with consumer demand for such items, while also bolstering the lineup of ready-to-eat options to cater to the convenience segment.

2. Regional Marketing Focus:

Implement targeted marketing campaigns that align with regional preferences for sustainable packaging and specific flavor types. Use localized promotions and potentially regional product variations to maximize market penetration.

Adapt marketing materials and product messaging to highlight sustainable practices and product benefits that resonate with the environmental values of consumers in regions like California and the Northeast.

3. Seasonal and Promotional Strategies:

Leverage insights from the monthly sales impacts to plan seasonal promotions, optimizing product availability and marketing efforts to coincide with peak demand periods.

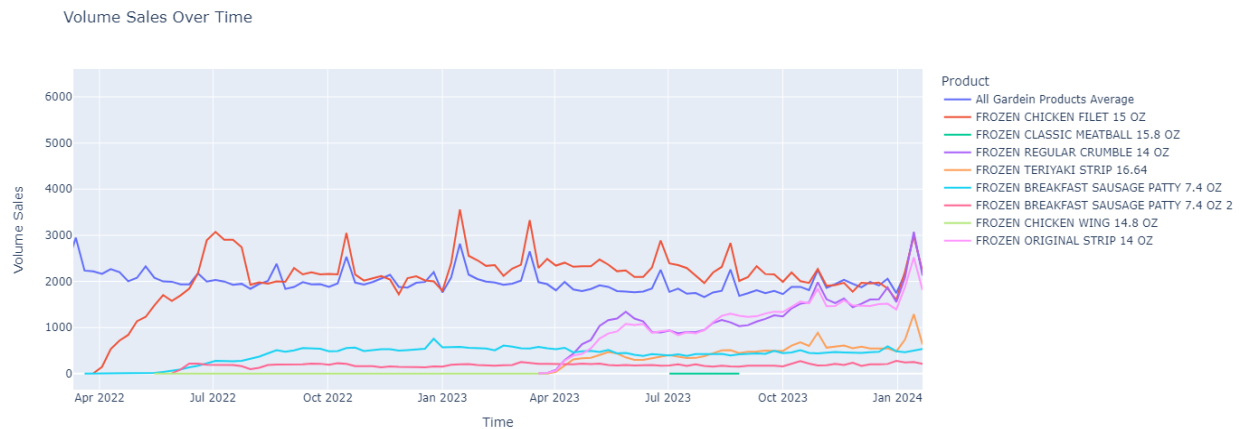
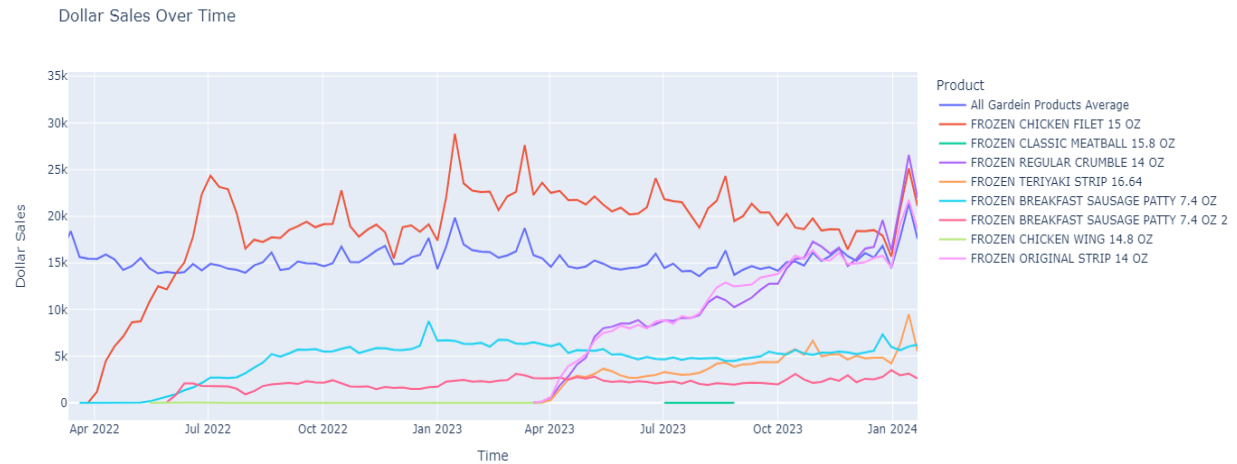
Consider regional and seasonal flavor introductions to capitalize on local consumer preferences during key selling periods.

New Product Analysis

In an effort to evaluate the market performance of Conagra's latest product offerings, Conagra Brands has introduced several new products to its frozen food portfolio. To assess how these products are faring in comparison to established benchmarks, we conducted a comprehensive analysis that involved plotting both volume and dollar sales over time. This analysis not only helps in identifying trends and patterns specific to each product but also provides a comparative perspective against the overall performance of existing Conagra products.

To facilitate a detailed evaluation, we generated a series of plots and then combined them all to one major graph to better facilitate the analysis. This graph tracks the performance of each of the eight newest products in terms of volume and dollar sales over time along with the overall performance of Conagra's Products across Time. The figures below serve as a visual foundation for our analysis, highlighting key trends, seasonal fluctuations, and potential market responses to these new introductions.

Gardein



From the figures above, we have come up with the following analysis and recommendations.

Above-Average in Sales

Frozen Chicken Meat Substitute Filet 15 oz:

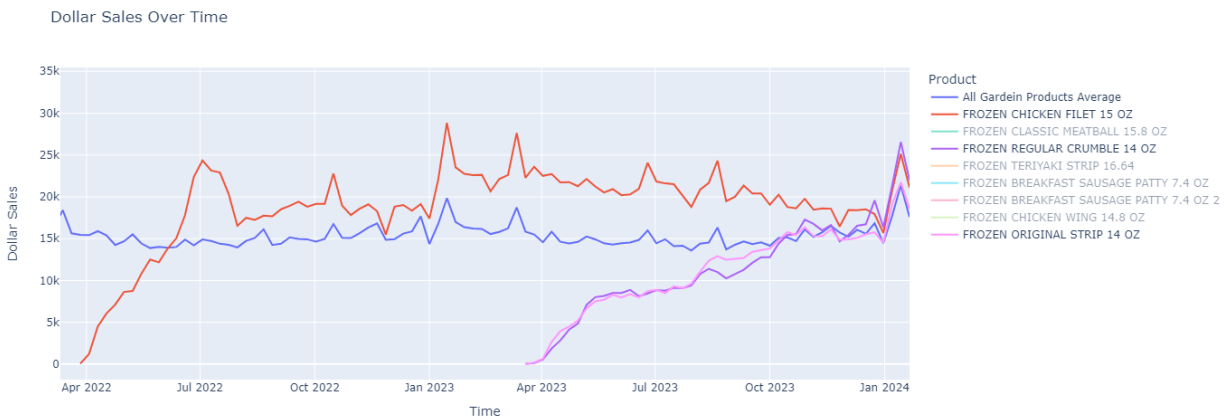
The significant sales peaks likely reflect seasonal demand or the impact of marketing efforts. The July and January spikes could be influenced by specific events or promotions, or possibly seasonal consumer buying patterns in frozen foods.

Conagra can consider analyzing the specific drivers behind these peaks to replicate successful strategies and plan for inventory management better around these high-demand periods.

