

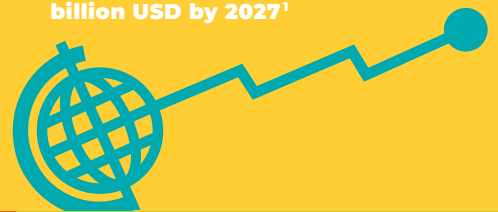
What is keto-friendly?

Keto-friendly, or Keto 2.0, is a fusion of keto and plant-based eating. It's more flexible and includes healthy sources of fat along with some whole grains and plant-based foods like leafy greens and low-sugar fruits.

Why keto-friendly?
The global ketogenic diet market size is expected to reach

\$14.75

billion USD by 2027¹



+40%

yearly increase in appearances of menu items with a keto claim²



Keto-friendly on the rise

Keto is the fastest growing "healthy claim" appearing on menus²



Keto-friendly audiences

The largest age demographic is **Millennials¹**



Age groups 23-30 and 31-40 share a **32% purchase intent¹**



Who has the largest intent to purchase?

HHI > \$150,000 (29%),
HHI > \$100,000 (27%)¹

Six leading types of specialty pizzas²

- ◆ Vegetarian
- ◆ Plant-based
- ◆ Gluten-free
- ◆ Keto-friendly
- ◆ Organic
- ◆ Flatbread



¹ Mintel Purchase Intelligence
² Technomic