

What consumers want:

A survey on European consumer attitudes towards plant-based foods

Country specific insights

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I. Background and Methodology

Countries covered in this report



Total (7,590 respondents)



Austria (757 respondents)



Denmark (773 respondents)



France (750 respondents)



Germany (757 respondents)



Italy (759 respondents)



The Netherlands (750 respondents)



Poland (757 respondents)



Romania (754 respondents)

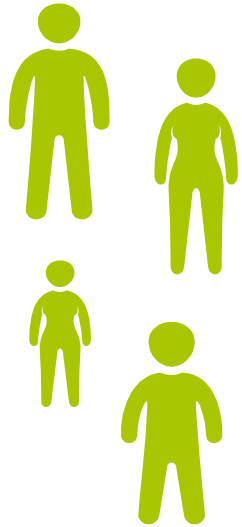


Spain (774 respondents)



United Kingdom (759 respondents)

Screeners: Age and Gender



18-24 years old

25-34 years old

35-44 years old

45-54 years old

55-70 years old

20% of participants
in each age group

Female

Male

50% females and 50% males

→ Only consumers who are responsible for household grocery shopping participated

Overview of Questions (1/8)



- Q1** Which category best describes your current dietary lifestyle?
-
- Q2** How long have you been following your current dietary lifestyle?
-
- Q3** Which statement best describes how frequently you have consumed the following foods in the last 12 months?
-
- Q4** Compared to a year ago, how much meat (e.g. beef, pork, chicken) are you eating now?
-
- Q5a** Do you intend increasing or reducing your consumption of the following food categories in the next six months? - Dairy products (e.g. milk, yoghurt, cheese)
-
- Q5b** Do you intend increasing or reducing your consumption of the following food categories in the next six months? - Meat products (e.g. beef, pork, chicken)
-
- Q6** How important is an organic label for you when it comes to plant-based food products (e.g. meat/dairy alternatives)?

Overview of Questions (2/8)



Q7a

Do you intend increasing or reducing your consumption of the following plant-based food categories in the next six months? - Plant-based dairy products (e.g. soya/oat milk, coconut yoghurt)

Q7b

Do you intend increasing or reducing your consumption of the following plant-based food categories in the next six months? - Plant-based meat products (e.g. plant-based burgers/ sausages)

Q8

Where are you likely to purchase food products most frequently from in the future?

Q9

Please indicate how much you disagree or agree with each of the following statements with regards to barriers towards eating new plant-based food products and following a plant-based diet?

Q10

Please indicate how much you disagree or agree with each of the following statements concerning your assumptions about meat or plant protein?

Q11

To what extent do you eat plant-based meat products (e.g. plant-based burger patties/nuggets) instead of conventional meat products?

Overview of Questions (3/8)



Q12 Imagine that plant-based meat has become widely available, tasty and affordable at grocery stores, restaurants, butchers, and markets. How likely are you to try plant-based meat?

Q13a Imagine that you've had the opportunity to try a plant-based meat that has the identical taste and texture as animal-based meat. How likely are you to eat plant-based meat instead of animal-based meat?

Q13b Imagine that you've had the opportunity to try a plant-based meat that has the identical taste and texture as animal-based meat. How likely are you to purchase plant-based meat regularly?

Q13c Imagine that you've had the opportunity to try a plant-based meat that has the identical taste and texture as animal-based meat. How likely are you to pay a higher price for plant-based meat than for animal-based meat?

Q14 What kind of plant-based meat do you wish you could buy in the supermarket? Please select all the options that apply.

Overview of Questions (4/8)



Q15

Specifically, what kind of plant-based meat products do you wish you could buy in the supermarket? Please select all the options that apply.

Q16

What kind of plant-based fish do you wish you could buy in the supermarket? Please select all the options that apply.

Q17

Specifically, what kind of plant-based fish products do you wish you could buy in the supermarket? Please select all the options that apply.

Q18

To what extent do you eat plant-based cheese products (e.g. plant-based sliced cheese/grated cheese) instead of conventional cheese products?

Q19a

Imagine that you've had the opportunity to try plant-based cheese products, and the taste and texture were identical to conventional cheese products. How likely are you to eat plant-based cheese products instead of conventional cheese products?

Overview of Questions (5/8)



Q19b

Imagine that you've had the opportunity to try plant-based cheese products, and the taste and texture were identical to conventional cheese products. How likely are you to purchase plant-based cheese products regularly?

Q19c

Imagine that you've had the opportunity to try plant-based cheese products, and the taste and texture were identical to conventional cheese products. How likely are you to pay a higher price for plant-based cheese products than for conventional cheese products?

Q20

What kind of plant-based cheese products do you wish you could buy in the supermarket? Please select all the options that apply.

Q21

To what extent do you eat vegan baked goods (e.g. bread or cookies made without eggs or butter) instead of conventional baked goods?

Q22

How important is it for you that baked goods (e.g. bread or cookies) exclude animal-based ingredients such as eggs or butter?

Overview of Questions (6/8)



Q23a

Imagine that you've had the opportunity to try vegan baked goods (e.g. bread or cookies made without eggs or butter) with exactly the same taste and texture as conventional baked goods. How likely are you to eat vegan baked goods instead of conventional baked goods?

Q23b

Imagine that you've had the opportunity to try vegan baked goods (e.g. bread or cookies made without eggs or butter) with exactly the same taste and texture as conventional baked goods. How likely are you to purchase vegan baked goods regularly?

Q23c

Imagine that you've had the opportunity to try vegan baked goods (e.g. bread or cookies made without eggs or butter) with exactly the same taste and texture as conventional baked goods. How likely are you to pay a higher price for vegan baked goods instead of conventional baked goods?

Q24

Which of the following would you like to have as a main ingredient in plant-based food? Please select all that apply.

Q25

What are the most important factors when choosing a food product?

Overview of Questions (7/8)



Q26 What are the most important factors when choosing a plant-based/vegan food product?

Q27 Please indicate how much you disagree or agree with each of the following statements with regards to trust towards foods based on plant protein.

Q28 Which of the following alternative proteins do you trust the most?

Q29 How likely would you be to use these online communication channels to find information about plant-based food products?

Q30 In general, how much would you trust the information about plant-based food products from...?

Q31 How many people live in your household, including yourself?

Q32 How many children live in your household?

Q33 Do you have an animal living with you?

Overview of Questions (8/8)



Q34 If yes: What do you feed them?

Q35 What is your highest level of education that you have successfully completed?

Q36 How would you describe your own financial situation?

Q37 Which phrase best describes the area where you live?

Q38 In general, how is your health?

II. Summary and Key Insights

Total: Key insights (1/5)



Consumption behaviour

- Overall, **30%** of participants identify as **flexitarian**. The Netherlands (42%) and Romania (40%) had the highest share of flexitarians. **7%** of the total sample are **plant-based eaters** (vegan & vegetarians).
- In terms of animal-based food, European consumers **most frequently consume milk** (38% daily), **cheese** (25% daily), and **yoghurt** (25% daily). In terms of meat, **poultry** is the most consumed category (55% at least once a week). Looking at plant-based food, **plant-based milk** (28% at least once a week), **plant-based yoghurt** (23% at least once a week) and **plant-based beef** (22% at least once a week) are most frequently consumed.
- European consumers are most likely to go to the **supermarket** (65%) and **discount stores** (43%) when purchasing food products.
- European consumers are most likely to use **search engines** (58%), **health/nutrition society websites** (46%), and **online videos** (41%) in order to get information about plant-based foods products.¹
- European consumers **trust health/nutrition society websites** (52%) and **search engines** (50%) the most.²

Total: Key Insights (2/5)



Plant-based meat and fish

- **46%** of European consumers **eat less meat** now, compared to a year ago.¹ **39%** intend **reducing their meat consumption** (e.g. beef, pork, chicken) in the next six months.²
- **25%** of Europeans intend **increasing their consumption of plant-based meat products** (e.g. plant-based burgers/sausages) in the next six months. The Netherlands and Spain show the highest intention to increase their plant-based meat consumption: 28% of Dutch and Spanish state that they will do so.³
- Consumers in **Italy, Denmark** and **Germany** are the **most likely to eat plant-based meat products** rather than conventional meat products.
- Overall, **38% are likely to try plant-based meat** if it becomes widely available and is tasty and affordable.⁴
- **36%** of European consumers are more likely to **eat plant-based meat** than animal-based meat, **35%** are likely to **purchase it** regularly and **22%** are likely to **pay a higher price** for it (if it has the identical taste and texture as animal based meat).⁵
- European consumers show high demand for **plant-based poultry** (43%) and plant-based **beef** (41%). Specifically, they wish they could buy **plant-based burger patties** (34%), **chicken breasts**, and **minced meat** (31%) in the supermarket.
- Overall, European consumers show a high demand for **plant-based salmon** (31%) and **tuna** (29%). Specifically, they wish they could buy **plant-based fish sticks**, **smoked salmon** (24%) and **fish burgers** (22%).

1: Share of people who selected 'A lot less'+ 'Slightly less' at the respective statement 2: Share of people who stated 'I will consume less'+ 'I will consume a little less' at the respective statement

3: Share of people who selected 'I will consume a little more'+ 'A lot more' at the respective statement 4: Share of people who are 'Very likely'+ 'Extremely likely' to the respective statement

5: Share of people who are 'Very likely'+ 'Extremely likely' at the respective statement

Total: Key Insights (3/5)



Plant-based dairy

- **28%** of European consumers intend **reducing their dairy product consumption** (e.g. milk, yoghurt, cheese) in the next six months.¹
- Overall, **26%** of European consumers intend to **increase their consumption of plant-based dairy products** (e.g. soya/oat milk, coconut, yoghurt) in the next six months.²
- Consumers in **Italy, Denmark, and Spain** are most likely to **replace conventional cheese products with plant-based cheese** products.
- **26%** of European consumers are likely to **eat plant-based cheese products** instead of conventional cheese products, if these are identical in terms of taste and texture.³
- **28%** of European consumers would most likely **purchase plant-based cheese on a regular basis** if taste and texture were identical to conventional cheese.⁴
- **20%** of European consumers are willing to **pay a higher price for plant-based cheese** than for conventional cheese products.⁵

1: Share of people who selected 'I will consume a little less'+'I will consume less' at the respective statement 2: Share of people who selected 'I will consume a little more'+'I will consume more' at the respective statement 3,4,5: Share of people who are 'Very likely' + 'Extremely likely' to the respective statement

Total: Key Insights (4/5)



Attitudes, beliefs and purchase drivers

- **Price** (52%) is the main **barrier** to eating more plant-based foods, followed by a **lack of information** (45%) and a **lack of choice when eating out** (41%).¹
- **58%** of European consumers believe that consuming high amounts of **meat might cause serious health problems** and **51%** of people would **reduce their meat consumption if their doctor recommended** doing so. **45%** choose food that **minimises animal cruelty** and **43%** feel able to **reduce their meat consumption** in the coming months. **47%** of consumers believe that eating **meat** at every meal **is expensive** but also think that **plant-based meat is too expensive**.²
- When choosing **food products**, European consumers rate **taste** (83%) and **freshness** (80%) as the most important factors.³
- When choosing **plant-based food products**, **taste** (40%), **healthiness** (34%), and **freshness** (29%) are the most important factors for European consumers.⁴
- European consumers trust that **plant-based protein food** is **safe** (51%) and **accurately labelled** (50%).⁵
- When asked about plant-based protein, insect-based protein, cultured protein, algae-based protein, and fungi, European consumers **trust plant-based protein the most** (39%) and insect-based protein the least (35%).⁶

1: Share of people who 'Agree' + 'Strongly agree' with the respective statement 2: Share of people who 'Agree' + 'Strongly agree' with the respective statement

3: Share of people who think the respective statement is 'Somewhat important'+'Very important' 4: Maximum of five answers were allowed out of 22 options

5: Share of people who 'Agree'+'Strongly agree' to the respective statement 6: Ranking from 1 (trust the most) to 5 (trust the least)

Total: Key Insights (5/5)



Vegan baked goods

- Consumers in **Denmark, Spain, and Italy** are the **most likely to eat vegan baked goods** instead of conventional baked goods.
- **26%** of European consumers think it is **important that baked goods exclude animal-based ingredients**.¹
- **29%** of European consumers are **likely to eat vegan rather than conventional baked goods**, while 30% are likely to purchase vegan baked goods on a regular basis and 19% are likely to pay a higher price for vegan rather than conventional baked goods if they have the same taste and texture.²



Remaining outcomes

- **49%** of European consumers think that an **organic label plant-based food products is important**. Out of all the countries in Europe, **Italy** and **Romania** place the highest importance on organic labels, while 61% of Italian and Romanian consumers think that an organic label on plant-based food products is important.³
- **Potatoes** and **rice** are Europeans' favourite ingredients in plant-based foods: 43% are in favour of plant-based food products that include potatoes as a main ingredient, while 41% selected rice.



