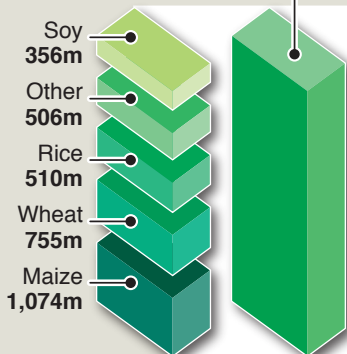


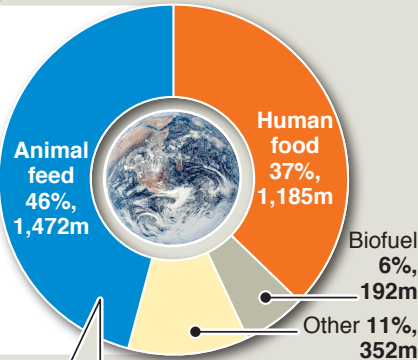
# Plant-based burger arrives in Europe

Burger King has rolled out a meat-free alternative to its signature burger across Europe. In 2018, Europeans consumed more than 71kg of meat per capita, up from 65kg in 2000, according to OECD figures

Global harvest (2018, tonnes)



Consumption (2018, by share)



Animal feeders (World's livestock population, 2018)



**20 billion**  
Poultry



**1.9 billion**  
Sheep, lamb, goats



**1.4 billion**  
Cattle, beef, veal



**1 billion**  
Pigs

Predicted value of global meat market

2030: Cultured- and plant-based market share could hit 28%, **\$390bn**

