

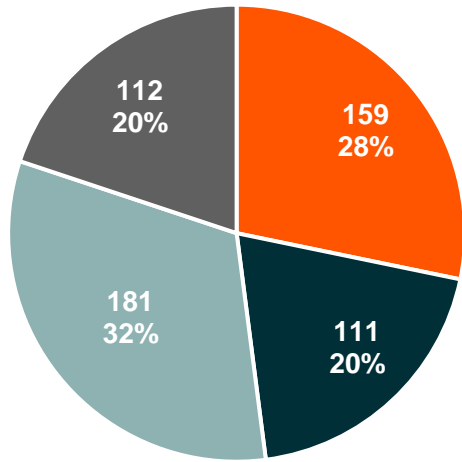
American Attitudes Towards Alternative Foods

—
July 2021

Survey: Age & Region Demographics

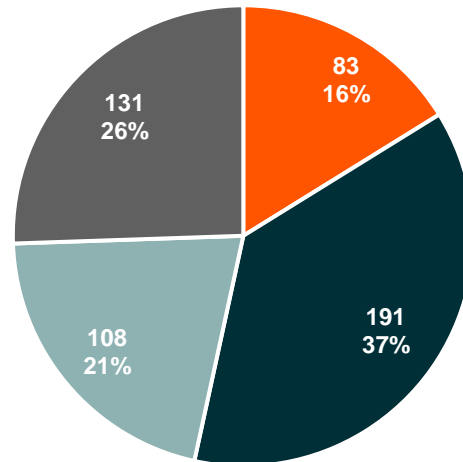
In July 2021, Global X Research surveyed 569 individuals in the United States on alternative foods.

RESPONDENTS BY AGE (#, %)



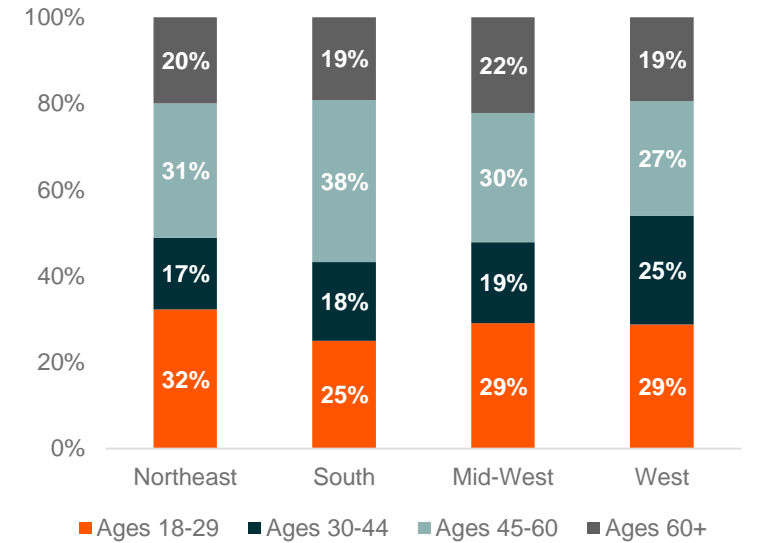
■ Ages 18-29 ■ Ages 30-44 ■ Ages 45-60 ■ Age 60+

RESPONDENTS BY REGION (#, %)



■ North East ■ South ■ Mid-West ■ West

RESPONDENT AGE BREAKDOWN WITHIN REGIONS (%)