Austria: Key Insights



- **35%** of Austrian consumers identify as **flexitarians** (third-highest percentage of flexitarians in Europe).
- In terms of animal-based food, Austrian consumers consume **milk** the most frequently (34% daily), followed by **cheese** (23% daily) and **yoghurt** (20% daily). **Poultry** is the most consumed meat (40% at least once a week). In terms of plant-based foods, **plant-based milk** (21% at least once a week), **plant-based yoghurt**, (15% at least once a week) and **tofu/tempeh/seitan** (14% at least once a week) are the most frequently consumed.



- **42%** say they **intend consuming fewer meat products** (e.g. beef, pork, chicken) in the next six months.
- Austrian consumers are the **most likely to try plant-based meat and eat it** instead of conventional meat. 51% would try plant-based meat and 45% would eat it regularly if it becomes widely available, and is tasty, affordable, and has the identical taste and texture as its animal-based counterpart.
- Austrian consumers specifically wish they could buy **plant-based minced meat** (35%), **burger patties**, and **chicken breast** (31%) in the supermarket.
- Austrian consumers specifically wish they could buy **plant-based fish sticks** (26%) and **smoked salmon** (21%).



- In terms of plant-based cheese, Austrian consumers would especially like to see **plant-based sliced cheese** (33%) and **plant-based mozzarella** (33%) available in supermarkets.



- **Potatoes, rice and lentils** are Austrians' favourite ingredients in plant-based foods: 45% are in favour of plant-based food products that include potatoes as a main ingredient, 42% prefer rice whereas 37% selected lentils.



Denmark: Key Insights



- **24%** of Danish consumers identify as **flexitarians**, while **9%** follow a **plant-based diet**.
- In terms of animal-based food, Danish consumers consume **milk** the most frequently (36% daily), followed by **cheese** (28% daily) and **yoghurt** (17% daily). In terms of meat, **beef** is the most consumed product (59% at least once a week). Looking at plant-based food, **plant-based milk** (27% at least once a week), **plant-based beef** (25% at least once a week), and **plant-based poultry** (23% at least once a week) are the most frequently consumed products.



- Danish consumers specifically wish that they could buy **plant-based minced meat** (25%) and **steak** (25%) in supermarkets.
- Danish consumers specifically wish that they could buy **plant-based smoked salmon** (17%), **sushi** (16%) and **fish burgers** (16%).



- Consumers in Italy, Denmark, and Spain are the **most likely to replace** conventional **cheese products** with **plant-based cheese products**.
- In terms of plant-based cheese, Danish consumers would especially like to see **plant-based grated cheese** (25%) and **plant-based mozzarella** and **sliced cheese** (24%) available in supermarkets.



- **Potatoes, rice** and **peas** are Danish consumers' favourite ingredients in plant-based foods: 33% are in favour of plant-based food products that include potatoes as a main ingredient whereas 26% selected rice and 26% chose peas.



France: Key Insights



- **27%** of French consumers identify as flexitarians, while **6%** follow a **plant-based diet**.
- In terms of animal-based food, French consumers consume **yoghurt** the most frequently (37% daily), followed by **cheese** (36% daily) and **milk** (33% daily). In terms of meat, **poultry** is the most consumed (61% at least once a week). Looking at plant-based food, **plant-based milk** (27% at least once a week), **plant-based yoghurt** (25% at least once a week), and **plant-based beef** (23% at least once a week) are the most frequently consumed.



- French consumers specifically wish that they could buy **plant-based burger patties** (32%), **minced meat** (29%), **meat balls** (29%), and **chicken breast** (29%) in supermarkets.
- They specifically wish that they could buy **plant-based smoked salmon** (25%) and **unbreaded fish fillet** (22%).



- In terms of plant-based cheese, French consumers would especially like to see **plant-based grated cheese** (29%) and **plant-based mozzarella** (25%) available in supermarkets.



- **Rice, potatoes, and lentils** are French consumers' preferred core ingredients for plant-based products: 38% are in favour of plant-based food products that include rice as a main ingredient, followed by potatoes (36%) and lentils (33%).



Germany: Key Insights



- **10%** of German consumers are **plant-based eaters** (vegetarian+vegan), making Germany the country with the highest share of plant-based eaters in Europe. **30%** identify as **flexitarian**.
- In terms of animal-based food, German consumers consume **milk** the most frequently (35% daily), followed by **cheese** (24% daily) and **yoghurt** (21% daily). In terms of meat, **poultry** is the most consumed (46% at least once a week). Looking at plant-based food, **plant-based milk** (28% at least once a week), **plant-based yoghurt** (21% at least once a week), and **plant-based poultry and beef** (20% at least once a week) are the most frequently consumed.



- **51%** of German consumers have **reduced their meat consumption** in the past year, making Germany the country with the highest share of meat reducers after Romania.
- German consumers are **most likely to pay more for plant-based meat** than for animal-based meat. 26% are likely to pay a higher price if the plant-based product has the same taste and texture as animal-based meat.
- German consumers specifically wish they could buy **plant-based minced meat, burger patties** (32%), **chicken breasts**, and **sausages** (30%) in supermarkets.
- German consumers specifically wish they could buy **plant-based fish sticks** (27%) and **smoked salmon** (22%).



- In terms of plant-based cheese, German consumers would especially like to see **plant-based cream cheese** (32%), **sliced cheese** (32%), and **plant-based mozzarella** (31%) available in supermarkets.
- **32%** say they **will consume fewer dairy products** (e.g. milk, yoghurt, cheese) in the next six months.



- **Potatoes, rice and lentils** are Germans' favourite core ingredients in plant-based foods: 40% are in favour of plant-based food products that include potatoes as a main ingredient, while 37% prefer rice and 33% prefer lentils.



Italy: Key Insights



- **25%** of Italian consumers identify as **flexitarians**, while **6%** follow a **plant-based diet**.
- In terms of animal-based foods, Italian consumers consume **milk** (36% daily) the most frequently, followed by **yoghurt** (25% daily) and **cheese** (17% daily). In terms of meat, **poultry** is the most consumed (55% at least once a week). Looking at plant-based food, **plant-based milk** (31% at least once a week), **plant-based beef** (26% at least once a week), and **plant-based yoghurt** (25% at least once a week) are the most frequently consumed.



- Consumers in Italy, Denmark, and Germany are **the most likely to eat plant-based meat products** instead of conventional meat products.
- Italian consumers specifically wish that they could buy **plant-based burger patties** (41%), **schnitzel** (35%), and **meatballs** (33%) in supermarkets.
- Italian consumers specifically wish they could buy **plant-based fish sticks** (29%) and **fish burgers** (26%).



- Italian consumers show the **highest intention to decrease dairy consumption** compared to all the other countries. 33% say they will consume fewer dairy products (e.g. milk, yoghurt, cheese) in the next six months.
- In terms of plant-based cheese, Italian consumers would especially like to see **plant-based grated mozzarella** (36%), **plant-based grated cheese**, and **hard cheese** (27%) available in supermarkets.



- Compared to all countries in Europe, Italy and Romania put the **highest importance on the organic label**. 61% of Italian and Romanian consumers think an organic label is important on plant-based food products.
- **Potatoes, rice** and **almond** are Italians' favourite ingredients in plant-based foods: 50% are in favour of plant-based food products that include potatoes as a main ingredient, 49% prefer rice whereas 42% selected almond.



Netherlands: Key Insights



- **42%** of consumers identify as **flexitarians**, the highest share among the countries analysed. **7%** follow a **plant-based diet**.
- In terms of animal-based food, Dutch consumers consume **cheese** (32% daily) the most frequently, followed by **milk** (32% daily), and **yoghurt** (27% daily). In terms of meat, **poultry** is the most consumed (55% at least once a week). Looking at plant-based food, plant-based milk (32% at least once a week), **plant-based beef** (31% at least once a week), and **plant-based yoghurt** (27% at least once a week) are the most frequently consumed.



- Compared to all European countries, the Netherlands and Spain show the **highest intention to increase their consumption of plant-based meat** products in the next six months. 28% of Dutch and Spanish consumers intend increasing their consumption.
- Dutch consumers specifically wish they could buy **plant-based minced meat** (39%), **burger patties** (38%), and **schnitzel** (36%) in supermarkets.
- Dutch consumers specifically wish they could buy **plant-based fish sticks** (26%) and **fish burgers** (24%).



- In terms of plant-based cheese, Dutch consumers would especially like to see **plant-based sliced cheese** (29%), and **plant-based grated cheese** (33%) available in supermarkets.



- **Rice, mushroom** and **potatoes** are Dutch consumers' favourite ingredients in plant-based foods: 38% are in favour of plant-based food products that include rice as a main ingredient, 36% prefer mushroom and 35% selected potatoes.



Poland: Key Insights



- **24%** of consumers identify as **flexitarians**, while **6%** follow a **plant-based diet**.
 - In terms of animal-based food, Polish consumers consume **milk** (32% daily) the most frequently, followed by **cheese** (24% daily) and **yoghurt** (23% daily). In terms of meat, poultry is the most consumed (60% at least once a week). Looking at plant-based food, **plant-based milk** (24% at least once a week), **plant-based cheese** (24% at least once a week), and **plant-based yoghurt** (23% at least once a week) are the most frequently consumed.
-



- Polish consumers specifically wish they could buy **plant-based burger patties** (34%) and **chicken breast** (34%) in supermarkets.
 - Polish consumers specifically wish they could buy **plant-based smoked salmon** (29%) and **fish sticks** (27%).
-



- In terms of plant-based cheese, Polish consumers would especially like to see **plant-based sliced cheese** (38%) and **plant-based mozzarella** (36%) available in supermarkets.
-



- **Potatoes, rice** and **beans** are Polish consumers' favourite ingredients in plant-based foods: 45% are in favour of plant-based food products that include potatoes as a main ingredient, 40% prefer rice whereas 38% selected beans.



Romania: Key Insights



- With **40%** of Romanians identifying as **flexitarian**, the country has the second largest share of flexitarians (after the Netherlands). **4%** of Romanians follow a **plant-based diet**.
- In terms of animal-based food, Romanians consume **milk** (26% daily) the most frequently, followed by **cheese** (20% daily) and **yoghurt** (18% daily). In terms of meat, poultry is the most consumed (59% at least once a week). Looking at plant-based food, **plant-based milk** (22% at least once a week), **plant-based cheese** (17% at least once a week), and **plant-based beef** (17% at least once a week) are the most frequently consumed.



- **52%** of Romanian consumers have **reduced their meat consumption** in the past year, making it the country with the highest share of reducers in Europe. Romanians also expressed the highest intention to decrease meat consumption. **51%** say that they will **consume fewer meat products in the next six months**.
- Romanian consumers specifically wish they could buy **plant-based schnitzel** (42%), **meatballs** (38%), and **chicken breast** (38%) in supermarkets.
- Romanian consumers specifically wish they could buy **plant-based unbreaded fish fillet** (31%), **smoked salmon** (30%), and **canned fish** (e.g. tuna) (30%).



- Romanian consumers show the **highest intention to increase their consumption of plant-based dairy products**. 33% of consumers intend increasing their consumption.
- In terms of plant-based cheese, Romanian consumers would especially like to see **plant-based cream cheese** (40%) and **plant-based mozzarella** (39%) available in supermarkets.



- **Potatoes, mushroom and rice** are Romanian consumers' favourite ingredients in plant-based foods: 58% are in favour of plant-based food products that include potatoes as a main ingredient, 55% prefer mushroom whereas 52% selected rice.



Spain: Key Insights



- **30%** of Spanish consumers identify as **flexitarian**, while **6%** follow a **plant-based diet**.
- In terms of animal-based food, Spanish consumers consume **milk** the most frequently (48% daily), followed by **yoghurt** (37% daily) and **cheese** (26% daily). In terms of meat, **poultry** is the most consumed (58% at least once a week). Looking at plant-based food, **plant-based milk** (36% at least once a week), **plant-based beef** (32% at least once a week), and **plant-based fish** (31% at least once a week) are the most frequently consumed.



- Spanish consumers are the **most likely to purchase plant-based meat on a regular basis**. 47% of Spanish consumers are likely to regularly purchase plant-based if it has the identical taste and texture as animal-based meat.
- Spanish consumers specifically wish that they could buy **plant-based burger patties** (50%), **chicken breasts** (44%) and **minced meat** (39%) in supermarkets.
- Spanish consumers specifically wish that they could buy **plant-based fish sticks** (34%) and **canned fish** (e.g. tuna) (33%).



