



 **DANONE**
NORTH AMERICA

Bringing Health Through Food to as Many People as Possible



5 CONSUMER MACRO FORCES

Shaping mindsets and driving decisions in the marketplace



Living with

RESILIENCE

Growing awareness that individual choices are not enough to affect change. Consumers look to businesses to address these systematic challenges.



of consumers believe the food choices they make can help protect the environment

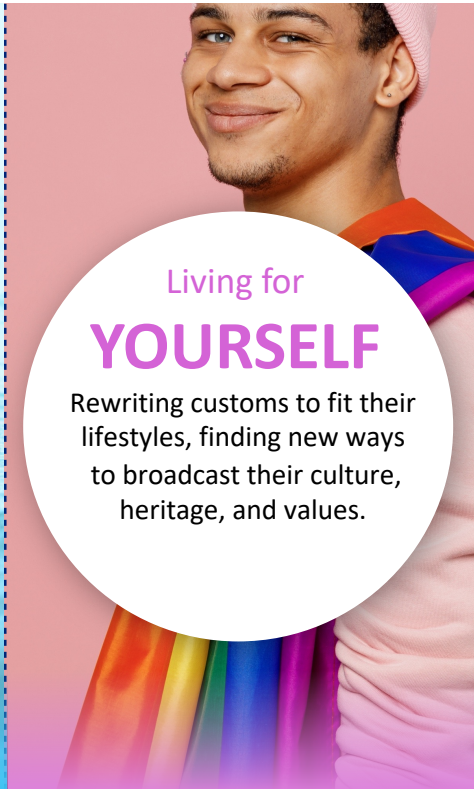


Living for the FUTURE

Seeking new ways to proactively manage health and looking for brands who can help them feel their best.



of consumers are looking to avoid or reduce their sugar consumption



Living for

YOURSELF

Rewriting customs to fit their lifestyles, finding new ways to broadcast their culture, heritage, and values.



Those who eat a plant-based diet are 2.5 X more likely than the average consumer to say they chose their diet because it aligns with their values



Living for

ALGORITHM

AI is reshaping people's relationship to the marketplace. Influencing daily decisions, providing personalized recommendations and enhancing convenience.



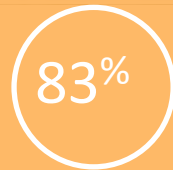
of shoppers shop both online & in-store AI in grocery stores is expected to grow by 400% by 2025, assisting shoppers with tasks like discovering new products



Living for

VALUE

Rising costs and economic uncertainty force people to reconsider their spending, seeking new forms of value from brands in exchange for their loyalty.



of people who shop for their household are worried about rising food/drink prices



INTRODUCING

**TOO GOOD[™]
CO.**

ON A MISSION TO MAKE

GOOD FOR YOU, ACTUALLY GOOD FOR YOU

AND GOOD STARTS WITH LOWERING SUGAR



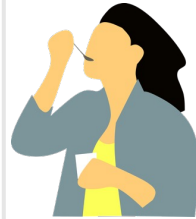
CONSUMERS ARE LOOKING FOR THE INHERENT, AUTHENTIC GOODNESS

ON A MISSION TO MAKE
GOOD FOR YOU, ACTUALLY GOOD FOR YOU

AND GOOD STARTS WITH LOWERING SUGAR



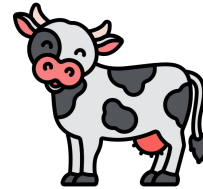
LOWER SUGAR &....



EXCELLENT TASTE



CREAMY TEXTURE



HIGH QUALITY INGREDIENTS



HIGH QUALITY PROTEIN



NO ARTIFICIAL SWEETENERS



TRUSTWORTHY BRAND



**INTRODUCING
INTERNATIONAL DELIGHT
COLD FOAM
CREAMER**

1. Cold Foam is one of the hottest trends in the coffeehouse

2. Annual coffeehouse sales in the US are rising

3. Cold foam has doubled on US coffeeshop menus since 2020**



Silk®



Feel
PLANTY
Good

Silk Almond & Soy Shelf-stable 8oz



Protein and Nutrition are the most considered attributes to consumers³

Silk Soy delivers 6-8g protein per serving



Silk Almond
+18.2%
outpacing segment
growth of 15.6%²

Silk Soy
+17.4%
outpacing segment
growth of 12.3%²

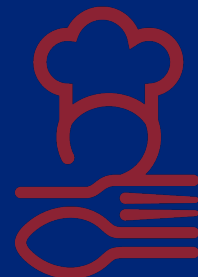
45% of total consumers purchase Plant-based Beverages¹

~**32%** Total shelf-stable plant-based beverages are growing double-digits in foodservice YOY²

61% of new Plant-based Beverage consumers purchase Almond¹



DANONE
ONE PLANET . ONE HEALTH



Chef Culinary
CONFERENCE 2023