

HEALTHY DIETS POWER PROTEIN TRENDS

Consumers look for ways to make better food choices, and protein is the new darling in diets.

Most consumers eat both animal and plant-based protein, but nutrition claims are key for consumers. They want a higher quality protein that tastes good. Targeting protein-seekers starts with understanding their choice of protein source: animal vs. plant-based.

40% of consumers choose foods because of high-protein claims

CONSUMERS WHO EAT ANIMAL PROTEIN

CONSUMERS WHO EAT PLANT-BASED PROTEIN

Most consumers eat both animal and plant-based proteins

88% of consumers ate animal-based proteins:



76%
Poultry



69%
Animal-Based Meat



64%
Seafood

84% of consumers ate plant-based proteins:



69%
Nuts



57%
Beans/Legumes



64%
Seeds

Health guides consumers' choice of proteins

20% ate more animal proteins this year:

46% to be healthier

42% stay full longer

11% ate less animal proteins this year:

47% eating more plant-based protein

44% to be healthier

Motivations for eating plant-based proteins:

56% to be healthier

41% to eat less meat

42% tastes good

26% add variety to diet

Meat preference impacts opinions about protein

63% agree real meat is the best source of protein:

73% of carnivores

49% of vegetarians, vegans and pescatarians

63% of omnivores

46% of flexitarians

44% agree plant-based provides sufficient protein:

71% of vegetarians, vegans and pescatarians

43% of flexitarians

62% of omnivores

35% of carnivores

Only 19% of consumers buy meat alternatives

Those who do not:

51% prefer real meat

27% do not like the taste

25% too expensive

Healthy means:

49% no preservatives or additives

47% all-natural

45% antibiotic-free

Those who do:

38% better for you

16% meets dietary needs

14% for ethical consideration

Healthy means:

54% prefer whole plant-based proteins over meat substitutes

41% would eat more meat substitutes if they had the same nutritional profile as meat

Most consumers view animal proteins as the healthier choice

Agree is healthy:

75% fresh packaged meat

50% pre-cut/frozen meat

Agree is healthy:

45% refrigerated meat substitutes

46% frozen meat substitutes

Meat-eaters believe seafood healthiest, while meat-substitute eaters prefer beans and legumes

Associate as healthy:



51%
Seafood



49%
Poultry



25%
Beef



24%
Pork

Preferred meat substitutes sources:



87%
Beans/Legumes



53%
Grains



4%
Soy

MEAT INNOVATIONS

41% want to try blended plant/meat options

2020 Cultured chicken bites approved for sale in Singapore

14% already tried blended protein products

2021 3-D printed meat receives 90% consumer approval in taste test in Israel

29% want to try cell-based meats

2040 Could see lab-grown meat as 35% of the sector worldwide