Frozen Original Meat Substitute Strip and Frozen Regular Meat Substitute Crumble:

The upward trends and performance above the Gardein's average are promising. Their success might be attributed to effective positioning in the market, meeting a specific consumer need, or successful promotional strategies.

Further investment in marketing these products could capitalize on their momentum. Analyzing consumer feedback and sales drivers could help replicate this success in other product lines. Moreover, exploring opportunities for line extensions or new variations based on these successful products could foster additional growth.

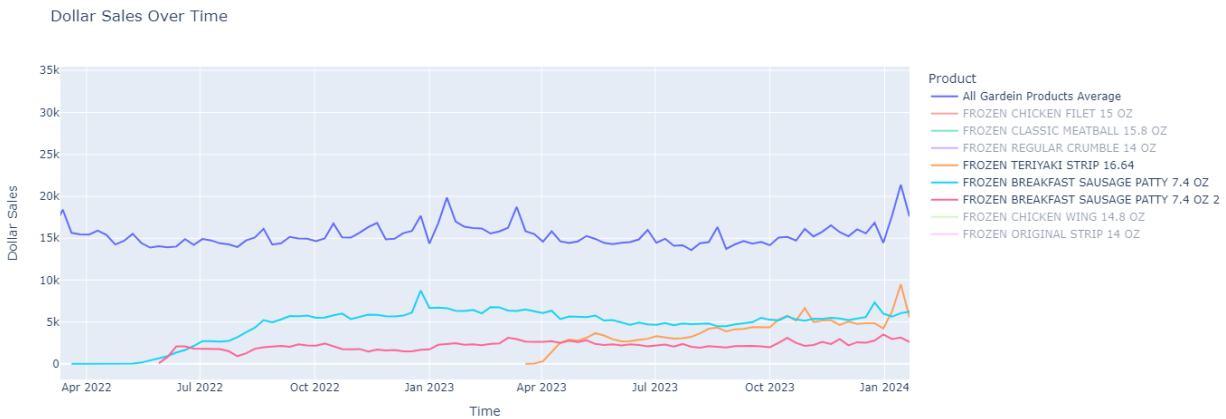


Below-Average in Sales

Frozen Teriyaki Meat Substitute Strip and Frozen Breakfast Sausage Meat Substitute Patties:

These products show stable but below-average performance. Their steady sales might indicate a loyal but limited customer base or ineffective marketing reach.

Enhancing promotional efforts or revisiting the marketing mix could help increase their market presence. Additionally, slight modifications or variations could be introduced to renew interest and appeal to a broader audience.



Discontinued New Products

Frozen Classic Meat Substitute Meatball and Frozen Meat Substitute Chicken Wings:

These products' discontinuation, presumably due to poor sales, indicates they did not meet market expectations or Conagra's internal sales targets.

It could be beneficial to conduct market research to understand why these products failed. Insights from this research can inform future product development to better align with consumer preferences and avoid past mistakes.

New Product Offerings from Other Brands

Apart from Gardein's new products, we also analyzed new products from other top brands such as Morning star Farms, Beyond Meat, and impossible burgers introduced during the same time period.

Morning Star Farms

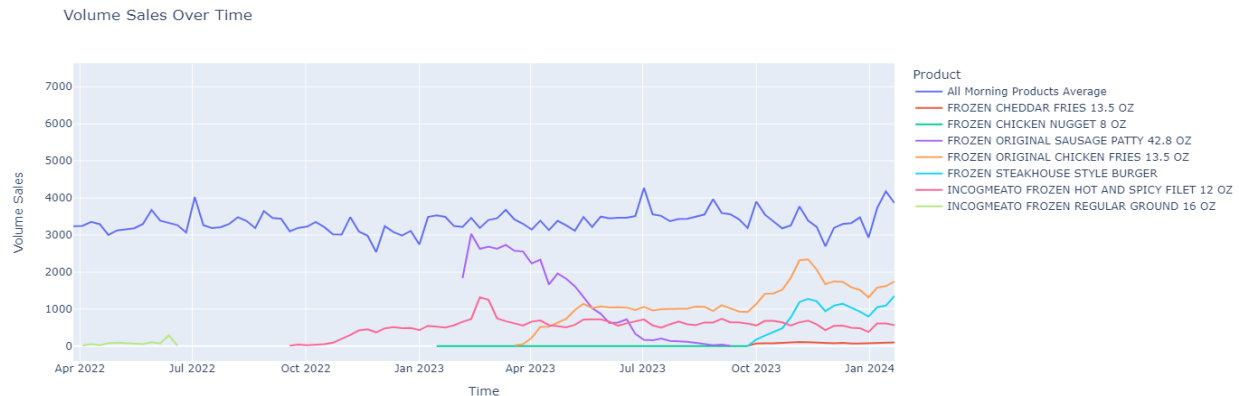
Overall Performance Compared to Brand Average:

The mean volume sales for Morning Star Farms stand at approximately \$4,000, which is notably higher than the \$2,200 observed for Gardein's mean volume sales. This indicates a stronger baseline performance for Morning Star Farms within this market segment. But despite the robust brand average, most of the newly introduced products by Morning Star Farms are performing below this average. This could point to challenges in product acceptance or issues with market penetration.

Individual Product Performance:

Frozen Original Chicken Substitute Fries and Frozen Steakhouse Style Meat Substitute Burger:

Both of these products show an upward sales trend and are closest to the brand's average volume sales compared to other new products despite starting from lower initial sales. This upward trajectory suggests increasing consumer acceptance and potential for growth. Other products like show less impressive trends and remain significantly below the brand average.



Beyond Meat

Limited New Product Introductions:

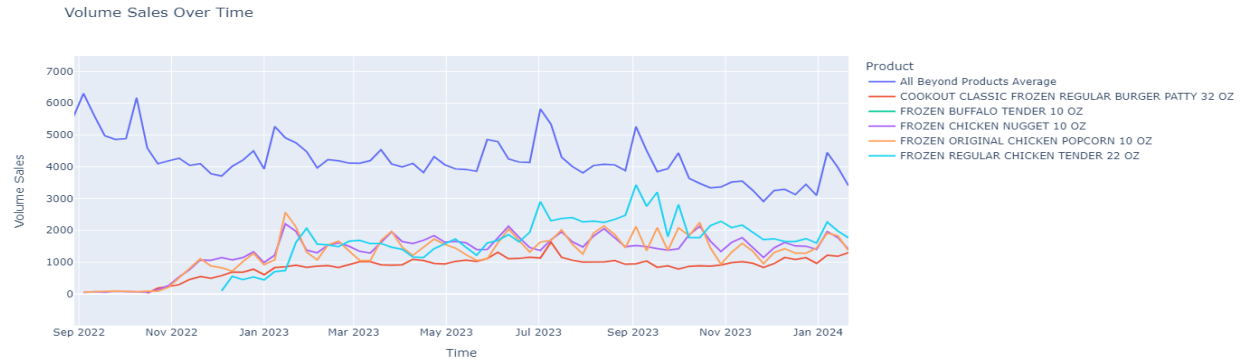
Beyond Meat has introduced fewer new products compared to competitors including Gardein. This strategy might be focused on quality over quantity or could reflect a cautious approach to new product launches.