- Of all the countries analysed, Spanish consumers are **the most likely to eat** plant-based cheese instead of conventional cheese (36%), **purchase it regularly** (38%), and **pay a higher price** for it (28%), if the taste and texture are identical to the animal-based versions.
- In terms of plant-based cheese, Spanish consumers would especially like to see **plant-based grated cheese** (40%) and **plant-based sliced cheese** (39%) available in supermarkets.



- Spanish consumers (42%) place the **highest value on baked goods that exclude animal-based ingredients**. They are **most likely to eat vegan instead of conventional baked goods** (41%), **purchase them on a regular basis** (39%), and **pay a higher price** (25%) for vegan baked goods.
- **Rice, potatoes, and almond** are Spanish consumers' preferred ingredients in plant-based foods: 50% are in favour of plant-based food products that include rice as a main ingredient, while 50% prefer potatoes and 46% almonds.



UK: Key Insights



- **9%** of UK consumers are **plant-based eaters** (vegan+vegetarian), which, after Germany, is the highest share of plant-based eaters in Europe. **23%** identify as **flexitarian**.
- In terms of animal-based food, UK consumers **milk** the most frequently consume (57% daily), followed by **yoghurt** (25% daily), and **cheese** (20% daily). In terms of meat, **poultry** is the most consumed (58% at least once a week). Looking at plant-based food, **plant-based milk** (26% at least once a week), **plant-based beef** (24% at least once a week), and **plant-based poultry** (23% at least once a week) are the most frequently consumed.



- UK consumers specifically wish they could buy **plant-based chicken breasts** (31%), **sausages** (29%), and **minced meat** (28%) in the supermarket.
- UK consumers specifically wish they could buy **plant-based fish burgers** (22%) and **smoked salmon** (20%).



- In terms of plant-based cheese, UK consumers would especially like to see **plant-based sliced cheese** (38%) and **plant-based mozzarella** (36%) available in supermarkets.



- **Potatoes, rice, and mushrooms** are UK consumers' favourite core ingredients in plant-based foods: 37% are in favour of plant-based food products that include potatoes as a main ingredient, while 34% prefer rice and 31% mushrooms.

III. Results

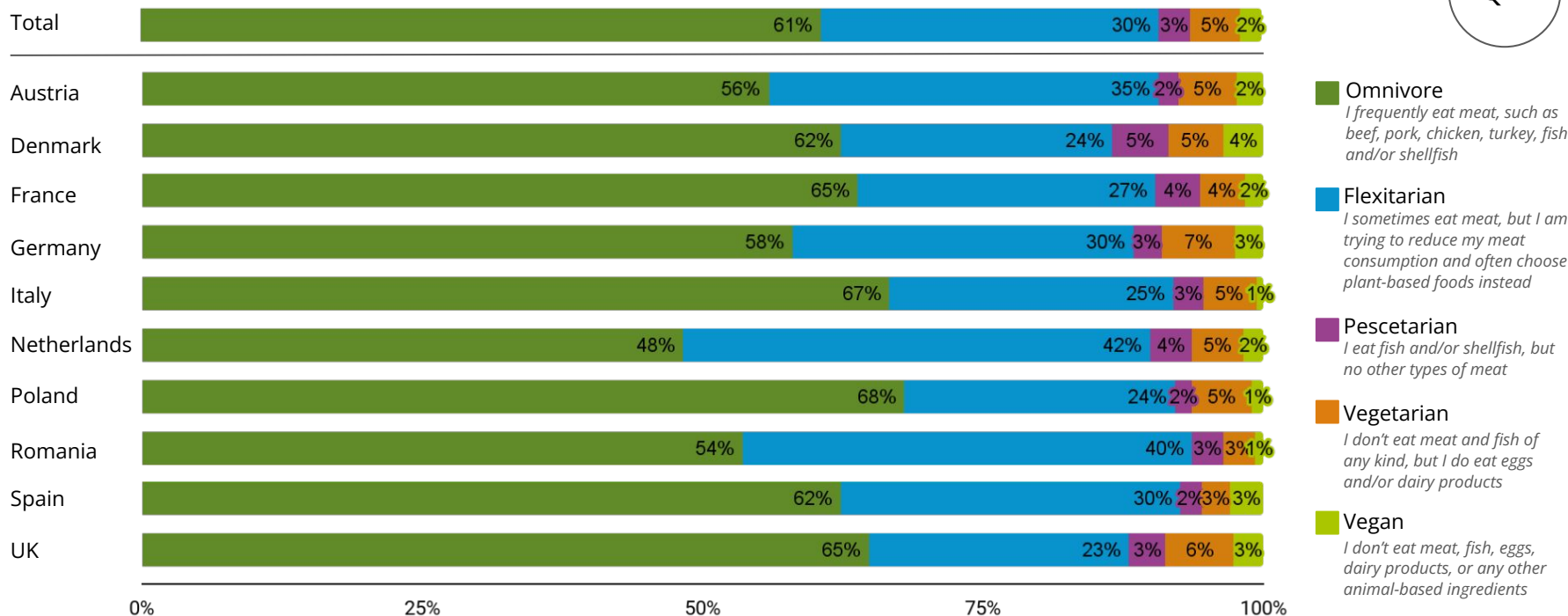


Q1 “Which category best describes your current dietary lifestyle?”

Current dietary lifestyle

Overall, 30% of consumers are flexitarian.
Netherlands and Romania show the highest share of flexitarians.

Q1



- Omnivore**
I frequently eat meat, such as beef, pork, chicken, turkey, fish and/or shellfish
- Flexitarian**
I sometimes eat meat, but I am trying to reduce my meat consumption and often choose plant-based foods instead
- Pescetarian**
I eat fish and/or shellfish, but no other types of meat
- Vegetarian**
I don't eat meat and fish of any kind, but I do eat eggs and/or dairy products
- Vegan**
I don't eat meat, fish, eggs, dairy products, or any other animal-based ingredients

Which category best describes your current dietary lifestyle? | Single selection

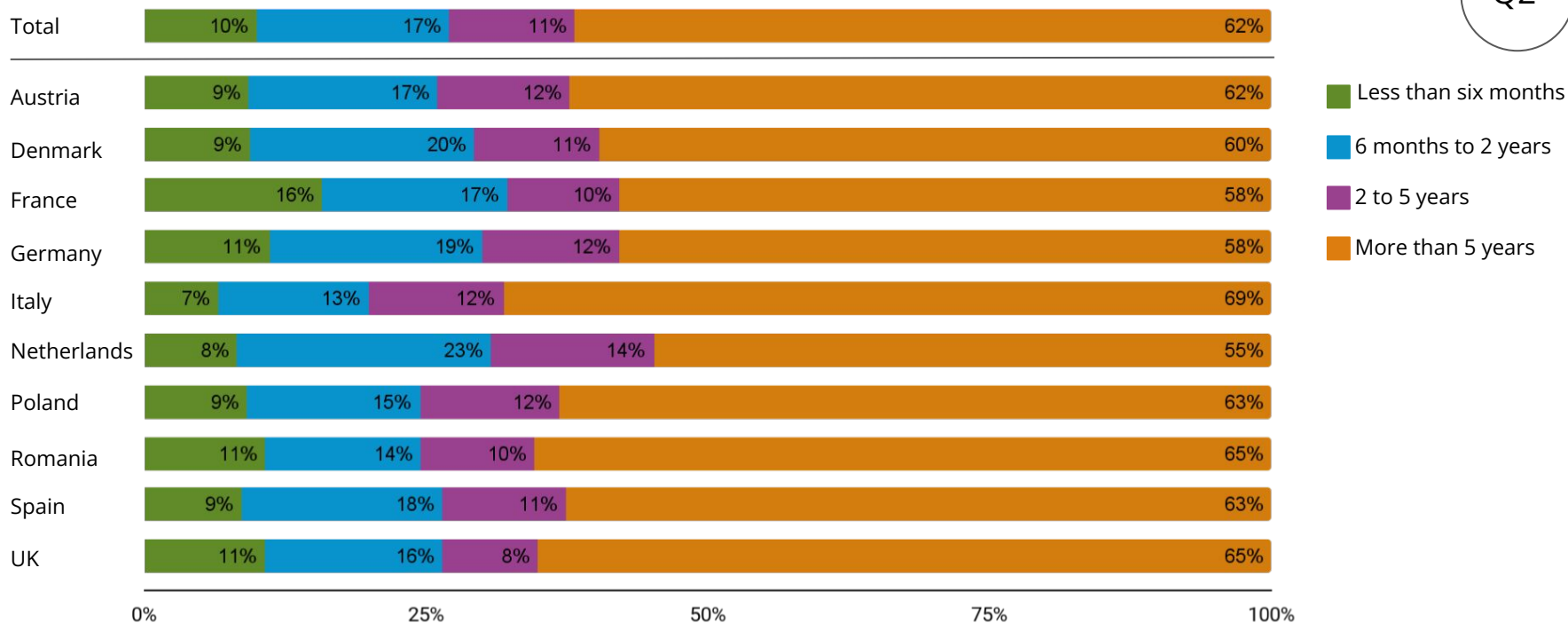
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

Q2 “How long have you been following your current dietary lifestyle?”

Length of dietary lifestyle

Overall, 62% of all consumers have followed their dietary lifestyle for more than 5 years.

Q2



How long have you been following your current dietary lifestyle? | Single selection

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

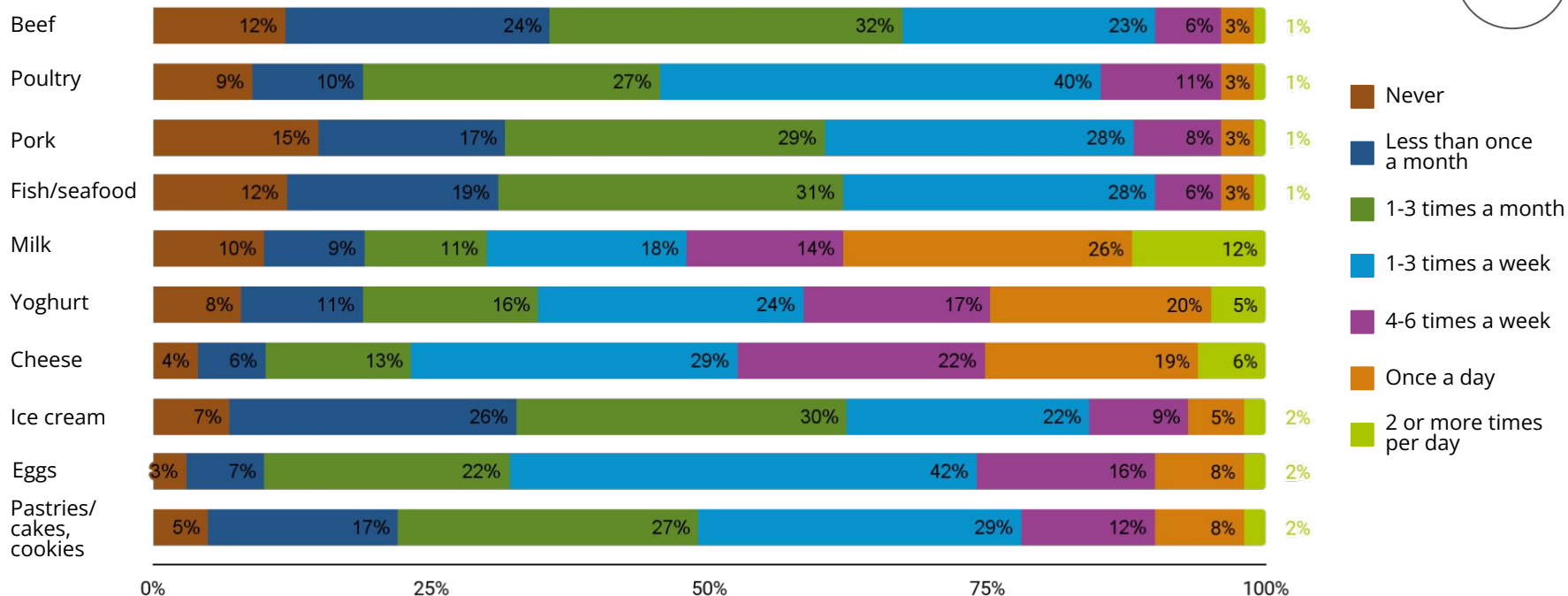
Q3 “Which statement best describes how frequently you have consumed the following foods in the last 12 months?”

Total: Consumption frequency of animal-based foods



European consumers consume milk the most frequently, followed by cheese and yoghurt.