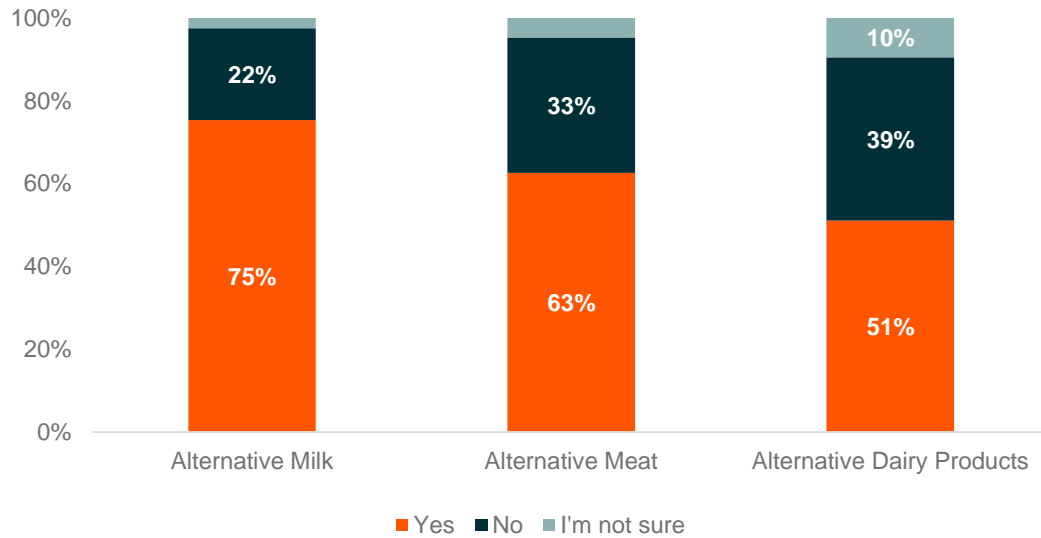
■ Ages 18-29 ■ Ages 30-44 ■ Ages 45-60 ■ Ages 60+

Source: Global X, July 2021.

Most Americans Have Tried Alternative Meat, Alternative Milk, and Alternative Dairy Products At Least Once

MORE AMERICANS HAVE TRIED ALTERNATIVE MILK THAN ALTERNATIVE MEAT OR ALTERNATIVE DAIRY PRODUCTS

Q: HAVE YOU PURCHASED/CONSUMED ALTERNATIVE (MILK, MEAT, DAIRY PRODUCTS)? (% OF RESPONDENTS)

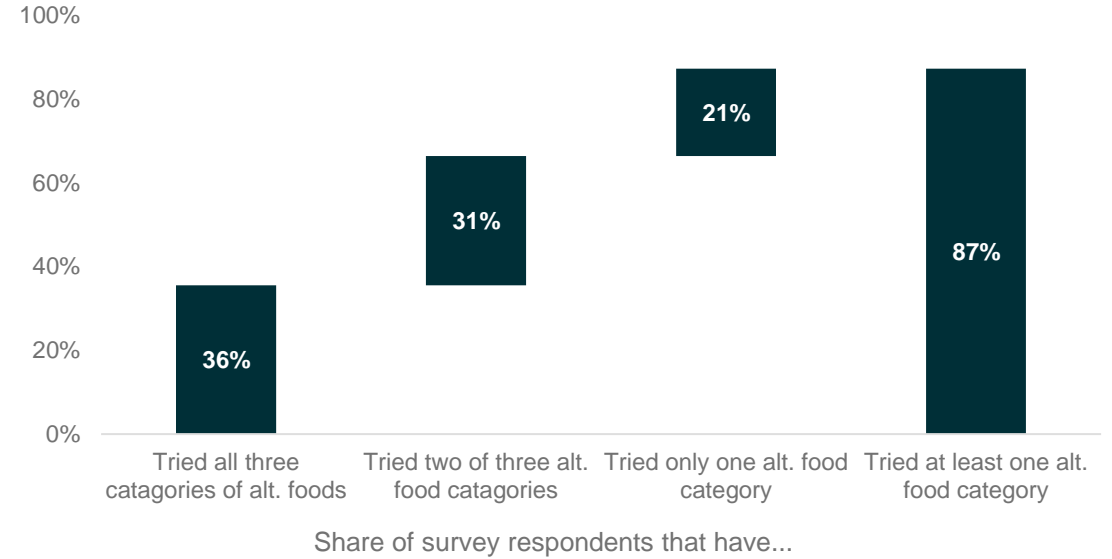


Note: N = 568, 569, and 566 U.S. respondents for alternative milk, alternative meat, and alternative dairy products respectively
 Source: Global X, July 2021.