Performance Relative to Brand Average:

The new product offerings from Beyond Meat are performing considerably below the brand's mean volume sales. This underperformance might suggest difficulties in gaining traction in the market or might reflect consumer response to these new offerings.

Sales Trends:

The sales volume trends for these new products have stabilized without showing signs of an upward trajectory. This stabilization at a lower volume may indicate that initial consumer trials did not convert into sustained interest or repeat purchases.



Impossible Foods

Broad Product Range:

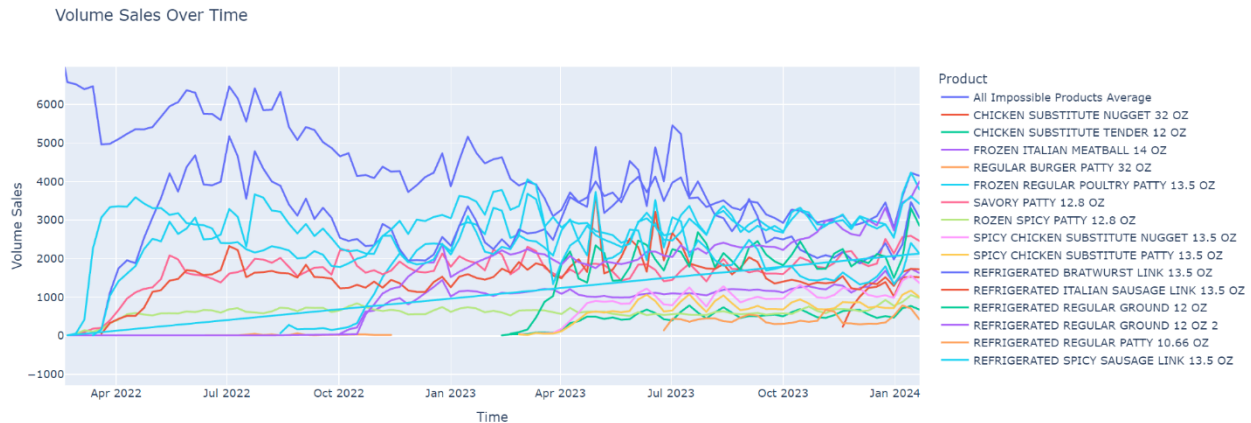
Impossible Foods has introduced a wide variety of products in the last 22 months (16 to be exact), indicating a robust strategy aimed at capturing a significant share of the plant-based market by diversifying their product lineup.

Performance Relative to Brand Average:

While 10 of the newly introduced products are performing below the brand's average volume sales, 5 products have managed to meet or exceed this average. This suggests a mixed response from the market, where certain products are better received than others.

Discontinuation and Growth Trends:

At least one product appears to have been discontinued, suggesting that it did not meet the company's expectations or consumer demand. On the other hand, several products show a promising growth trajectory and are aligning closely with the brand's overall performance, indicating potential market acceptance.



What can Gardein Learn from Their Competitor's New Product Offerings?

Gardein can glean several valuable insights from the new product offerings and market performance of its competitors—Impossible Foods, Morning Star, and Beyond Meat—to enhance its own sales and market positioning. Here's what Gardein can consider:

1. Product Diversity and Innovation

Impossible Foods has introduced a broad range of products, showing that a diverse product line can cater to various consumer preferences and dietary needs. Despite having a high quantity of new products, their new product sales are still promising compared to Beyond Meat's new products even though they only introduced 5 new products in the past 22 months.

2. Effective Market Entry and Growth Strategy

Morning Star's products like the frozen original chicken substitute fries and frozen steakhouse style burger despite seemingly niched products, showed upward sales trends, suggesting that effectively positioned products can grow to match or exceed the brand's average sales.

3. Continuous Performance Monitoring

Beyond Meat's stabilized sales trends without upward growth indicate the importance of not just introducing new products but also continuous monitoring and sustaining their growth.

4. Agility and Flexibility in Operations

Quick discontinuation of underperforming products by competitors highlights the importance of agility in product management.

Lesson for Gardein: Gardein can learn from its competitors by expanding the product lineup to include a wider range of flavors, textures, and types (e.g., different types of meat substitutes like poultry, beef, and seafood alternatives). Innovation in product formulation and presentation can attract different consumer segments. Then, have a strong market entry strategy and focus on high-potential areas and leverage strong promotional campaigns to boost initial visibility and trial. Post-launch it is equally important to Implement a robust mechanism for tracking product performance than to have a strong market entry strategy. But more importantly, post-launch, use sales data and consumer feedback to make quick adjustments in marketing, distribution, or even product formulation and remain flexible in production and inventory management to allow quick phasing out of underperformers and scaling up of successful products. This flexibility can help mitigate losses and capitalize on successful trends more effectively.

In short, by observing and adapting the successful strategies of competitors, Gardein can enhance its product offerings, better meet consumer demands, and improve its competitive edge in the rapidly growing plant-based food market. This holistic approach should focus on innovation, consumer insights, agile operations, and effective marketing to drive both product acceptance and long-term brand loyalty.

Conclusion

The comprehensive analysis conducted for Conagra's Brand Gardien, focusing on its line of meat substitute products, has provided a multi-faceted view of the current market landscape, consumer trends, product performance, and strategic opportunities. Through a meticulous evaluation of product attributes, regional and consumer preferences, seasonal variations, and new product launches, several key insights and actionable recommendations have been outlined to bolster Conagra's position in the rapidly evolving meat substitutes sector.

Market Position and Consumer Insights

Conagra Brands, with its robust portfolio including the Gardein product line, stands at a crucial juncture in the meat substitute market. The increasing global shift towards plant-based diets, driven by health, environmental, and ethical considerations, presents a significant growth opportunity for Conagra. Our analysis highlighted that Gardein's new products like Frozen Original Meat Substitute Strip and Frozen Regular Meat Substitute Crumble are performing notably well, suggesting a strong consumer acceptance of these offerings. However, the analysis also pointed to products that are underperforming or have been discontinued, indicating areas where consumer expectations may not have been met or where market strategies could be realigned.

Strategic Enhancements and Innovations

Based on the analysis, the findings suggest several strategic enhancements and innovations that Conagra could implement:

- **Product Diversification:** Expanding the Gardein product range to include a broader spectrum of flavors and types, especially for niche markets, could cater to a wider audience and meet the nuanced tastes of different demographics, including those beyond the current primary target groups of Millennials and Gen Z.
- **Packaging Innovations:** There is a clear preference for sustainable packaging, particularly in regions like the Northeast and California. Conagra could lead the market by adopting more eco-friendly packaging solutions that align with consumer values and regional preferences, potentially leveraging this as a key differentiator in the marketplace.
- **Enhanced Marketing Strategies:** Leveraging regional and seasonal trends can significantly enhance Conagra's market penetration. Tailored marketing campaigns during peak sales months and in regions with high eco-conscious populations could optimize both market reach and impact.
- **Consumer Feedback Loop:** To enhance product development and market strategies, establishing a comprehensive consumer feedback loop is crucial. This system should be designed to gather and analyze feedback rigorously, particularly for new products. Such

insights are invaluable for understanding consumer preferences, which can guide both the introduction of innovative products and the discontinuation of underperformers. By closely monitoring consumer reactions, Conagra can make informed decisions that positively impact product refinement and portfolio optimization, ensuring alignment with market demands and consumer expectations.

