

The Travails of 'Beyond Meat': Are Meat Alternatives Still the Future of Food?

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The case study discusses the disruption that Beyond Meat, Inc. (BM), a US-based plant-based meat alternatives company, brought in the food industry and analyzes the possibility of meat alternatives becoming mainstream food products in the future. It starts with a brief insight into the entrepreneurship journey of BM's Founder and CEO, Ethan Brown (Brown), who believed that one should eat what they love while helping the environment, the climate, and themselves. The case provides a significant insight into BM's innovative product development process, wherein products were designed keeping in mind the needs and wants of customers. It then goes into detail about BM's market segmentation, positioning, and targeting strategies. Despite early success and worldwide popularity, BM encountered growth stagnation within a few years, leaving it to undertake a business reset. The case also mentions the various factors that negatively impacted BM, the key reason being that the plant-based meat revolution was on the wane.

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