NEARLY 90% OF SURVEY RESPONDENTS HAVE TRIED AT LEAST ONE CATEGORY OF ALTERNATIVE FOOD

Q: HAVE YOU PURCHASED/CONSUMED ALTERNATIVE (MILK, MEAT, DAIRY PRODUCTS)? (% OF RESPONDENTS)



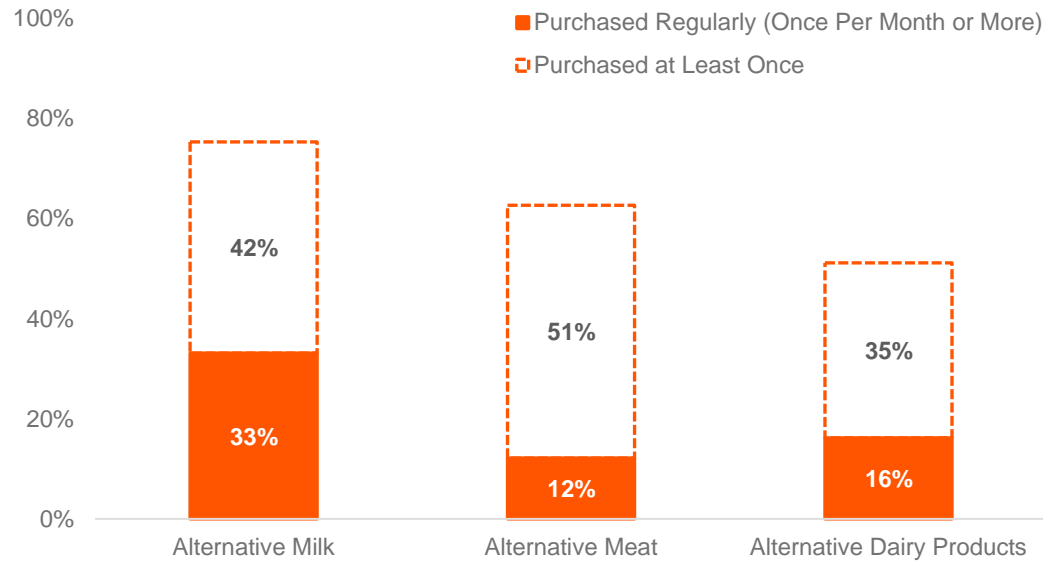
Note: N = 566 U.S. respondents that have answered all three questions
 Source: Global X, July 2021.



Only A Fraction Of Americans Purchase Alternative Foods Regularly

WHILE A MAJORITY OF AMERICANS HAVE TRIED ALTERNATIVE FOODS, ONLY A FRACTION PURCHASE ALTERNATIVE FOODS REGULARLY (ONCE PER MONTH OR MORE)

Q: HAVE YOU PURCHASED/CONSUMED ALTERNATIVE (MILK, MEAT, DAIRY PRODUCTS)?
 Q: HOW FREQUENTLY HAVE YOU PURCHASED/CONSUMED ALTERNATIVE (MILK, MEAT, DAIRY PRODUCTS)?
 (% OF RESPONDENTS)