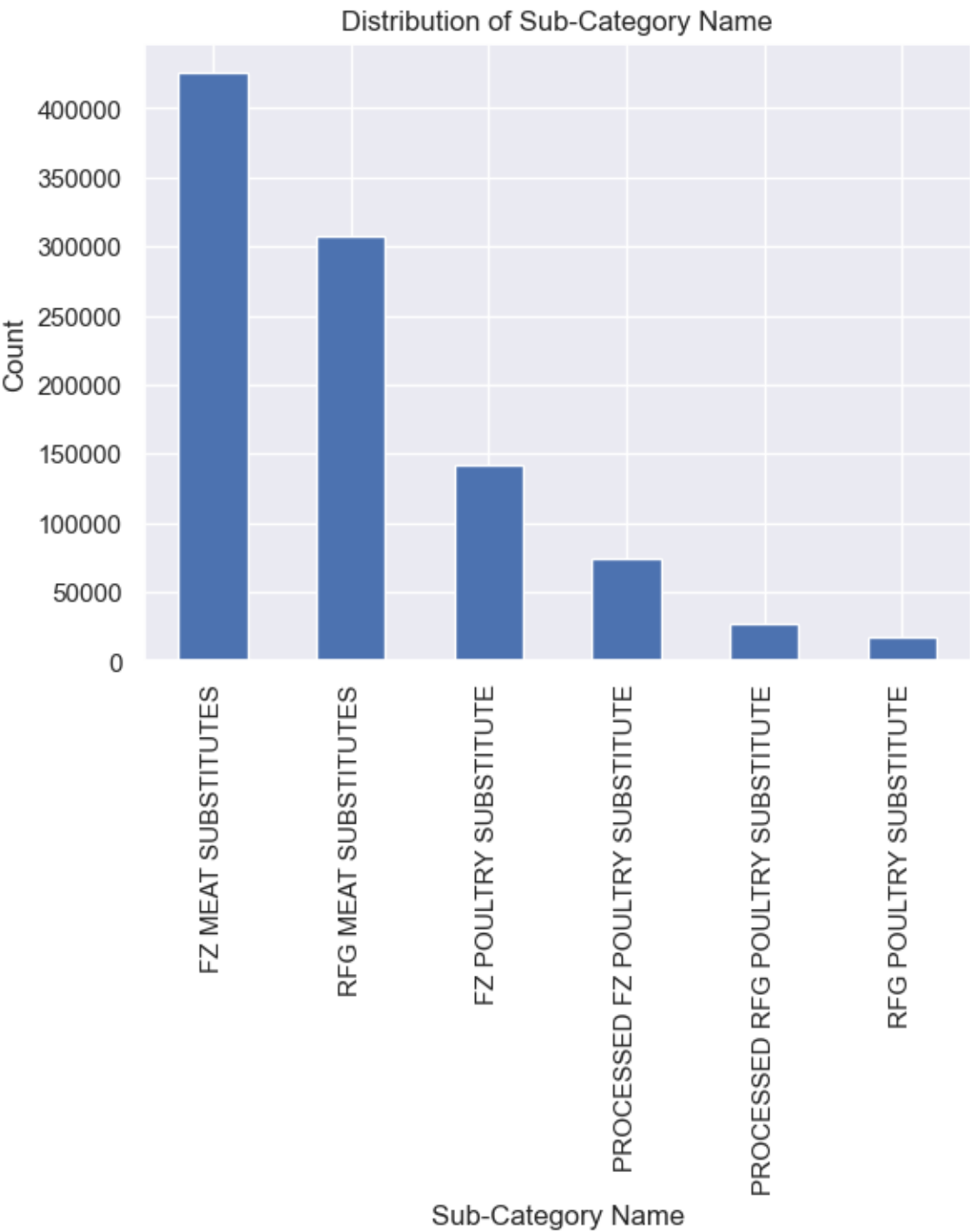
- **Sustainability Practices:** As consumer awareness and demand for environmentally friendly products continue to grow, integrating sustainability not just in product ingredients but also across all operational and packaging processes could position Conagra as a leader in corporate responsibility within the food industry.

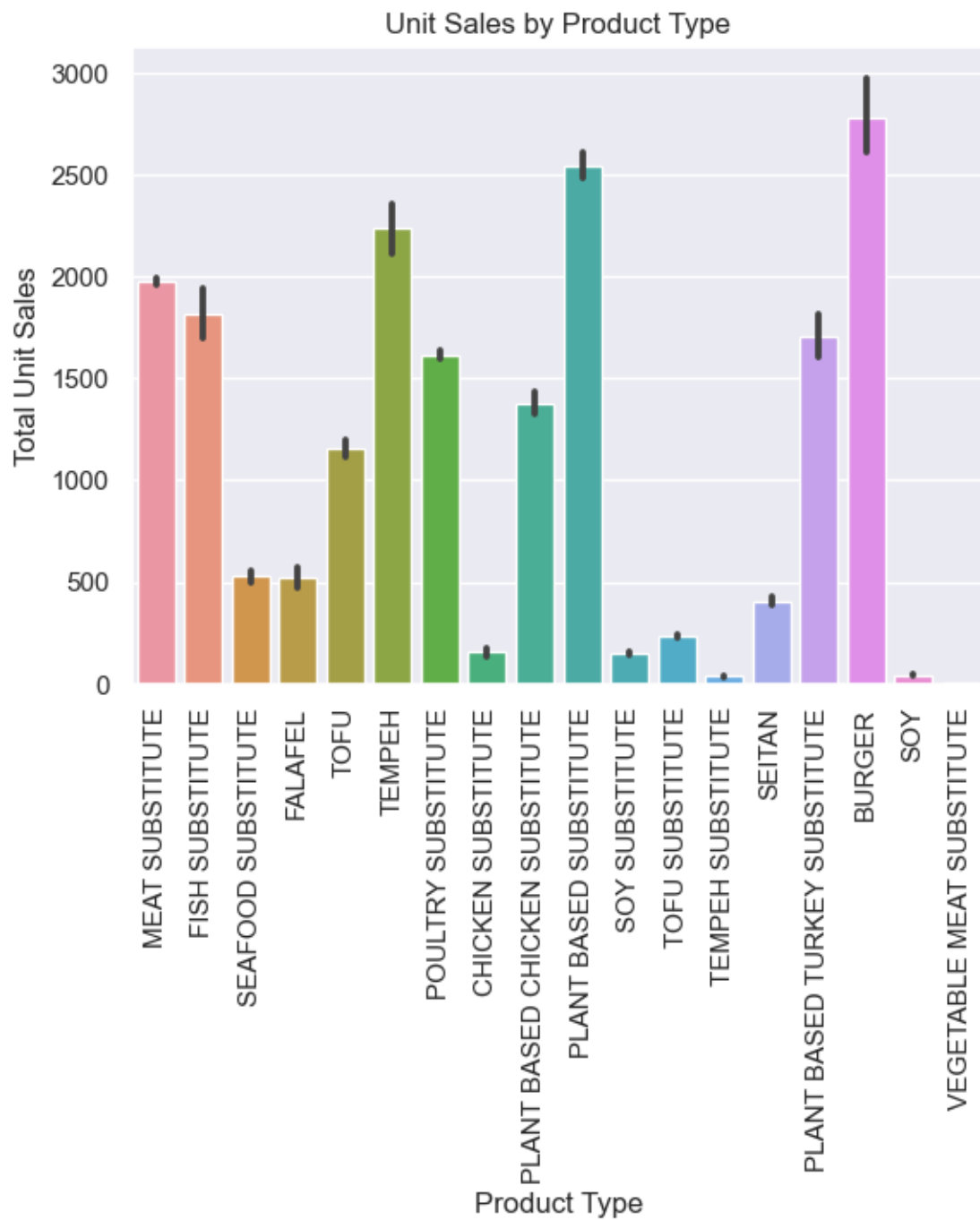
In short, Gardein has the opportunity to not only solidify its position in the meat substitutes market but also set new standards in product innovation, consumer engagement, and sustainability practices. By strategically leveraging the insights gathered through this comprehensive analysis and adapting to the dynamic market conditions, Conagra can enhance its competitive edge in meat substitute industry and contribute positively to global dietary shifts towards more sustainable and health-conscious food choices. The journey ahead for Conagra, while filled with challenges, also brims with substantial opportunities for growth and transformation, promising a future where the company not only meets but exceeds market expectations and consumer desires.

