



Plant-Based Beverages: Consumer Perception, Motivation and Demand in a Fast-Rising Market

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Message from the Guest Editors

The growing societal demand for a sustainable food system is also mirrored by individuals' changing drinking and eating habits. Although, initially, vegan, vegetarian, and flexitarian diets have been considered a “fringe” population, the recently rising market for plant-based (PB) foods and beverages reflects the growing of individuals' awareness of the potential health, wellness, and environmental benefits of a plant-based diet.

Plant-based milk alternatives (PBMA) obtained from legumes, cereals, nuts and other plants are today almost as prevalent on supermarket shelves as dairy milk, representing a good alternative for addressing consumers' health and environmental concerns, as well as for consumers with special dietary needs. PBMA are also promising as an inexpensive alternative to consumers in developing countries where cow's milk supply is insufficient.

Against this backdrop, this Special Issue of Beverages focuses on non-alcoholic PBMA. It brings original studies and current review articles in sensory and consumer behaviour science fields to a broader understanding of the non-alcoholic PB beverages in the actual consumer diet