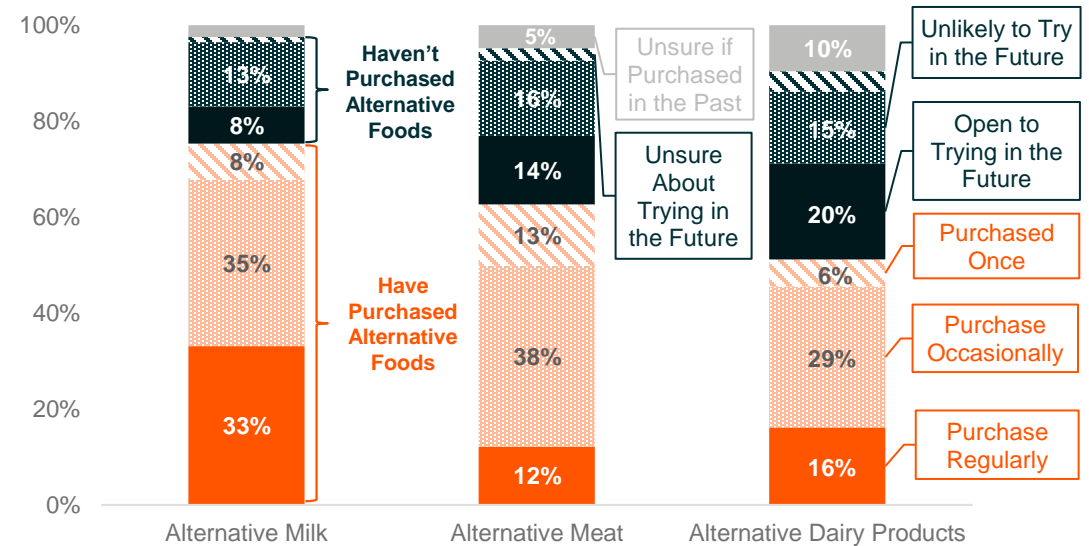


Note: N = 568, 568, and 563 U.S. respondents for alternative milk, alternative meat, and alternative dairy products respectively
 Source: Global X, July 2021.



SOME COHORTS OF CONSUMERS WILL BE EASIER TO CONVERT TO REGULAR PURCHASERS OF ALTERNATIVE FOODS THAN OTHERS

Q1: HAVE YOU PURCHASED/CONSUMED ALTERNATIVE (MILK, MEAT, DAIRY PRODUCTS)?
 Q2 FOR RESPONDENTS THAT ANSWER YES TO Q1: HOW FREQUENTLY HAVE YOU PURCHASED/CONSUMED ALTERNATIVE (MILK, MEAT, DAIRY PRODUCTS)?
 Q2 FOR RESPONDENTS THAT ANSWER NO TO Q1: WHAT DESCRIBES YOUR ATTITUDE TOWARDS PURCHASING/CONSUMING ALTERNATIVE (MILK, MEAT, DAIRY PRODUCTS)?
 (% OF RESPONDENTS)



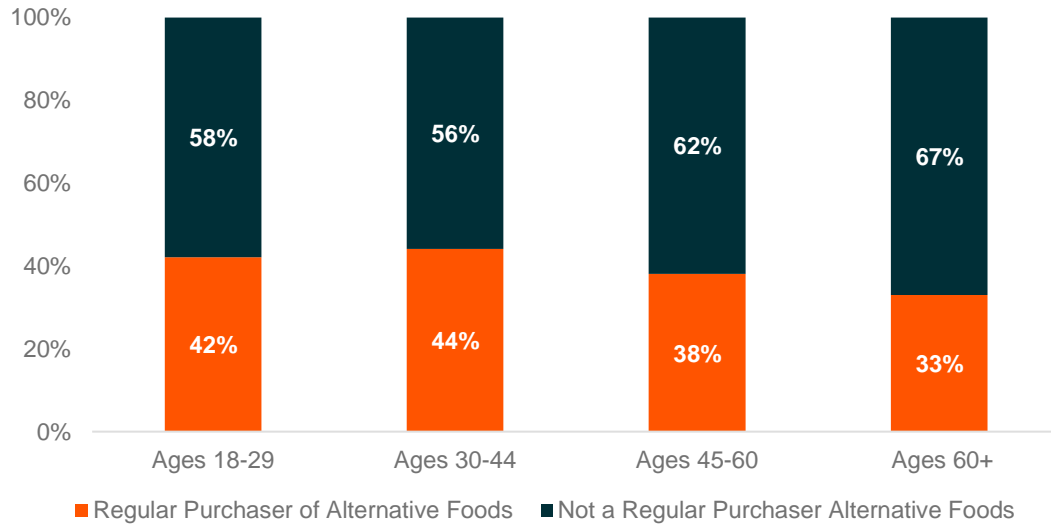
Note: N = 568, 568, and 563 U.S. respondents for alternative milk, alternative meat, and alternative dairy products respectively
 Source: Global X, July 2021.