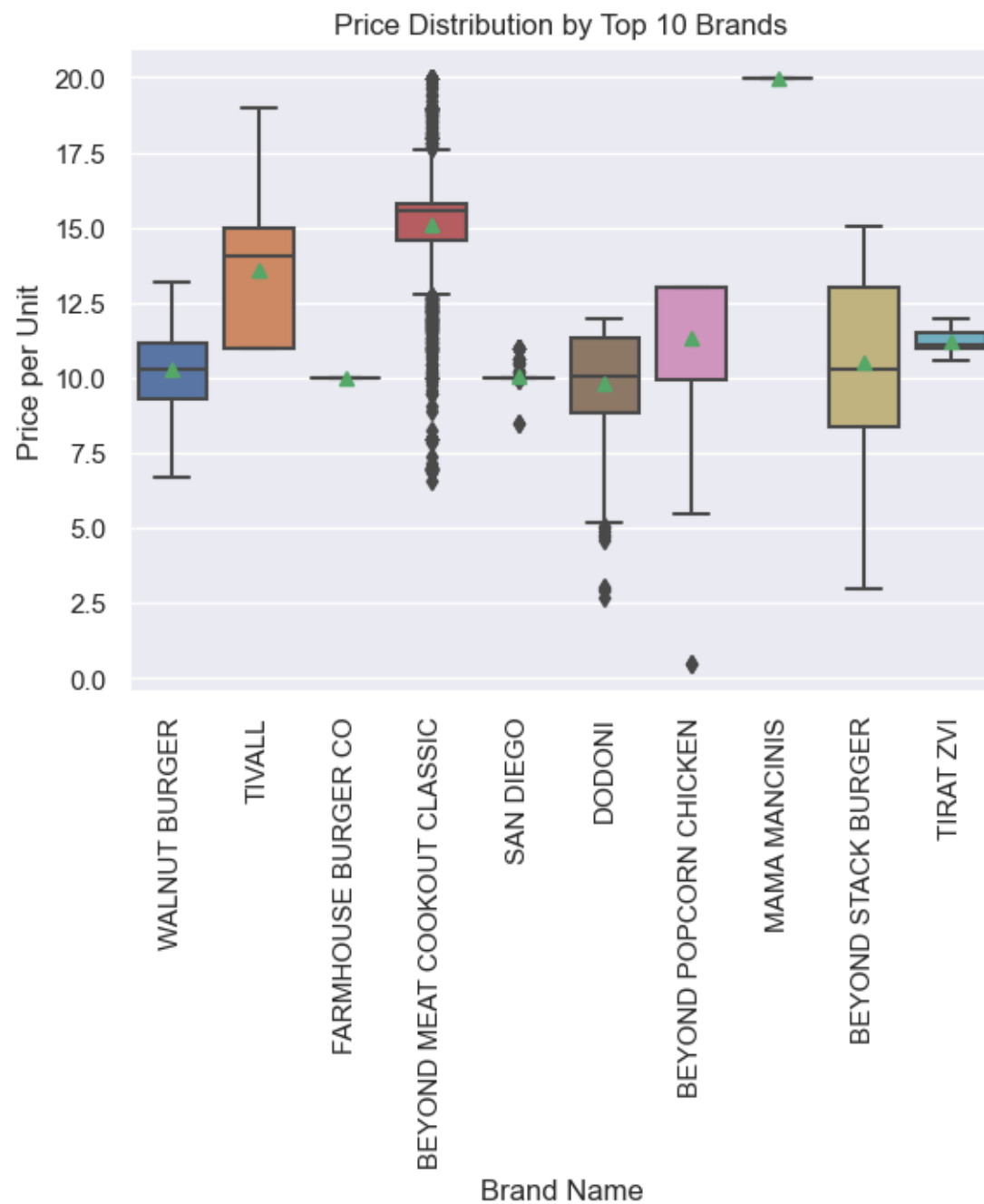
References:

1. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9102955/>
1. <https://www.innovamarketinsights.com/trends/plant-based-alternatives-in-the-meat-substitutes-market/>
1. <https://www.vox.com/future-perfect/23849473/cell-cultivated-meat-impossible-beyond-alternatives-vegan-investment-report-infrastructure>
1. <https://www.statista.com/forecasts/877369/global-meat-substitutes-market-value>
1. <https://www.fortunebusinessinsights.com/industry-reports/meat-substitutes-market-100239>
6. . Conagra Brands. February 26, 2024. https://en.wikipedia.org/wiki/Conagra_Brands is the page for Wikipedia.
7. 2. Healthy Choice. August 19, 2023. on Wikipedia. Healthy Choice (<https://en.wikipedia.org/wiki>)
8. 3. Gardein, July 9, 2023. on Wikipedia. Where to find a wikipedia page about Gardein
9. 4. A substitute for meat (2024, February 29). The Wikipedia page on meat alternatives is located at <https://en.wikipedia.org>.
10. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9336146/>