Q3



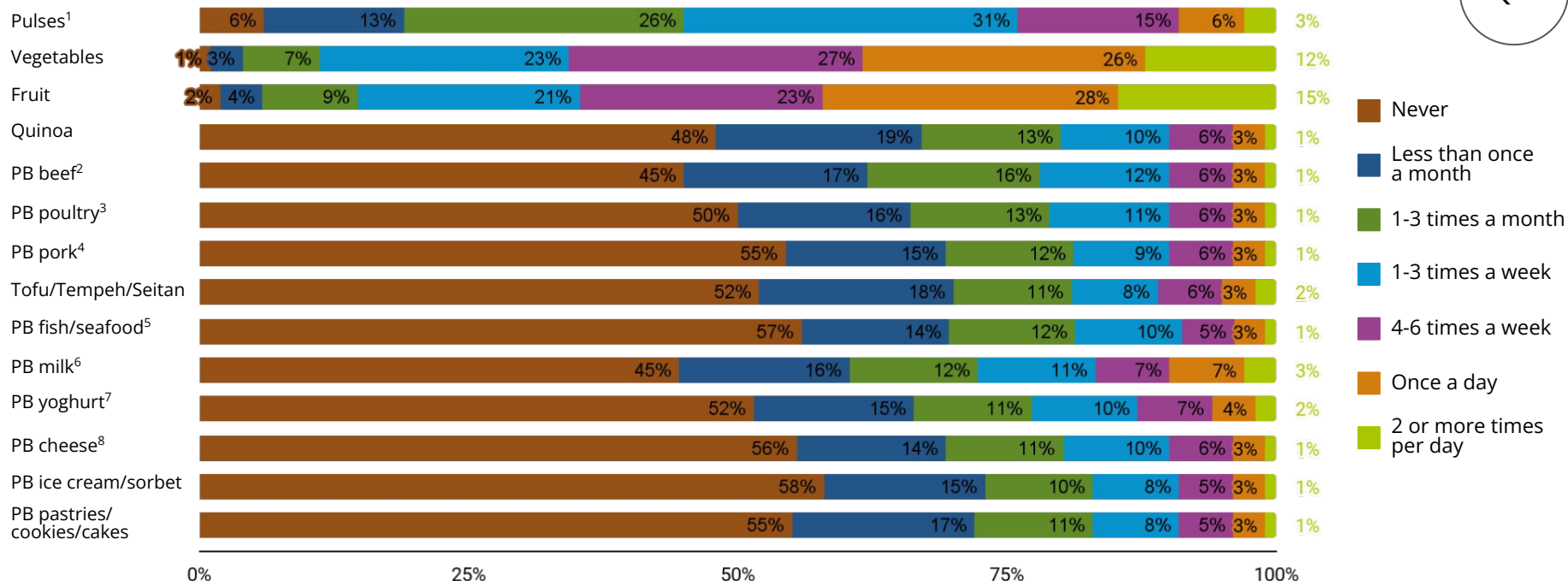
Which statement best describes how frequently you have consumed the following foods in the last 12 months? | Single selection

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

Total: Consumption frequency of plant-based foods

European consumers consume fruit the most frequently, followed by vegetables, pulses, and plant-based milk.

Q3



Which statement best describes how frequently you have consumed the following foods in the last 12 months? | Single selection | Examples: 1: lentils, beans 2: PB burger/mince 3: PB chicken strips/chunks 4: PB sausage/pulled pork 5: PB fish sticks/fish burger/tuna 6: soya almond/oat/coconut/rice/pea milk 7: soya/almond/oat/coconut yoghurt 8: PB cream cheese/cheese slices/grated cheese

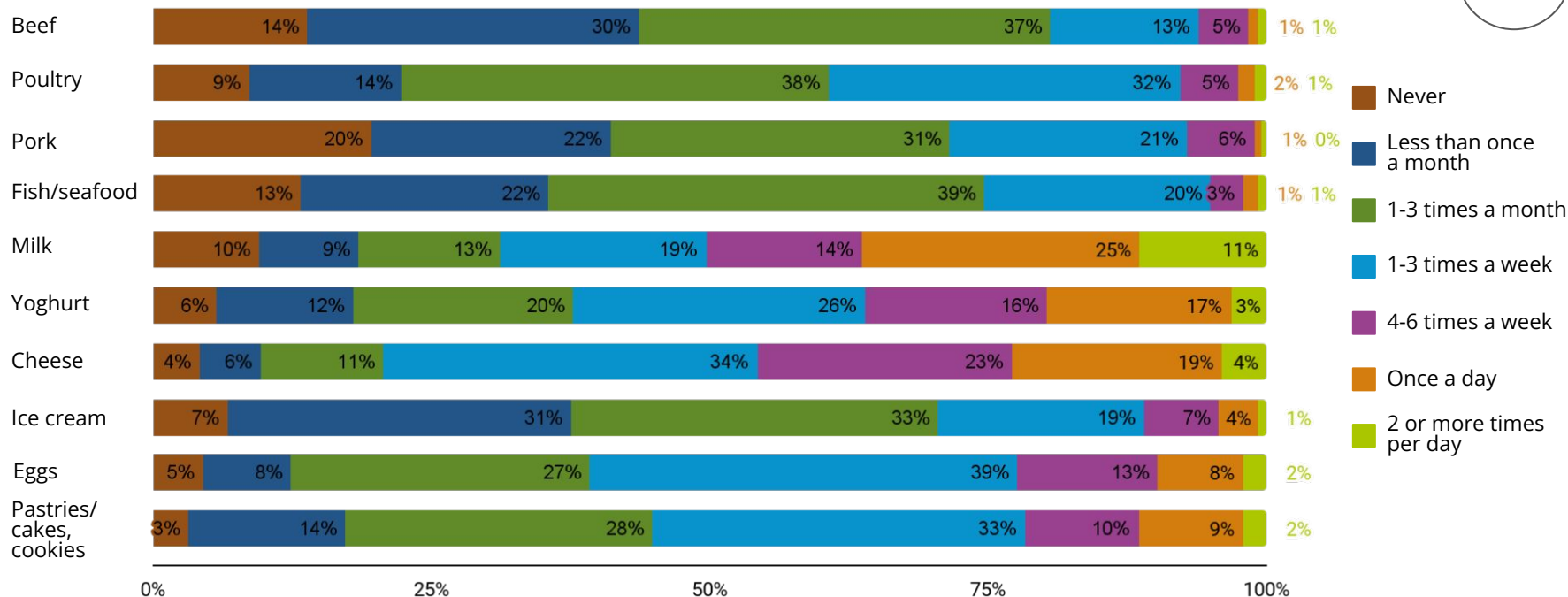
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Austria: Consumption frequency of animal-based foods

Consumers consume milk the most frequently, followed by cheese and yoghurt.

Q3



Which statement best describes how frequently you have consumed the following foods in the last 12 months? | Single selection

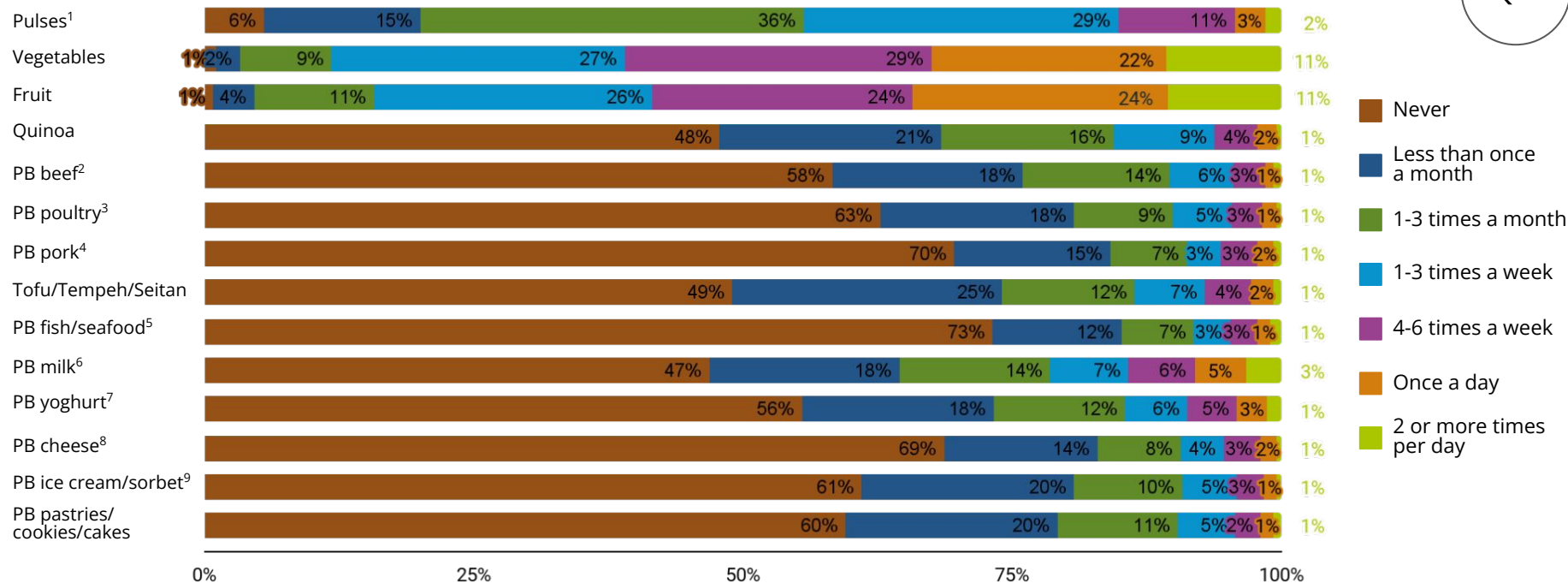
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Austria: Consumption frequency of plant-based foods

Consumers consume vegetables the most frequently, followed by fruit, pulses, and plant-based milk.

Q3



Which statement best describes how frequently you have consumed the following foods in the last 12 months? | Single selection | Examples: 1: lentils, beans 2: PB burger/mince 3: PB chicken strips/chunks 4: PB sausage/pulled pork 5: PB fish sticks/fish burger/tuna 6: soya almond/oat/coconut/rice/pea milk 7: soya/almond/oat/coconut yoghurt 8: PB cream cheese/cheese slices/grated cheese 9: PB ice cream/sorbet

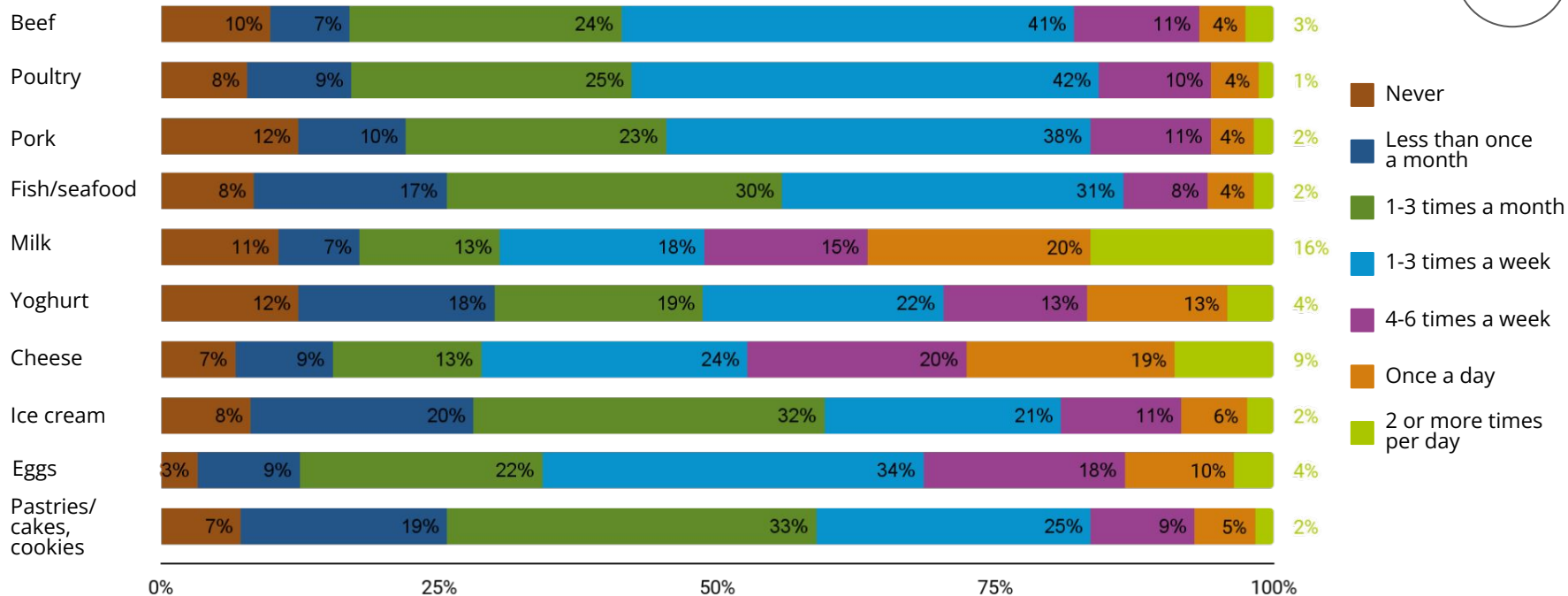
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Denmark: Consumption frequency of animal-based foods

Consumers consume milk the most frequently, followed by cheese, eggs, and yoghurt.