Americans Who Regularly Purchase Alternative Foods Tend To Skew Younger & Live On The Coasts

YOUNGER COHORTS OF AMERICANS ARE MORE LIKELY TO REGULARLY PURCHASE ALTERNATIVE FOODS (PURCHASE ALTERNATIVE FOODS AT LEAST ONCE PER MONTH) THAN OLDER COHORTS

Q: HAVE YOU PURCHASED/CONSUMED ALTERNATIVE (MILK, MEAT, DAIRY PRODUCTS)?
 Q: HOW FREQUENTLY HAVE YOU PURCHASED/CONSUMED ALTERNATIVE (MILK, MEAT, DAIRY PRODUCTS)?
 (% OF RESPONDENTS BY AGE)

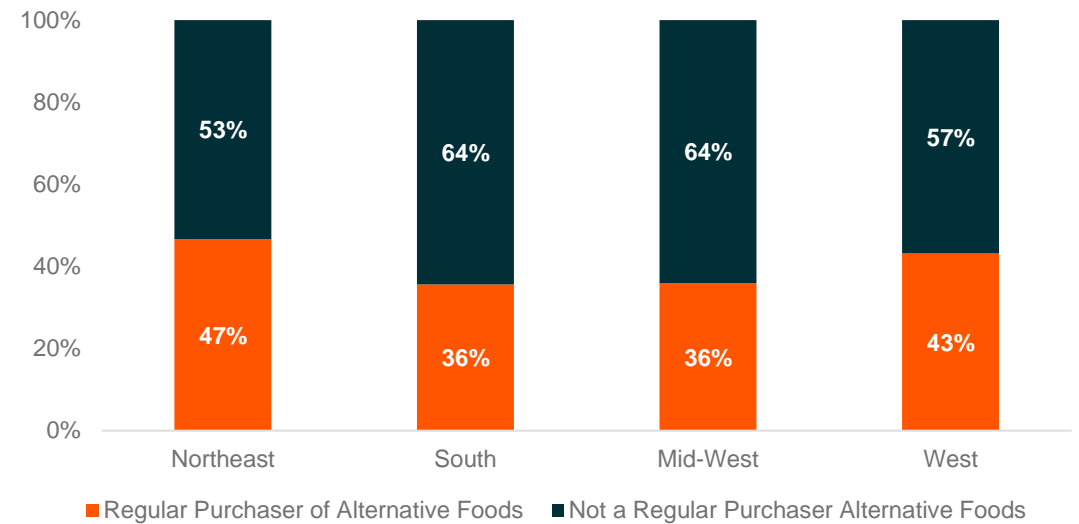


Note: N = 563 U.S. respondents
 Source: Global X, July 2021.



RESPONDENTS IN THE NORTHEAST AND THE WEST WERE MORE LIKELY TO BE REGULAR PURCHASERS OF ALTERNATIVE FOODS THAN RESPONDENTS IN THE MID-WEST OR SOUTH

Q: HAVE YOU PURCHASED/CONSUMED ALTERNATIVE (MILK, MEAT, DAIRY PRODUCTS)?
 Q: HOW FREQUENTLY HAVE YOU PURCHASED/CONSUMED ALTERNATIVE (MILK, MEAT, DAIRY PRODUCTS)?
 (% OF RESPONDENTS BY AGE)