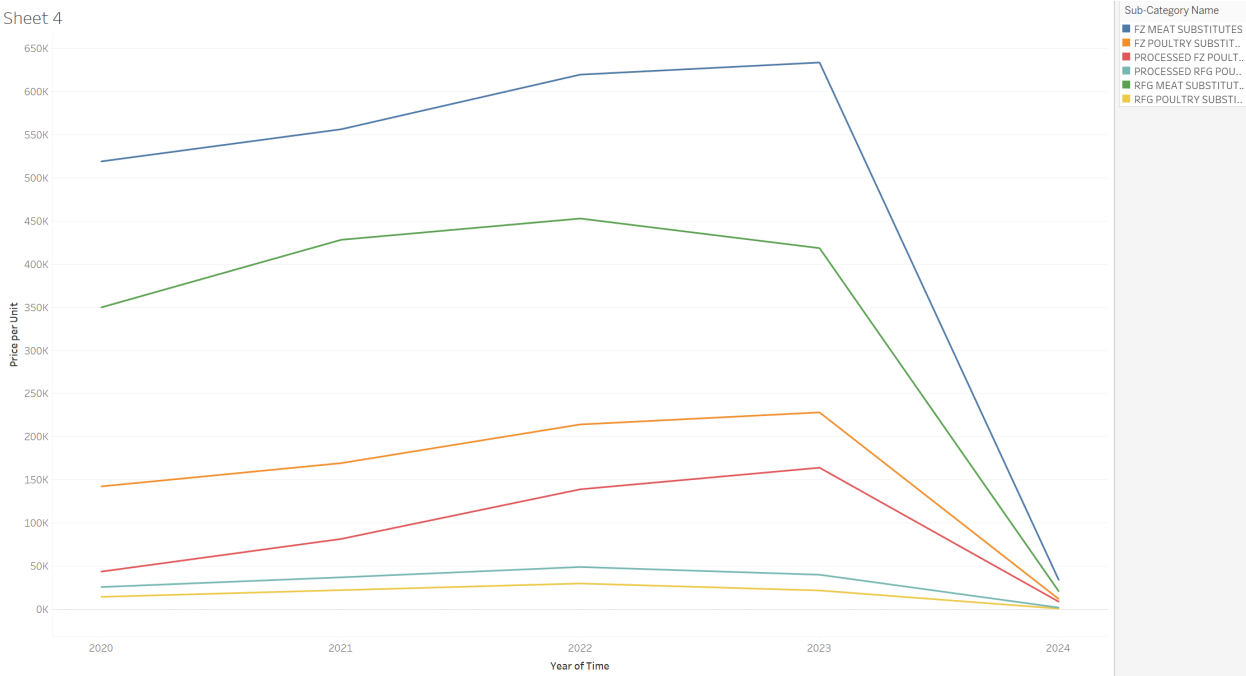
Appendix:



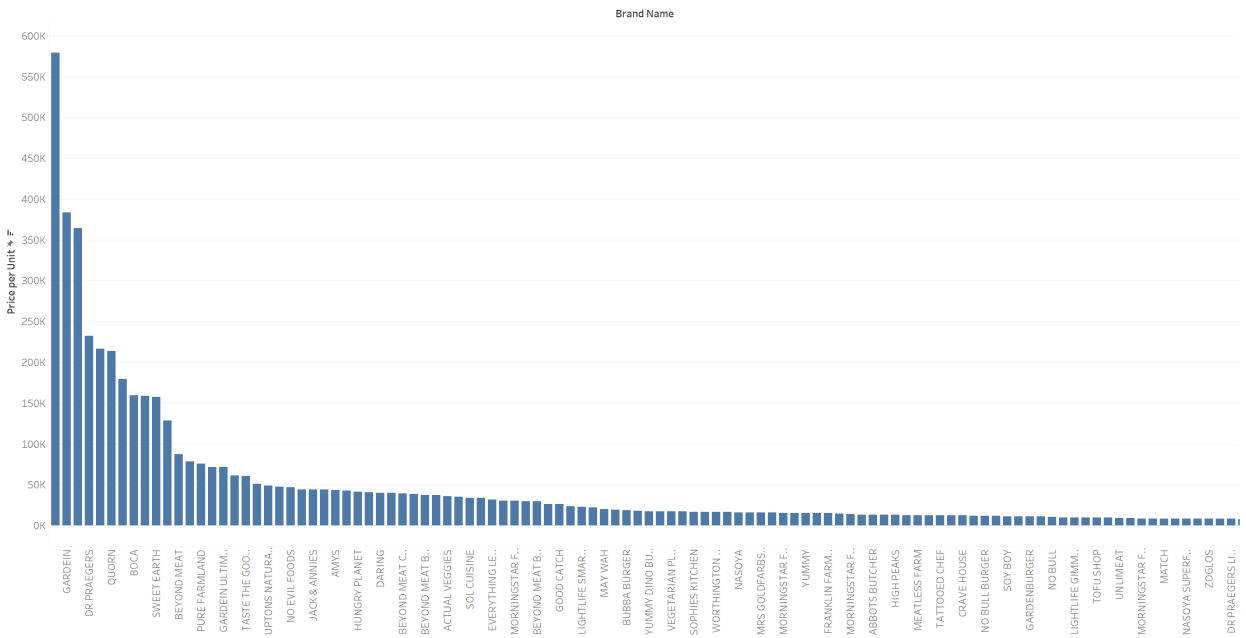




Sheet 4



Sheet 6



	UPC 13 digit	Unit Sales	Unit Sales No Merch	Unit Sales Any Merch	Unit Sales Price Reductions Only	Unit Sales Feature Only	Unit Sales Display Only	Unit Sales Special Pack Only	Unit Sales Feature and Display	Volume Sales
count	9.917800e+05	991780.000000	971731.000000	660538.000000	623096.000000	119887.000000	243480.000000	0.0	30497.000000	991780.000000
mean	4.392101e+11	1908.249806	1398.953296	807.156753	575.084562	1044.236340	171.898078	NaN	255.130371	1323.699558
std	5.851710e+11	7413.283703	5111.330162	3748.108628	2387.653659	3534.571281	731.895546	NaN	1280.034897	4919.920551
min	3.213757e+06	0.010000	0.010000	0.011061	0.011061	1.000000	0.011621	NaN	1.000000	0.005079
25%	2.898910e+10	32.803740	25.101394	12.000000	10.078829	38.690604	6.197160	NaN	8.692008	19.977562
50%	8.086803e+10	220.166720	160.543548	69.041003	53.850315	196.370799	24.338473	NaN	37.437890	138.666116
75%	8.422340e+11	1141.562945	871.126994	401.009580	309.211661	819.166701	105.330798	NaN	170.035802	783.129336
max	8.720165e+12	720358.990557	309661.380809	516178.762296	171204.498417	428453.274210	48673.429862	NaN	92627.573077	360179.495279

