

## Post: Meatless meat is going mainstream. Now Big Food wants in.



Created by [Brittany Bunk](#) on 30-Dec-2020

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### Content

"In September, Tesco — the UK's largest supermarket chain — announced plans to increase sales of plant-based products [300 percent by 2025](#). Last month, Unilever — the world's 19th largest food and beverage manufacturer — [set a new annual global sales target](#) of \$1.2 billion from plant-based meat and dairy within the next five to seven years, about five times what it forecasts it will make from plant-based sales in 2020. And a few days later, [Ikea announced](#) that half its restaurant meals and 80 percent of its packaged food offerings would be plant-based by 2025."

read more at <https://www.vox.com/future-perfect/22196077/impossible-foods-tesco-ikea-panera>

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