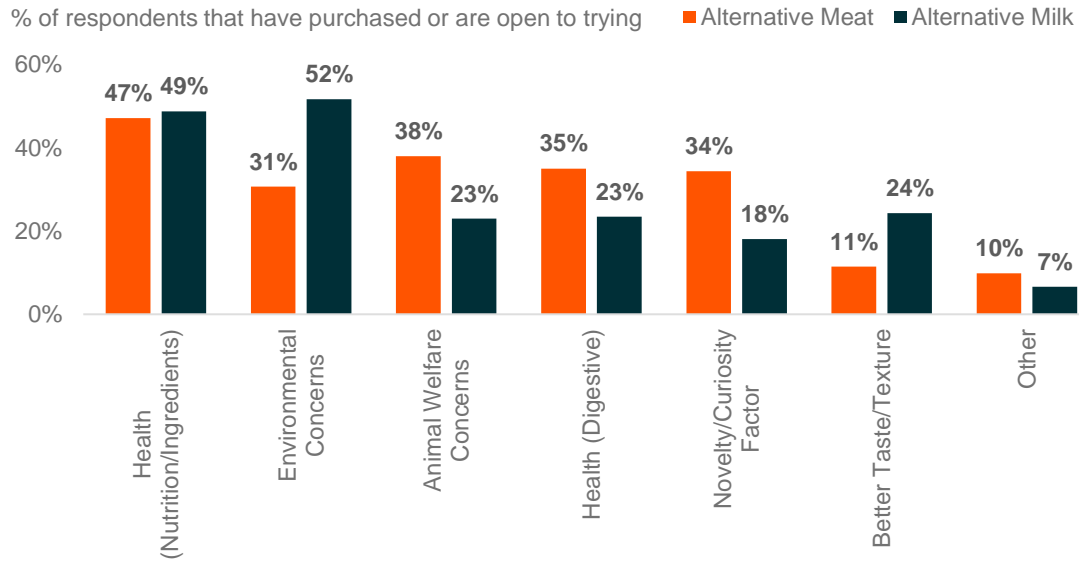
Note: N = 554 U.S. respondents
 Source: Global X, July 2021.



Health, Environmental Concerns, and Animal Welfare Are Key Drivers Of Alternative Food Adoption While Dislike Of The Taste/Texture And High Prices Are Pain Points That Will Need to be Addressed

HEALTH, ENVIRONMENTAL AND ANIMAL WELFARE CONCERS ARE THE TOP REASONS SURVEY RESPONDENTS CITE AS MOTIVATORS FOR PURCHASING ALTERNATIVE MEAT & ALTERNATIVE MILK

Q: WHAT BEST DESCRIBES THE REASON THAT YOU HAVE PURCHASED OR ARE OPEN TO PURCHASING ALTERNATIVE (MEAT & MILK)? CHECK ALL THAT APPLY (% OF RESPONDENTS)