#	Column	Non-Null	Count	Dtype
0	Geography	991780	non-null	object
1	Time	991780	non-null	object
2	Product	991780	non-null	object
3	UPC 13 digit	991780	non-null	int64
4	Unit Sales	991780	non-null	float64
5	Unit Sales No Merch	971731	non-null	float64
6	Unit Sales Any Merch	660538	non-null	float64
7	Unit Sales Price Reductions Only	623096	non-null	float64
8	Unit Sales Feature Only	119887	non-null	float64
9	Unit Sales Display Only	243480	non-null	float64
10	Unit Sales Special Pack Only	0	non-null	float64
11	Unit Sales Feature and Display	30497	non-null	float64
12	Volume Sales	991780	non-null	float64
13	Volume Sales No Merch	971731	non-null	float64
14	Volume Sales Any Merch	660538	non-null	float64
15	Volume Sales Price Reductions Only	623096	non-null	float64
16	Volume Sales Feature Only	119887	non-null	float64
17	Volume Sales Display Only	243480	non-null	float64
18	Volume Sales Special Pack Only	0	non-null	float64
19	Volume Sales Feature and Display	30497	non-null	float64
20	Dollar Sales	991780	non-null	float64
21	Dollar Sales No Merch	971731	non-null	float64
22	Dollar Sales Any Merch	660538	non-null	float64
23	Dollar Sales Price Reductions Only	623096	non-null	float64
24	Dollar Sales Feature Only	119887	non-null	float64
25	Dollar Sales Display Only	243480	non-null	float64
26	Dollar Sales Special Pack Only	0	non-null	float64
27	Dollar Sales Feature and Display	30497	non-null	float64
28	Price per Unit	991780	non-null	float64
29	Price per Unit No Merch	971731	non-null	float64
30	Price per Unit Any Merch	660538	non-null	float64
31	Price per Unit Price Reductions Only	623096	non-null	float64
32	Price per Unit Feature Only	119887	non-null	float64
33	Price per Unit Display Only	243480	non-null	float64
34	Price per Unit Special Pack Only	0	non-null	float64
35	Price per Unit Feature and Display	30497	non-null	float64
36	Price per Volume	991780	non-null	float64
37	Price per Volume No Merch	971731	non-null	float64
38	Price per Volume Any Merch	660538	non-null	float64
39	Price per Volume Price Reductions Only	623096	non-null	float64
40	Price per Volume Feature Only	119887	non-null	float64
41	Price per Volume Display Only	243480	non-null	float64
42	Price per Volume Special Pack Only	0	non-null	float64
43	Price per Volume Feature and Display	30497	non-null	float64
44	Base Unit Sales	991780	non-null	float64
45	Base Volume Sales	991780	non-null	float64
46	Base Dollar Sales	991780	non-null	float64
47	Incremental Units	660538	non-null	float64
48	Incremental Volume	660538	non-null	float64
49	Incremental Dollars	660538	non-null	float64
50	ACV Weighted Distribution	991780	non-null	float64
51	ACV Weighted Distribution No Merch	971731	non-null	float64
52	ACV Weighted Distribution Any Merch	660538	non-null	float64

Geography	0.000000
Time	0.000000
Product	0.000000
UPC 13 digit	0.000000
Unit Sales	0.000000
Unit Sales No Merch	2.021517
Unit Sales Any Merch	33.398738
Unit Sales Price Reductions Only	37.173970
Unit Sales Feature Only	87.911936
Unit Sales Display Only	75.450201
Unit Sales Feature and Display	96.925024
Volume Sales	0.000000
Volume Sales No Merch	2.021517
Volume Sales Any Merch	33.398738
Volume Sales Price Reductions Only	37.173970
Volume Sales Feature Only	87.911936
Volume Sales Display Only	75.450201
Volume Sales Feature and Display	96.925024
Dollar Sales	0.000000
Dollar Sales No Merch	2.021517
Dollar Sales Any Merch	33.398738
Dollar Sales Price Reductions Only	37.173970
Dollar Sales Feature Only	87.911936
Dollar Sales Display Only	75.450201
Dollar Sales Feature and Display	96.925024
Price per Unit	0.000000
Price per Unit No Merch	2.021517
Price per Unit Any Merch	33.398738
Price per Unit Price Reductions Only	37.173970
Price per Unit Feature Only	87.911936
Price per Unit Display Only	75.450201
Price per Unit Feature and Display	96.925024
Price per Volume	0.000000
Price per Volume No Merch	2.021517
Price per Volume Any Merch	33.398738
Price per Volume Price Reductions Only	37.173970
Price per Volume Feature Only	87.911936
Price per Volume Display Only	75.450201
Price per Volume Feature and Display	96.925024
Base Unit Sales	0.000000
Base Volume Sales	0.000000
Base Dollar Sales	0.000000
Incremental Units	33.398738
Incremental Volume	33.398738
Incremental Dollars	33.398738
ACV Weighted Distribution	0.000000
ACV Weighted Distribution No Merch	2.021517
ACV Weighted Distribution Any Merch	33.398738
ACV Weighted Distribution Price Reductions Only	37.173970
ACV Weighted Distribution Feature Only	87.911936
ACV Weighted Distribution Display Only	75.450201
ACV Weighted Distribution Feature and Display	96.925024
dtype: float64	

Null Values as Percentage of Total Data

Year 2020	Sum of Unit Sales
Total US - Multi Outlet + Conv	63,393,159.31
BEYOND MEAT BEYOND BURGER REFRIGERATED REGULAR MEAT SUBSTITUTE BURGER PATTY 8 OZ - 0852629004581	14,840,853.28
MORNINGSTAR FARMS FROZEN VEGGIE CHICKEN PLANT BASED SUBSTITUTE NUGGET 10.5 OZ - 0028989101081	6,353,832.52
MORNINGSTAR FARMS FROZEN ORIGINAL PLANT BASED SUBSTITUTE PATTY 10 OZ - 0028989101021	6,263,896.21
MORNINGSTAR FARMS FROZEN BACON MEAT SUBSTITUTE STRIP 5.25 OZ - 0028989971951	6,127,606.79
MORNINGSTAR FARMS FROZEN BUFFALO PLANT BASED SUBSTITUTE PATTY 10 OZ - 0028989101041	5,567,843.54
MORNINGSTAR FARMS FROZEN BREAKFAST SAUSAGE MEAT SUBSTITUTE LINK 8 OZ - 0028989971101	5,107,407.74
GARDEIN FROZEN REGULAR MEAT SUBSTITUTE GROUND 13.7 OZ - 0842234000981	4,884,394.37
MORNINGSTAR FARMS GRILLERS FROZEN REGULAR MEAT SUBSTITUTE CRUMBLE 12 OZ - 0028989101421	4,834,036.89
GARDEIN FROZEN SEVEN GRAIN PLANT BASED CHICKEN SUBSTITUTE TENDER 9 OZ - 0842234000521	4,758,271.09
MORNINGSTAR FARMS FROZEN SPICY BLACK BEAN MEAT SUBSTITUTE BURGER 9.5 OZ - 0028989100641	4,655,016.89
Grand Total	63,393,159.31

