



Press release

Paris, 6 September 2023

Carrefour teams up with seven industrial partners to launch an international coalition to boost sales of alternative plant-based products

Providing people with access to increasingly sustainable and affordable food has been central to Carrefour's mission since it launched the Act for Food programme back in 2018. Furthermore, helping to deliver the food transition for everyone has become the company's core purpose. As part of its Carrefour 2026 plan, the Group has set itself the aim of having plant protein-based products account for €500 million of its sales across Europe by 2026 – that's a 65% increase compared with 2022.

To get things moving and unite as many partners as possible around this aim, Carrefour has teamed up with seven major manufacturers – Danone, Unilever, Bel, Andros, Bonduelle, Nutrition & Santé, Savencia – to form a coalition. These companies are undertaking to generate €3 billion in sales from alternative plant-based products by 2026. To do this, they will implement a number of joint initiatives.

Provide people with increasingly affordable and environmentally friendly food

The creation of this coalition is first and foremost a response to growing demands from consumers who are increasingly interested in plant proteins. Between 2015 and 2023, the share of households with at least one flexitarian nearly doubled, increasing from 25% to 45%. The share of households with at least one vegan saw a similar rise, increasing from 1.5% to 3%.

Plant-based alternatives are also a solution in an inflationary environment: plant proteins (such as lentils or peas) are extremely economical and can be enjoyed as a substitute for more costly animal proteins.

Diversifying one's diet by incorporating plant proteins into it is an effective way of significantly reducing greenhouse gas emissions, since food accounts for nearly a quarter of all emissions contributing to France's carbon footprint¹. As part of its strategic Carrefour 2026 plan, Carrefour has committed to reducing its indirect CO2 emissions by 29% between now and 2030, and increasing sales of plant-based products will play a significant part in this.

¹ Ministry for the ecological transition and unity across regions, "Breaking down the carbon footprint of France's national demand into different areas of consumption: transport, food, housing, facilities and services", Work document, 2022.

A coalition bringing together major manufacturers, open to everyone

Carrefour – via its own brand – and the seven other industrial partners manufacture products belonging to an extremely wide-ranging and complementary selection of categories: plant-based drinks, legumes (lentils, chickpeas, beans), ready-made meals, plant-based products and meat substitutes, in particular.

They are accustomed to working together. For example, they already teamed up under Carrefour's auspices for a major promotional sales drive in 2022 – “Le meilleur du végétal” – and as part of the international start-up competition all about plant products that Carrefour organised in June 2022.

To move things forward, the coalition will have a steering committee made up of representatives of the eight founding companies. This committee will meet on a regular basis to take stock of results and decide what collective commercial campaigns need to be implemented.

In particular, the coalition's purpose will be to:

- introduce new products in the plant-based category;
- test taste and flavour innovations;
- organise sales drives;
- recommend recipes to customers to help them cook these new products more easily;
- engage in discussion about best practices to help develop alternative plant-based products.

"We want to leverage our Carrefour brand and use the support of our industrial partners to provide an alternative plant-based selection. Reducing the carbon footprint of our diet will play a part in tackling climate change, as well as helping customers deal with inflation – they will be able to enjoy a healthy, well-balanced diet at affordable prices. Getting our sector involved in this initiative is a collective responsibility. And it is my wish that other groups join us in this coalition". Alexandre Bompard, Chairman and CEO of the Carrefour Group.

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About the Carrefour Group

With a multi-format network of over 14,000 stores in 43 countries, the Carrefour Group is one of the world's leading food retailers. The Group recorded revenue of €90.8 billion in 2022. Its network of consolidated stores has more than 335,000 employees who help to make Carrefour the world leader in the food transition for everyone, providing everybody with access to high-quality, affordable food every day, no matter where they are. In total, more than 500,000 people work for Carrefour throughout the world. For more information, visit www.carrefour.com or find us on Twitter ([@news_carrefour](https://twitter.com/news_carrefour)) and LinkedIn ([Carrefour](https://www.linkedin.com/company/carrefour)).