Q3



Which statement best describes how frequently you have consumed the following foods in the last 12 months? | Single selection

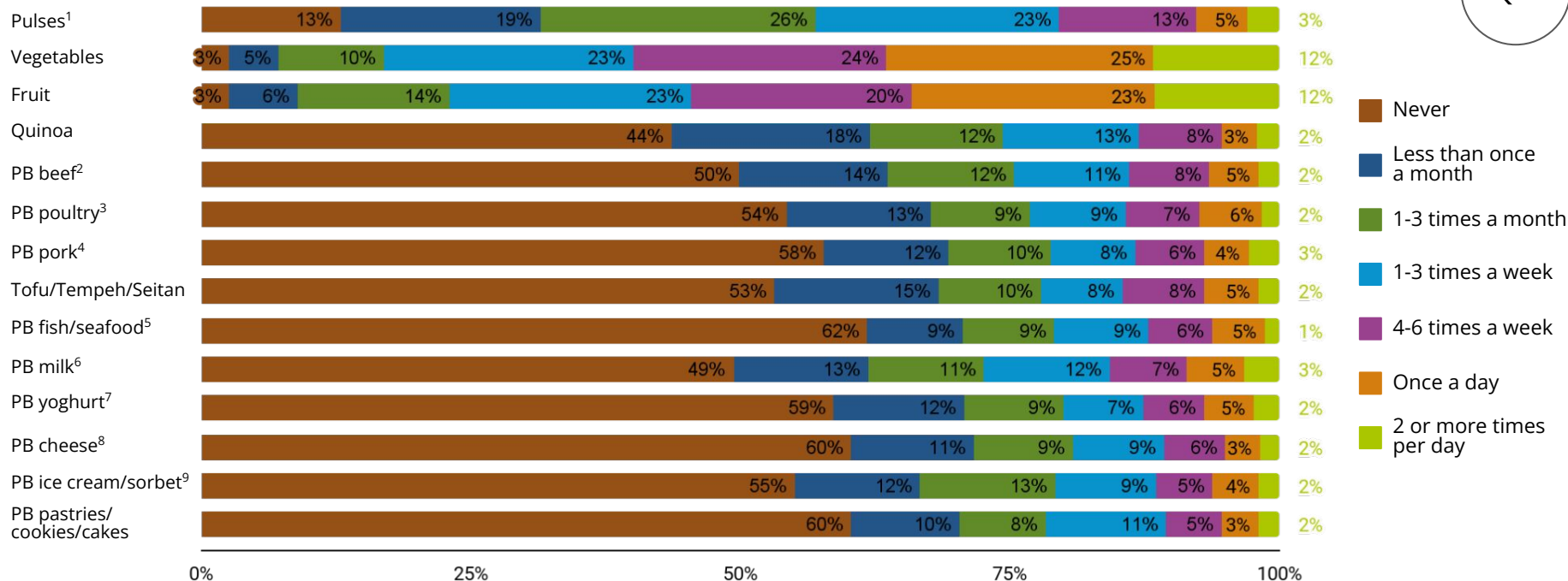
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Denmark: Consumption frequency of plant-based foods

Consumers consume vegetables the most frequently, followed by fruit, pulses and plant-based milk.

Q3



Which statement best describes how frequently you have consumed the following foods in the last 12 months? | Single selection | Examples: 1: lentils, beans 2: PB burger/mince 3: PB chicken strips/chunks 4: PB sausage/pulled pork 5: PB fish sticks/fish burger/tuna 6: soya almond/oat/coconut/rice/pea milk 7: soya/almond/oat/coconut yoghurt 8: PB cream cheese/cheese slices/grated cheese 9: PB ice cream/sorbet

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

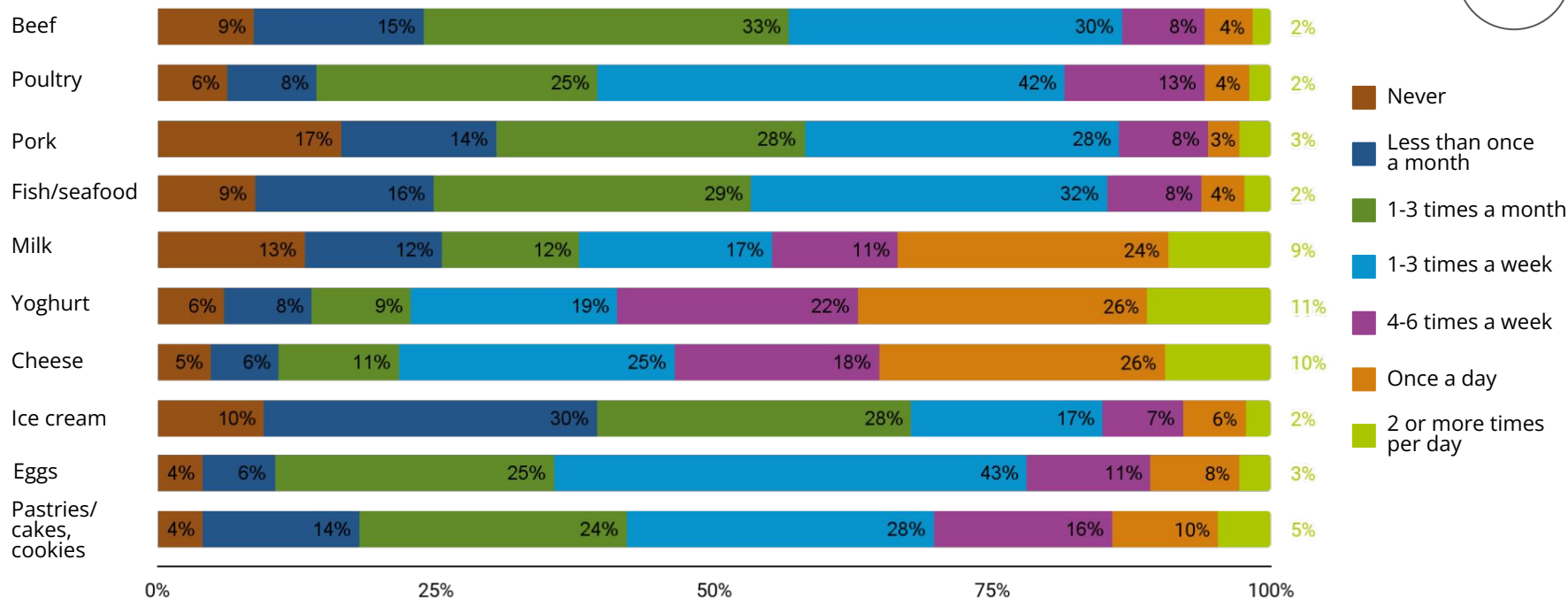


France: Consumption frequency of animal-based foods



Consumers consume yoghurt the most frequently, followed by cheese, milk, and pastries, cakes, and cookies.

Q3



Which statement best describes how frequently you have consumed the following foods in the last 12 months? | Single selection

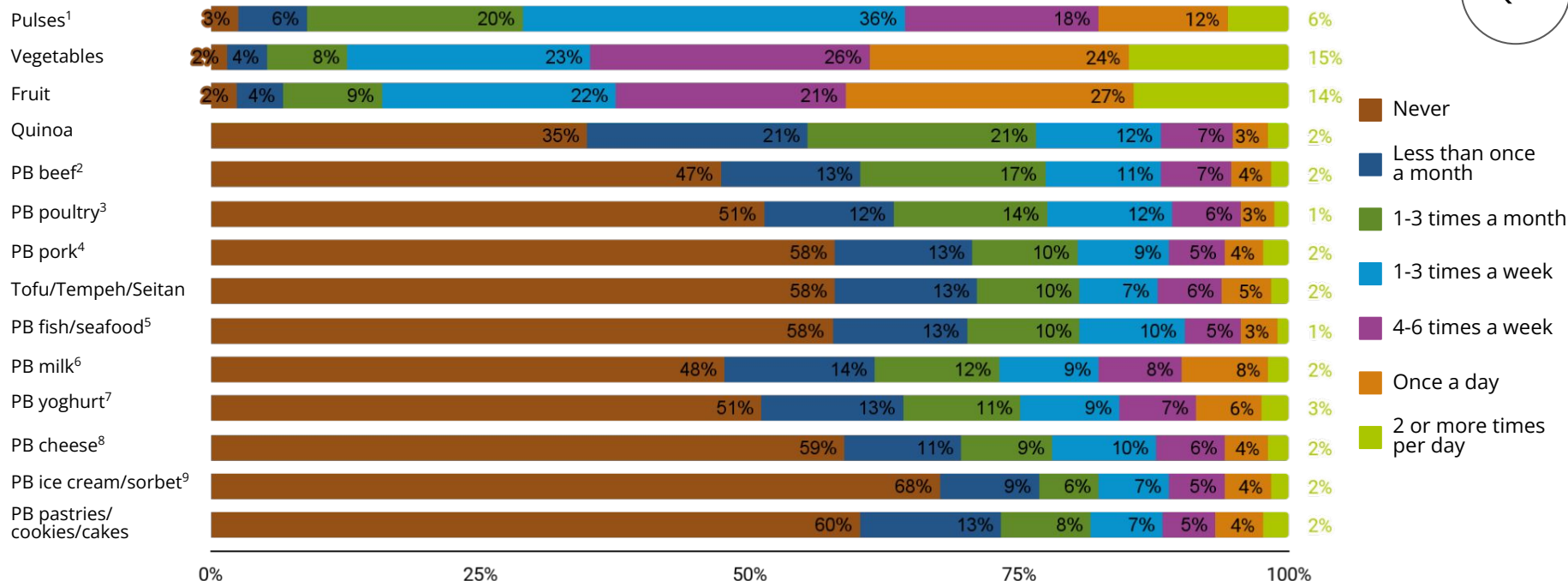
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



France: Consumption frequency of plant-based foods

Consumers consume vegetables the most frequently, followed by fruit, pulses, plant-based milk, and plant-based yoghurt.

Q3



Which statement best describes how frequently you have consumed the following foods in the last 12 months? | Single selection | Examples: 1: lentils, beans 2: PB burger/mince 3: PB chicken strips/chunks 4: PB sausage/pulled pork 5: PB fish sticks/fish burger/tuna 6: soya almond/oat/coconut/rice/pea milk 7: soya/almond/oat/coconut yoghurt 8: PB cream cheese/cheese slices/grated cheese 9: PB ice cream/sorbet

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

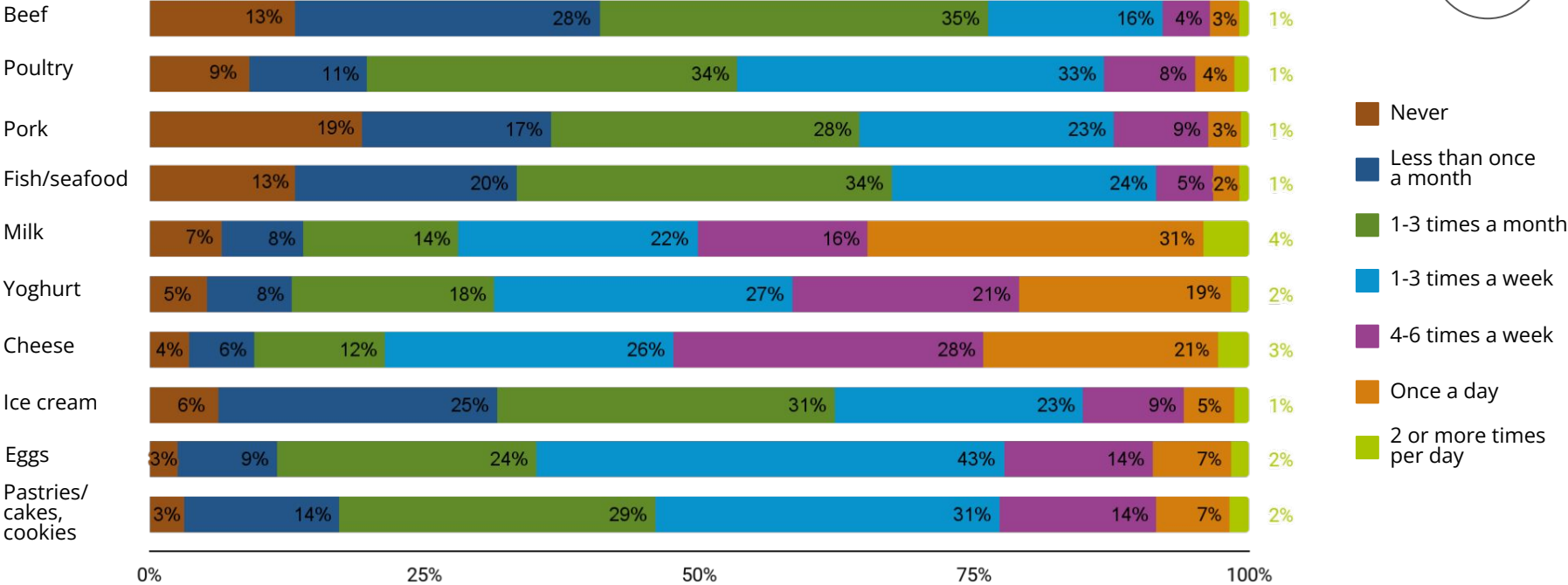


Germany: Consumption frequency of animal-based foods



Consumers consume cheese the most frequently, followed by milk, yoghurt, and pastries, cakes, and cookies.