Year 2021	Sum of Unit Sales
• Total US - Multi Outlet + Conv	62,029,784.06
BEYOND MEAT BEYOND BURGER REFRIGERATED REGULAR MEAT SUBSTITUTE BURGER PATTY 8 OZ - 0852629004581	11,831,071.73
IMPOSSIBLE REFRIGERATED REGULAR MEAT SUBSTITUTE GROUND 12 OZ - 0816697021001	8,528,118.11
IMPOSSIBLE REFRIGERATED REGULAR MEAT SUBSTITUTE PATTY 8 OZ - 0816697021011	6,503,288.74
MORNINGSTAR FARMS FROZEN BACON MEAT SUBSTITUTE STRIP 5.25 OZ - 0028989971951	5,886,551.52
MORNINGSTAR FARMS FROZEN VEGGIE CHICKEN PLANT BASED SUBSTITUTE NUGGET 10.5 OZ - 0028989101081	5,411,042.72
MORNINGSTAR FARMS FROZEN BUFFALO PLANT BASED SUBSTITUTE PATTY 10 OZ - 0028989101041	5,262,304.16
MORNINGSTAR FARMS FROZEN BREAKFAST SAUSAGE MEAT SUBSTITUTE LINK 8 OZ - 0028989971101	5,048,956.33
MORNINGSTAR FARMS FROZEN ORIGINAL PLANT BASED SUBSTITUTE PATTY 10 OZ - 0028989101021	4,972,423.12
BEYOND MEAT REFRIGERATED REGULAR MEAT SUBSTITUTE GROUND 16 OZ - 0850004207091	4,377,233.97
TOFURKY REFRIGERATED HICKORY SMOKED MEAT SUBSTITUTE SLICED 5.5 OZ - 0025583668741	4,208,793.65
Grand Total	62,029,784.06
Year 2022	Sum of Unit Sales
• Total US - Multi Outlet + Conv	51,725,375.19
BEYOND MEAT BEYOND BURGER REFRIGERATED REGULAR MEAT SUBSTITUTE BURGER PATTY 8 OZ - 0852629004581	7,820,403.74
IMPOSSIBLE REFRIGERATED REGULAR MEAT SUBSTITUTE GROUND 12 OZ - 0816697021001	7,344,438.21
IMPOSSIBLE REFRIGERATED REGULAR MEAT SUBSTITUTE PATTY 8 OZ - 0816697021011	5,433,915.56
MORNINGSTAR FARMS FROZEN BACON MEAT SUBSTITUTE STRIP 5.25 OZ - 0028989971951	5,420,506.60
MORNINGSTAR FARMS FROZEN VEGGIE CHICKEN PLANT BASED SUBSTITUTE NUGGET 10.5 OZ - 0028989101081	4,689,799.20
MORNINGSTAR FARMS FROZEN BREAKFAST SAUSAGE MEAT SUBSTITUTE LINK 8 OZ - 0028989971101	4,613,944.90
MORNINGSTAR FARMS FROZEN BUFFALO PLANT BASED SUBSTITUTE PATTY 10 OZ - 0028989101041	4,430,026.66
MORNINGSTAR FARMS FROZEN ORIGINAL PLANT BASED SUBSTITUTE PATTY 10 OZ - 0028989101021	4,178,385.50
BEYOND MEAT REFRIGERATED REGULAR MEAT SUBSTITUTE GROUND 16 OZ - 0850004207091	3,898,540.09
TOFURKY REFRIGERATED HICKORY SMOKED MEAT SUBSTITUTE SLICED 5.5 OZ - 0025583668741	3,895,414.72
Grand Total	51,725,375.19
Year 2023	Sum of Unit Sales
• Total US - Multi Outlet + Conv	41,815,961.89
IMPOSSIBLE REFRIGERATED REGULAR MEAT SUBSTITUTE GROUND 12 OZ - 0816697021001	5,232,034.74
BEYOND MEAT BEYOND BURGER REFRIGERATED REGULAR MEAT SUBSTITUTE BURGER PATTY 8 OZ - 0852629004581	5,180,624.34
MORNINGSTAR FARMS FROZEN BACON MEAT SUBSTITUTE STRIP 5.25 OZ - 0028989971951	5,024,011.58
MORNINGSTAR FARMS FROZEN BREAKFAST SAUSAGE MEAT SUBSTITUTE LINK 8 OZ - 0028989971101	5,000,550.65
MORNINGSTAR FARMS FROZEN BUFFALO PLANT BASED SUBSTITUTE PATTY 10 OZ - 0028989101041	3,716,459.02
GARDEIN FROZEN REGULAR MEAT SUBSTITUTE GROUND 13.7 OZ - 0842234000981	3,707,835.43
IMPOSSIBLE REFRIGERATED REGULAR MEAT SUBSTITUTE PATTY 8 OZ - 0816697021011	3,592,443.13
MORNINGSTAR FARMS FROZEN VEGGIE CHICKEN PLANT BASED SUBSTITUTE NUGGET 10.5 OZ - 0028989101081	3,542,831.78
TOFURKY REFRIGERATED HICKORY SMOKED MEAT SUBSTITUTE SLICED 5.5 OZ - 0025583668741	3,409,905.12
MORNINGSTAR FARMS FROZEN ORIGINAL PLANT BASED SUBSTITUTE PATTY 10 OZ - 0028989101021	3,409,266.09
Grand Total	41,815,961.89
Year 2024	Sum of Unit Sales
• Total US - Multi Outlet + Conv	2,580,332.53
IMPOSSIBLE REFRIGERATED REGULAR MEAT SUBSTITUTE GROUND 12 OZ - 0816697021001	361,278.96
MORNINGSTAR FARMS FROZEN BREAKFAST SAUSAGE MEAT SUBSTITUTE LINK 8 OZ - 0028989971101	328,482.22
MORNINGSTAR FARMS FROZEN BACON MEAT SUBSTITUTE STRIP 5.25 OZ - 0028989971951	322,884.38
GARDEIN FROZEN REGULAR MEAT SUBSTITUTE GROUND 13.7 OZ - 0842234000981	288,289.39
BEYOND MEAT BEYOND BURGER REFRIGERATED REGULAR MEAT SUBSTITUTE BURGER PATTY 8 OZ - 0852629004581	234,215.18
MORNINGSTAR FARMS FROZEN BUFFALO PLANT BASED SUBSTITUTE PATTY 10 OZ - 0028989101041	232,200.53
MORNINGSTAR FARMS FROZEN ORIGINAL PLANT BASED SUBSTITUTE PATTY 10 OZ - 0028989101021	223,404.06
MORNINGSTAR FARMS FROZEN VEGGIE CHICKEN PLANT BASED SUBSTITUTE NUGGET 10.5 OZ - 0028989101081	211,411.70
TOFURKY REFRIGERATED HICKORY SMOKED MEAT SUBSTITUTE SLICED 5.5 OZ - 0025583668741	196,194.17
MORNINGSTAR FARMS FROZEN ORIGINAL MEAT SUBSTITUTE BREAKFAST PATTY 8 OZ - 0028989100881	181,971.94
Grand Total	2,580,332.53

Brand Sales		Percentage of Total
Brand Name		
MORNINGSTAR FARMS	2.032248e+09	21.20
IMPOSSIBLE	9.924849e+08	10.36
GARDEIN	9.279382e+08	9.68
BEYOND MEAT BEYOND BURGER	4.797765e+08	5.01
BEYOND MEAT	4.754532e+08	4.96
---	---	---
DOMINEX EGGPLANT	1.457398e+02	0.00
DULUTH BREWHOUSE	9.651362e+03	0.00
EARTHS BEST	1.038082e+05	0.00
EL BURRITO SOYYUM	1.044633e+05	0.00
ZOGLOS VEGETARIAN CHOICE	1.188691e+04	0.00

	Volume Sales	Dollar Sales	Region	Year	Month	Brand_Status	Flavor Type	package_type
539115	18.486494	184.741694	California	2023	January	Not Established	REGULAR	Plastic
539116	67.139302	670.945425	California	2023	January	Not Established	REGULAR	Plastic
539117	110.641248	1101.662670	California	2023	January	Not Established	REGULAR	Plastic
539118	150.225029	1519.816033	California	2023	January	Not Established	Other	Plastic
539119	1.677732	32.008299	California	2023	January	Not Established	REGULAR	Box
...
979047	4.936644	59.141000	West	2023	December	Not Established	REGULAR	Box
979048	32.837591	410.356300	West	2023	December	Not Established	Other	Box
979049	435.188109	5553.016190	West	2023	December	Not Established	CHICKEN	Box
979050	3.154269	39.912386	West	2023	December	Not Established	Other	Box
979051	1093.077439	10030.790621	West	2023	December	Not Established	Other	Box