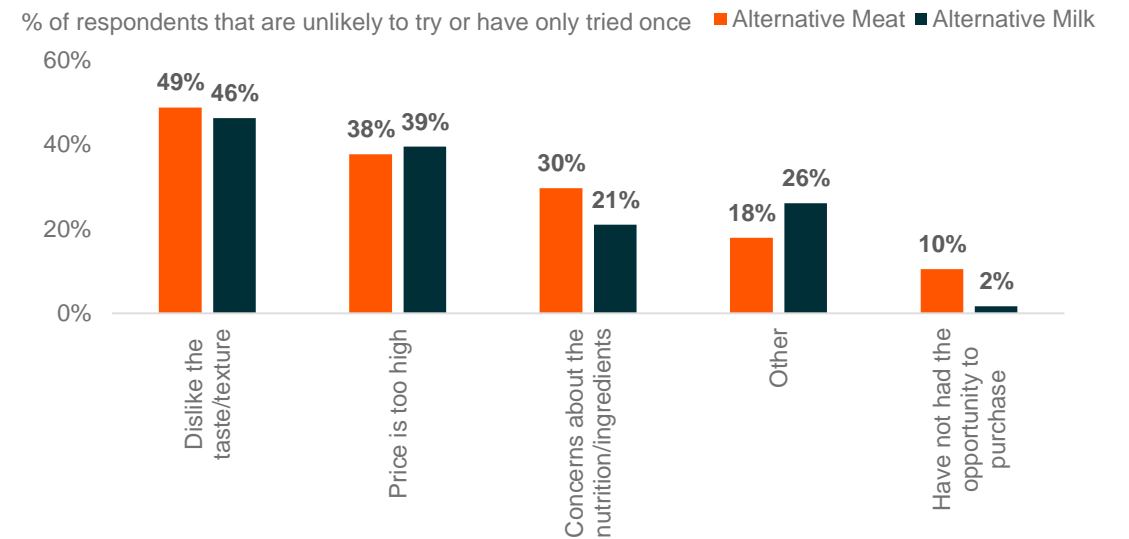


Note: N = 437 U.S. respondents for alternative meat, N = 470 U.S. respondents for alternative milk
Source: Global X, July 2021.



DISLIKE OF THE TASTE/TEXTURE AND HIGH PRICES WERE THE MOST COMMONLY CITED REASONS FOR NOT TRYING ALTERNATIVE MEAT AND ALTERNATIVE MILK

Q: WHAT BEST DESCRIBES THE REASON THAT YOU ARE UNLIKELY TO TRY ALTERNATIVE (MEAT & MILK)? CHECK ALL THAT APPLY (% OF RESPONDENTS)



Note: N = 162 U.S. respondents for alternative meat, N = 119 U.S. respondents for alternative milk
Source: Global X, July 2021.



Global X Thematic Growth ETF Suite

Global X has 30 ETFs designed to target companies that may benefit from disruptive structural changes in disruptive technology, people and demographics, and the physical environment, in addition to 2 multi-theme ETFs.¹ To learn more or see individual ETF holdings across the Global X Thematic Growth Suite, click the below links:

Disruptive Technology

[Global X Social Media ETF \(SOCL\)](#)

[Global X Lithium & Battery Tech ETF \(LIT\)](#)

[Global X FinTech ETF \(FINX\)](#)

[Global X Internet of Things ETF \(SNSR\)](#)

[Global X Autonomous & Electric Vehicles ETF \(DRIV\)](#)

[Global X Artificial Intelligence & Technology ETF \(AIQ\)](#)

[Global X Cloud Computing ETF \(CLOU\)](#)

[Global X Robotics & Artificial Intelligence ETF \(BOTZ\)](#)

[Global X Video Games & Esports ETF \(HERO\)](#)

[Global X Cybersecurity ETF \(BUG\)](#)

[Global X Blockchain ETF \(BKCH\)](#)

[Global X Data Center REITs & Digital Infrastructure ETF \(VPN\)](#)

People & Demographics

[Global X Millennial Consumer ETF \(MILN\)](#)

[Global X Aging Population ETF \(AGNG\)](#)

[Global X Health & Wellness ETF \(BFIT\)](#)

[Global X E-commerce ETF \(EBIZ\)](#)

[Global X Cannabis ETF \(POTX\)](#)

[Global X Genomics & Biotechnology ETF \(GNOM\)](#)

[Global X Education ETF \(EDUT\)](#)

[Global X Telemedicine & Digital Health ETF \(EDOC\)](#)

[Global X China Biotech Innovation ETF \(CHB\)](#)

[Global X Emerging Markets Internet & E-commerce ETF \(EWEB\)](#)

Physical Environment

[Global X U.S. Infrastructure Development ETF \(PAVE\)](#)

[Global X CleanTech ETF \(CTEC\)](#)

[Global X Renewable Energy Producers ETF \(RNRG\)](#)

[Global X Clean Water ETF \(AQWA\)](#)

[Global X AgTech & Food Innovation ETF \(KROP\)](#)

[Global X Hydrogen ETF \(HYDR\)](#)

Multi-Theme

[Global X Thematic Growth ETF \(GXTG\)](#)

[Global X China Innovation ETF \(KEJI\)](#)

¹As of 7/14/2021

Risk Information

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