Q3



Which statement best describes how frequently you have consumed the following foods in the last 12 months? | Single selection

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

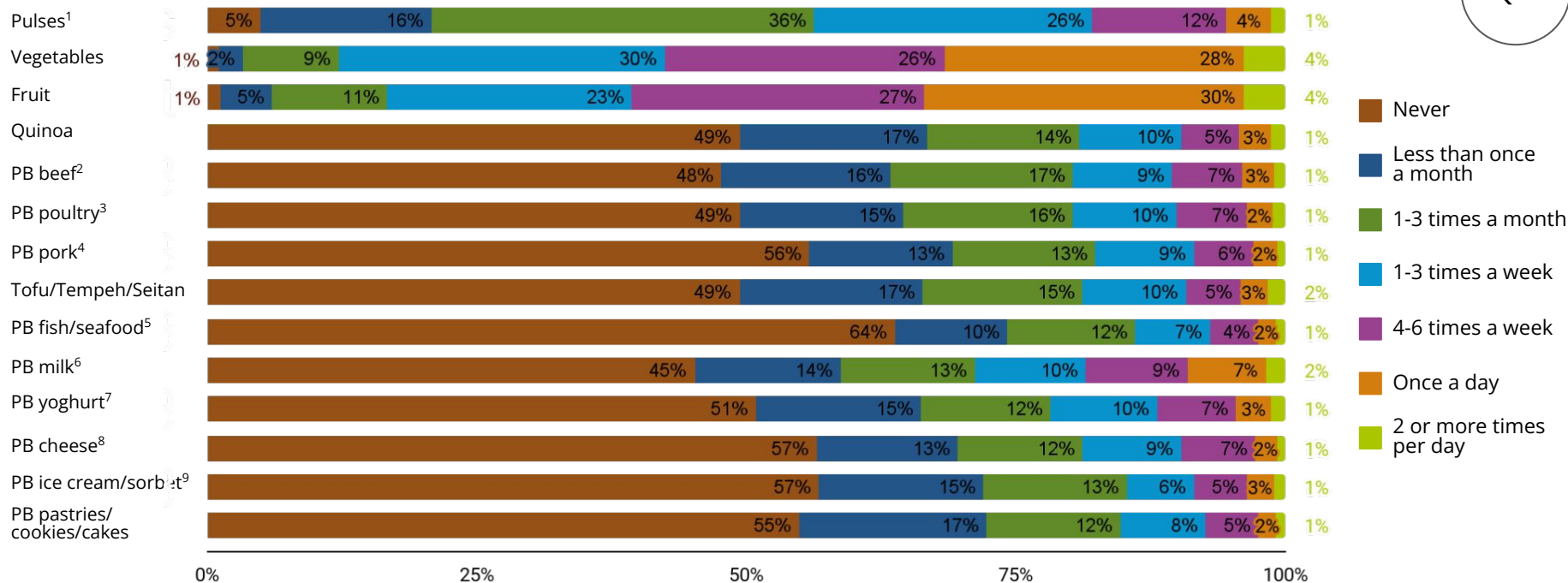


Germany: Consumption frequency of plant-based foods



Consumers consume fruit the most frequently, followed by vegetables, pulses, plant-based milk, and plant-based yoghurt.

Q3



Which statement best describes how frequently you have consumed the following foods in the last 12 months? | Single selection | Examples: 1: lentils, beans 2: PB burger/mince 3: PB chicken strips/chunks 4: PB sausage/pulled pork 5: PB fish sticks/fish burger/tuna 6: soya almond/oat/coconut/rice/pea milk 7: soya/almond/oat/coconut yoghurt 8: PB cream cheese/cheese slices/grated cheese 9: PB ice cream/sorbet

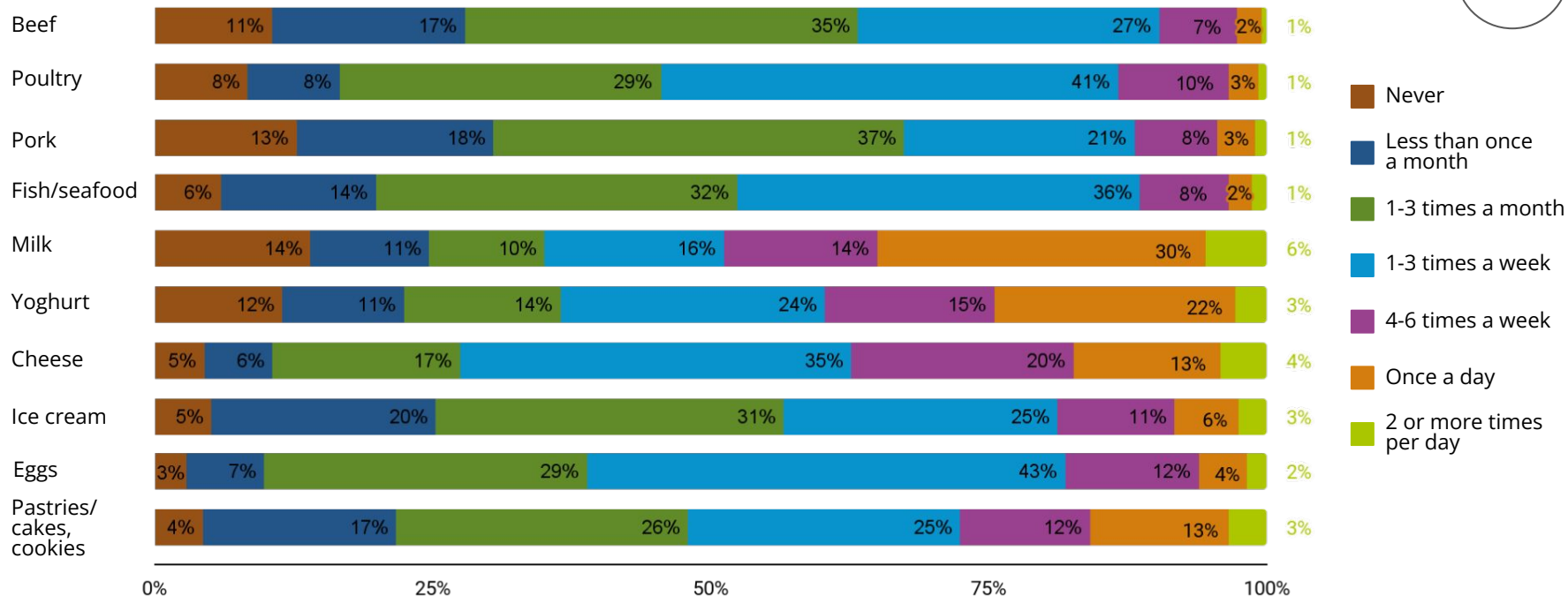
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Italy: Consumption frequency of animal-based foods

Consumers consume milk the most frequently, followed by yoghurt, cheese, and pastries, cakes, and cookies.

Q3



Which statement best describes how frequently you have consumed the following foods in the last 12 months? | Single selection

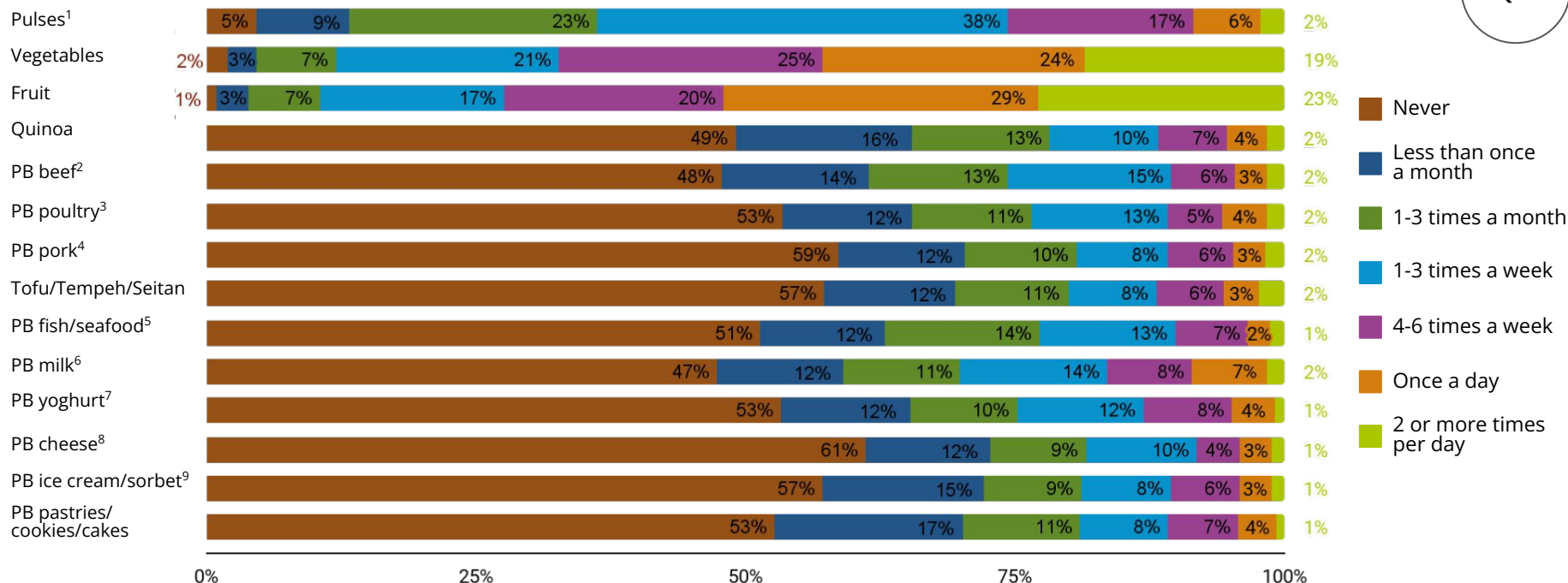
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Italy: Consumption frequency of plant-based foods

Consumers consume fruit the most frequently, followed by vegetables, pulses, plant-based milk, and plant-based yoghurt.

Q3



Which statement best describes how frequently you have consumed the following foods in the last 12 months? | Single selection | Examples: 1: lentils, beans 2: PB burger/mince 3: PB chicken strips/chunks 4: PB sausage/pulled pork 5: PB fish sticks/fish burger/tuna 6: soya almond/oat/coconut/rice/pea milk 7: soya/almond/oat/coconut yoghurt 8: PB cream cheese/cheese slices/grated cheese 9: PB ice cream/sorbet

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

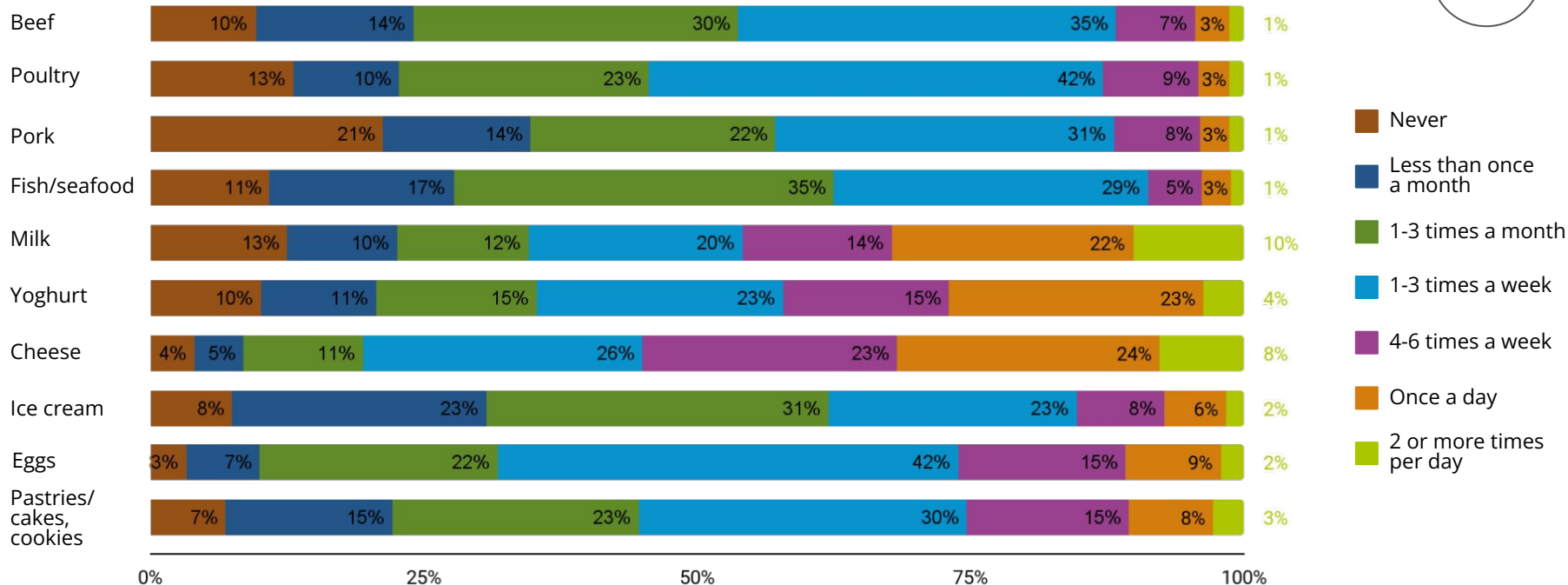


Netherlands: Consumption frequency of animal-based foods



Consumers consume cheese the most frequently, followed by milk, yoghurt, eggs, and pastries, cakes, and cookies.

