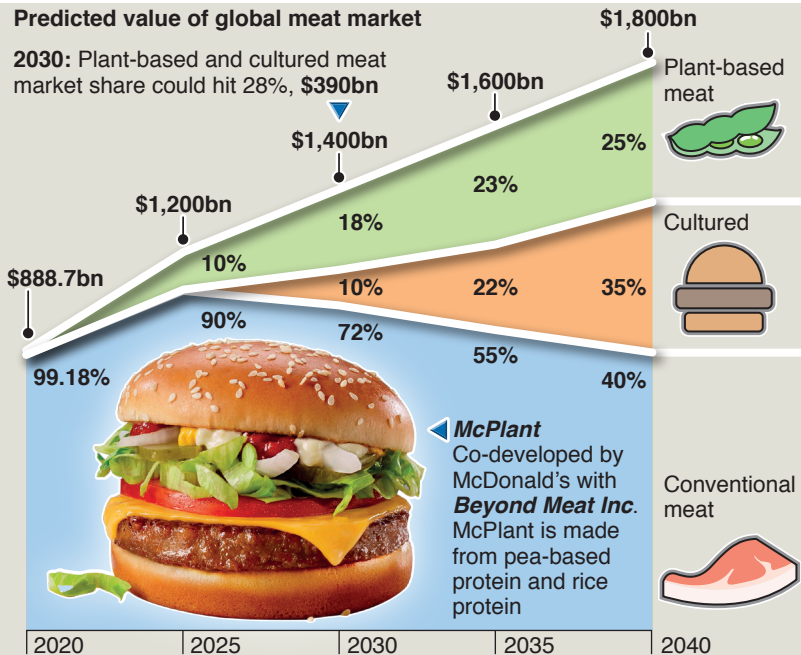


# Scandinavia tastes McPlant burger

McDonald's has rolled out its McPlant burger in Denmark and Sweden, ahead of introducing the plant-based alternative-meat burger to McDonald's locations in other markets

## Predicted value of global meat market

2030: Plant-based and cultured meat market share could hit 28%, \$390bn



## Plant-based meat market (FutureBridge estimates)

