

*Almond
Breeze*
Almondmilk

THE ORIGINAL
OATLY!

CALIFIA
FARMS®

Chobani

Silk


BEYOND MEAT

**Top Performing Content
Buckets Q2 2021**

Food & Beverage

The top content buckets for the Plant-Based Food & Beverage industry in Q2 2021 on TikTok are as follows:



01

Participating in Trends



Finding trending hashtags on TikTok and incorporating your product into the challenge.

02

High Quality Cooking Videos



Building unique and engaging cooking videos that have viewers interested in your style and content.

03

Transitioning to a Plant-Based Diet



Building a safe space for people looking to grow into a plant-based lifestyle. This content provides easy ways to make it accessible for all.

#CarrotBacon: 8M views



Likes: 181K | Views: 2.3M
[Click to watch](#)

#BakedOats: 656M views



Likes: 718K | Views: 10.3M
[Click to watch](#)

#WrapChallenge: 125M views



Likes: 74.2M | Views: 630K
[Click to watch](#)

Best Practices



9:16 Ratio Videos



Find trending content and create TikToks that participate with everyone else.



Make sure your product is easily identifiable in the video.

Opportunities



Show your audience that your hip and not above any trends that fit your brand.



Start ranking in those trend's hashtags and reach people beyond your current followers.



Give viewers new ways of using and cooking with your product.

How to Apply

Check out the discover page to see if there are any challenges and hashtags that could be a good fit for your brand. Check out the content that's currently being produced in those buckets and build a unique spin off featuring your product.





Likes: 145 | Views: 1.4K
[Click to watch](#)



Likes: 2.1M | Views: 24.3M
[Click to watch](#)



Likes: 5M | Views: 22.1M
[Click to watch](#)

Best Practices



9:16 Ratio Videos



Create high quality and engaging content.



Ensure branding is subtly placed throughout to match the video style.

Opportunities



Show your audience you can experiment with different angles and new production.



Tap into the ASMR community by using good microphones to capture all audio clearly.



Build unique mise en place to help emulate certain lifestyles to viewers.

How to Apply

Build high quality cooking videos that feature clear footage, strong audio and ideal environments. This type of content can lead to aspirational ideas for viewers who can build their dream lifestyle with the inspiration of cooking with your product.





Likes: 152.3K | Views: 1M
[Click to watch](#)



Likes: 211.8K | Views: 1M
[Click to watch](#)



Likes: 935.6K | Views: 3.9M
[Click to watch](#)

Best Practices



9:16 Ratio Videos



Communicate an open-minded message.



Give people a reason to make the change over to a plant-based diet.

Opportunities



Be a part of a potential customer's transition to plant-based life by creating a supportive page.



Build meal plans or 'what I eat in a day' videos to give people easy ideas for their meals.



Find creators who are known for their plant-based content and partner to expand your reach.

How to Apply

Check your audience's feedback in the comments to see if there are any areas they are struggling with when it comes to living a plant-based lifestyle or transitioning into one. Provide easy ideas, resources and concepts that can help push and inspire others to enable this.