Q3



Which statement best describes how frequently you have consumed the following foods in the last 12 months? | Single selection

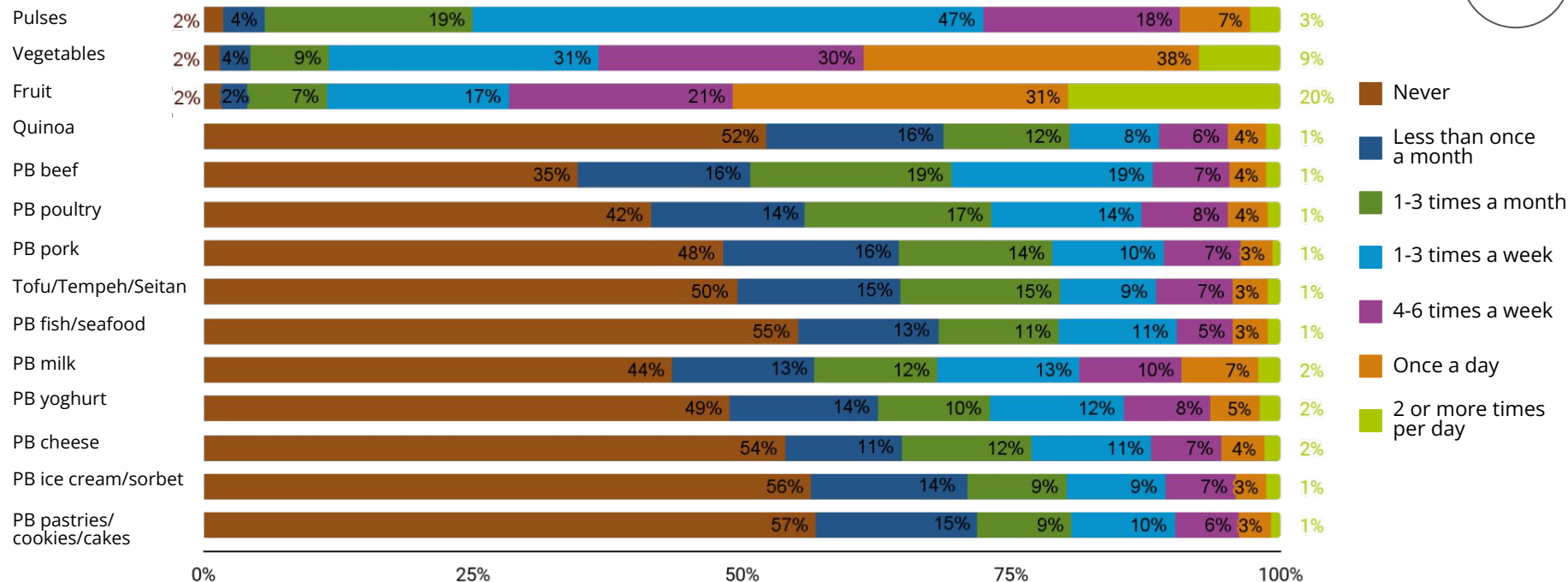
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Netherlands: Consumption frequency of plant-based foods

Consumers consume fruit the most frequently, followed by vegetables, pulses, plant-based milk, and plant-based beef.

Q3



Which statement best describes how frequently you have consumed the following foods in the last 12 months? | Single selection | Examples: 1: lentils, beans 2: PB burger/mince 3: PB chicken strips/chunks

4: PB sausage/pulled pork 5: PB fish sticks/fish burger/tuna 6: soya almond/oat/coconut/rice/pea milk 7: soya/almond/oat/coconut yoghurt 8: PB cream cheese/cheese slices/grated cheese 9: PB ice cream/sorbet

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

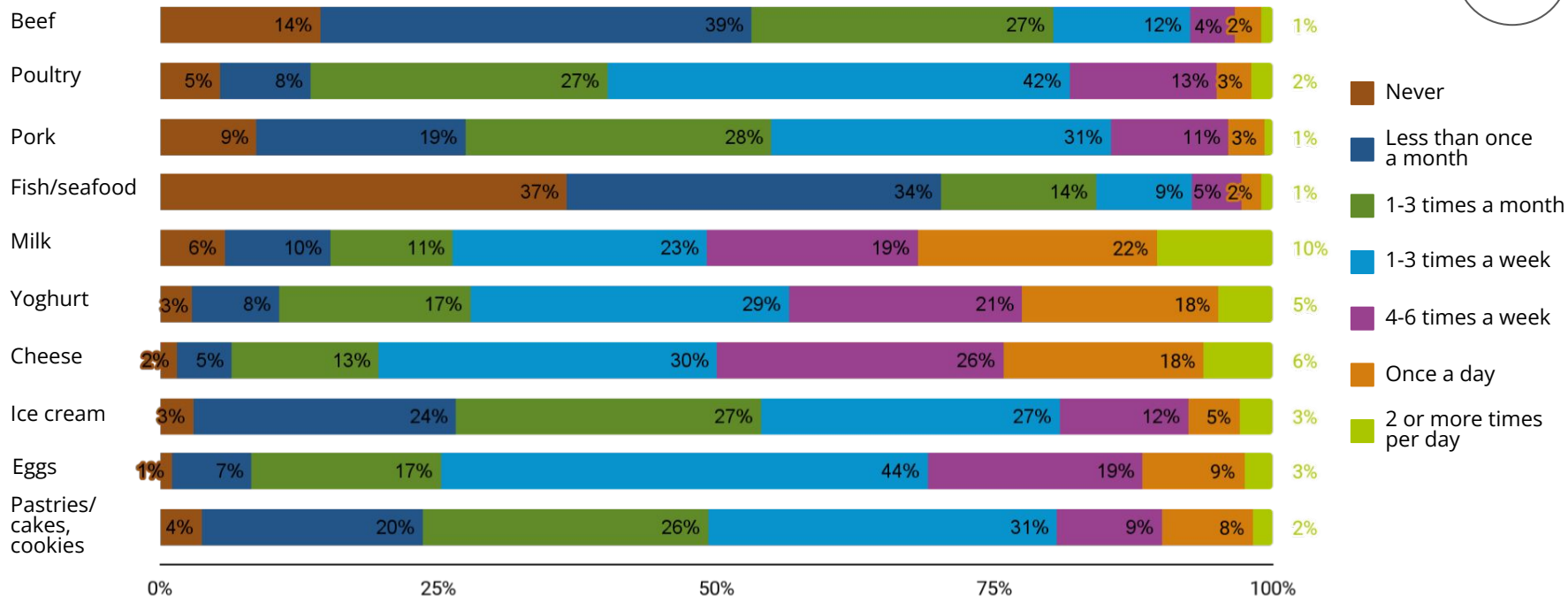


Poland: Consumption frequency of animal-based foods



Consumers consume milk the most frequently, followed by cheese, yoghurt, and eggs.

Q3



Which statement best describes how frequently you have consumed the following foods in the last 12 months? | Single selection

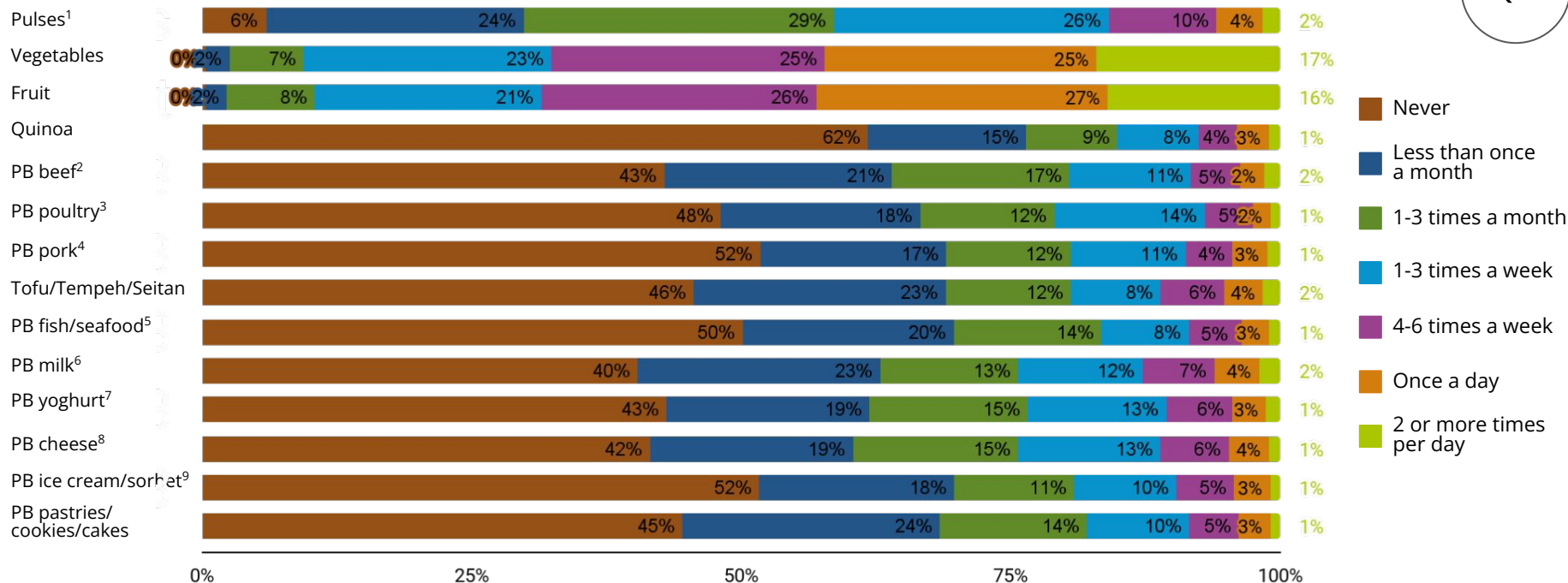
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Poland: Consumption frequency of plant-based foods

Consumers consume fruit the most frequently, followed by vegetables, pulses, plant-based milk, and tofu.

