

Beyond Meat reports Q2 loss as CEO Ethan Brown pledges aggressive transformation amid market pressures

07 August 2025 | News

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Beyond Meat, a pioneer in plant-based meat alternatives, reported a steep decline in second-quarter 2025 revenues and widened operating losses, as demand softness continues to impact the category, especially in the U.S. retail and international foodservice markets.

“We are disappointed with our second quarter results, which primarily reflect ongoing softness in the plant-based meat category,” said Ethan Brown, President and CEO of Beyond Meat. “We are responding by accelerating our transformation activities, including more rapidly and aggressively reducing our operating expenses to fit anticipated near-term revenues; prioritising increased distribution of our core product lines; and investing in margin expansion initiatives across these core products.”

Q2 2025 Financial Highlights:

Net revenues fell 19.6 per cent year-over-year to \$75.0 million.

Gross profit was \$8.6 million, with a gross margin of 11.5 per cent, down from 14.7 per cent a year ago.

Loss from operations widened to \$38.8 million, compared to a loss of \$33.9 million in Q2 2024.

Net loss narrowed slightly to \$33.2 million, or \$0.43 per share, from \$34.5 million, or \$0.53 per share, a year earlier.

Adjusted EBITDA was a loss of \$26.0 million, or -34.7 per cent of net revenues, compared to a loss of \$23.0 million, or -24.7 per cent, in the same period last year.

The company’s gross profit and margin were impacted by \$1.7 million in expenses tied to the suspension of operations in China. In addition, the operating loss included \$7.5 million in non-routine expenses, including legal and lease-related charges and consulting costs linked to ongoing restructuring.

Transformation and Leadership Changes

To navigate the ongoing challenges, Beyond Meat is expanding its partnership with consulting firm AlixPartners. As part of this collaboration, John Boken has been appointed interim Chief Transformation Officer to lead cost-cutting initiatives and operational restructuring.

“Even as we navigate this difficult operating environment, we continue to pursue our goal of strengthening our balance sheet for the longer term,” Brown added.

Despite headwinds, Beyond Meat remains committed to its core mission of offering sustainable, plant-based alternatives to traditional meat. The company plans to sharpen its focus on best-performing products, improve production efficiency, and adjust operations to align with evolving consumer demand.