Q3



Which statement best describes how frequently you have consumed the following foods in the last 12 months? | Single selection | Examples: 1: lentils, beans 2: PB burger/mince 3: PB chicken strips/chunks 4: PB sausage/pulled pork 5: PB fish sticks/fish burger/tuna 6: soya almond/oat/coconut/rice/pea milk 7: soya/almond/oat/coconut yoghurt 8: PB cream cheese/cheese slices/grated cheese 9: PB ice cream/sorbet

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

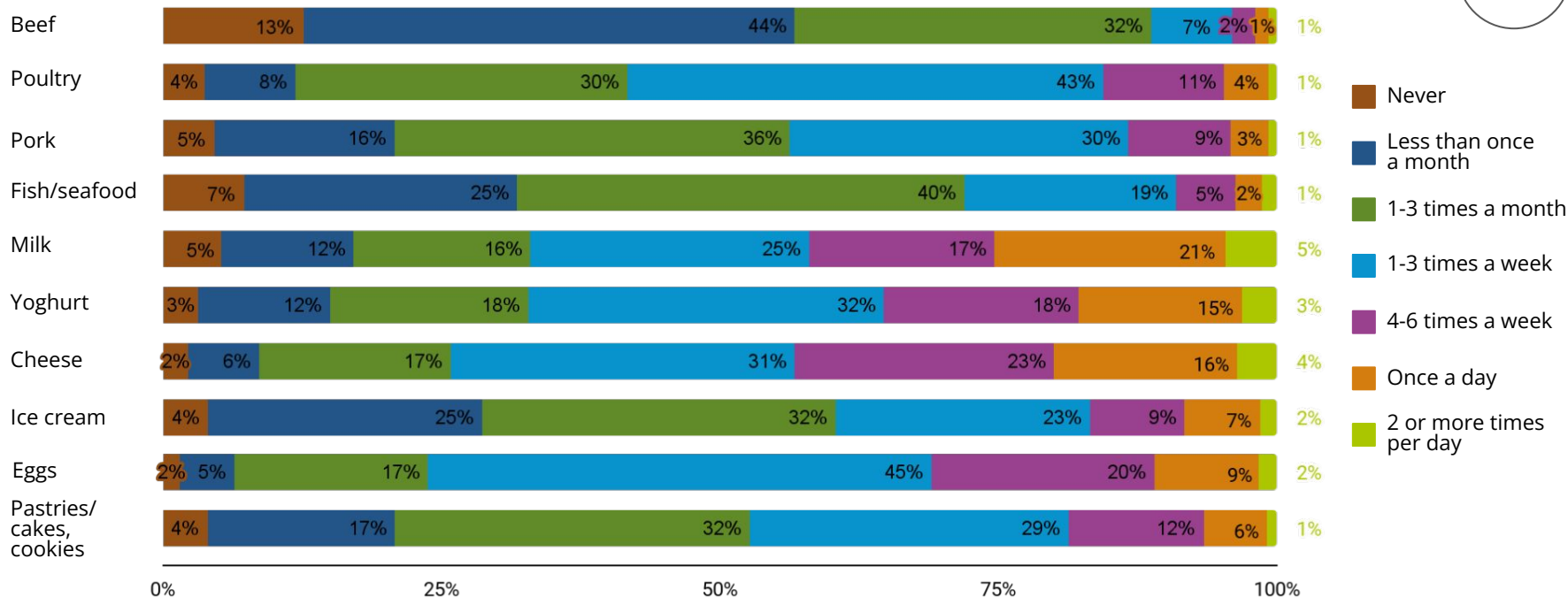


Romania: Consumption frequency of animal-based foods



Consumers consume cheese the most frequently, followed by milk, yoghurt and eggs.

Q3



Which statement best describes how frequently you have consumed the following foods in the last 12 months? | Single selection

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

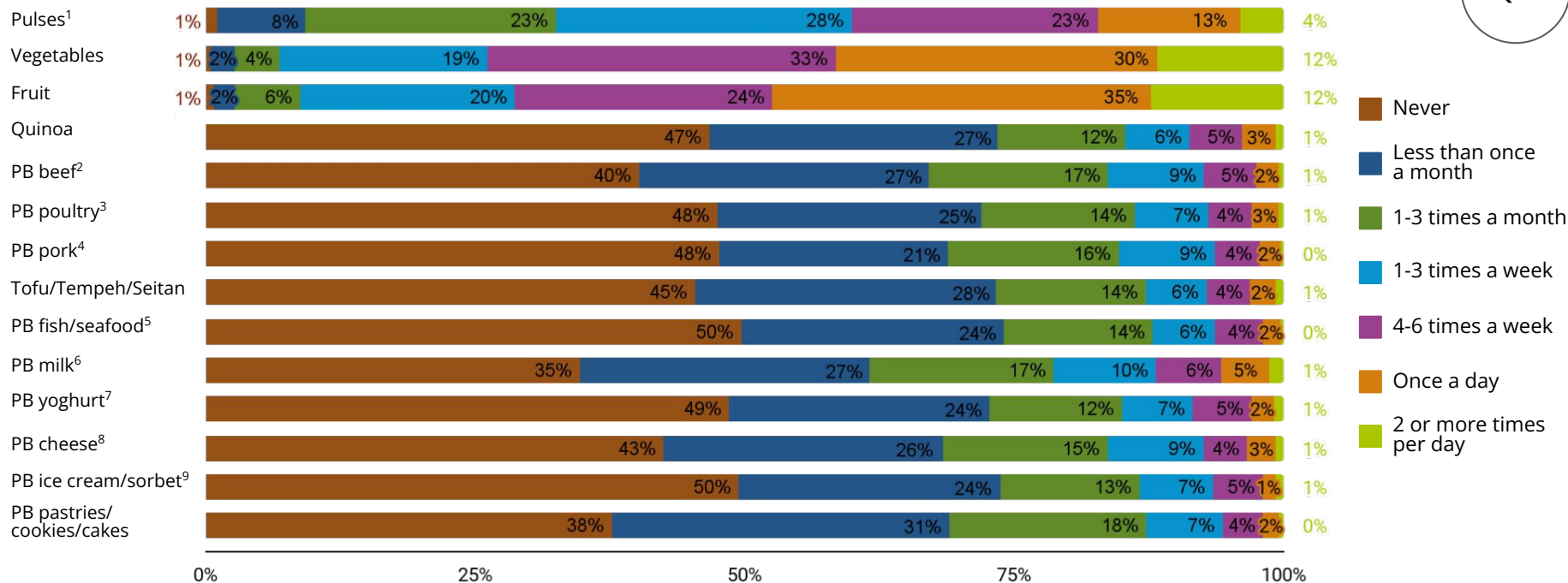


Romania: Consumption frequency of plant-based foods



Consumers consume vegetables the most frequently, followed by fruit, pulses, and plant-based milk.

Q3



Which statement best describes how frequently you have consumed the following foods in the last 12 months? | Single selection | Examples: 1: lentils, beans 2: PB burger/mince 3: PB chicken strips/chunks 4: PB sausage/pulled pork 5: PB fish sticks/fish burger/tuna 6: soya almond/oat/coconut/rice/pea milk 7: soya/almond/oat/coconut yoghurt 8: PB cream cheese/cheese slices/grated cheese 9: PB ice cream/sorbet

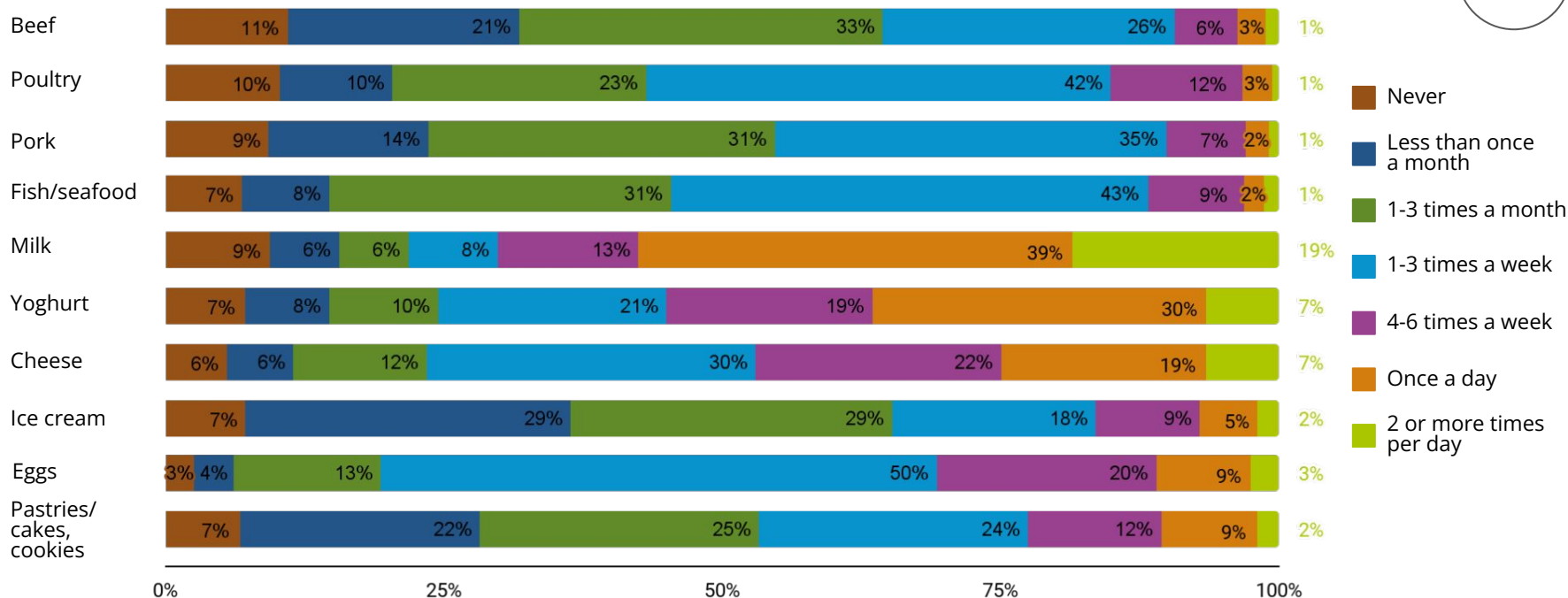
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Spain: Consumption frequency of animal-based foods

Consumers consume milk the most frequently, followed by yoghurt, cheese, eggs, and pastries, cakes, and cookies.

Q3



Which statement best describes how frequently you have consumed the following foods in the last 12 months? | Single selection

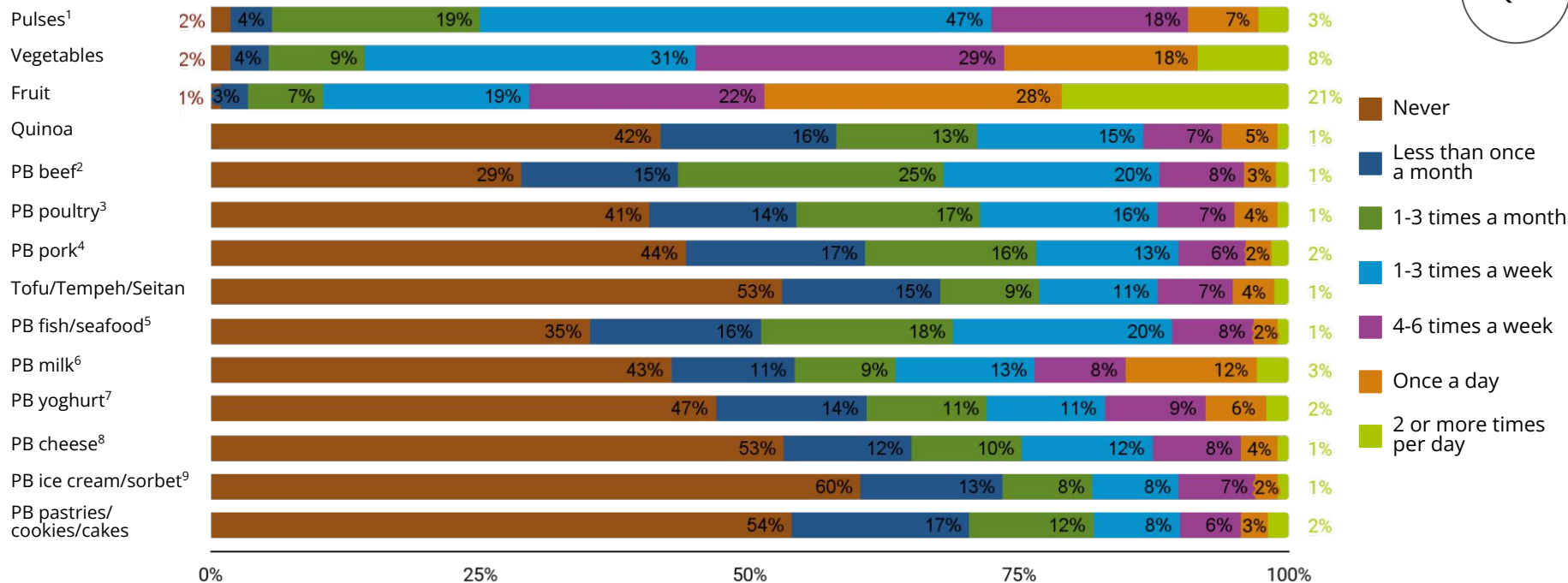
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Spain: Consumption frequency of plant-based foods

Consumers consume fruit the most frequently, followed by vegetables, pulses, plant-based milk, and plant-based yoghurt.

Q3



Which statement best describes how frequently you have consumed the following foods in the last 12 months? | Single selection | Examples: 1: lentils, beans 2: PB burger/mince 3: PB chicken strips/chunks 4: PB sausage/pulled pork 5: PB fish sticks/fish burger/tuna 6: soya almond/oat/coconut/rice/pea milk 7: soya/almond/oat/coconut yoghurt 8: PB cream cheese/cheese slices/grated cheese 9: PB ice cream/sorbet

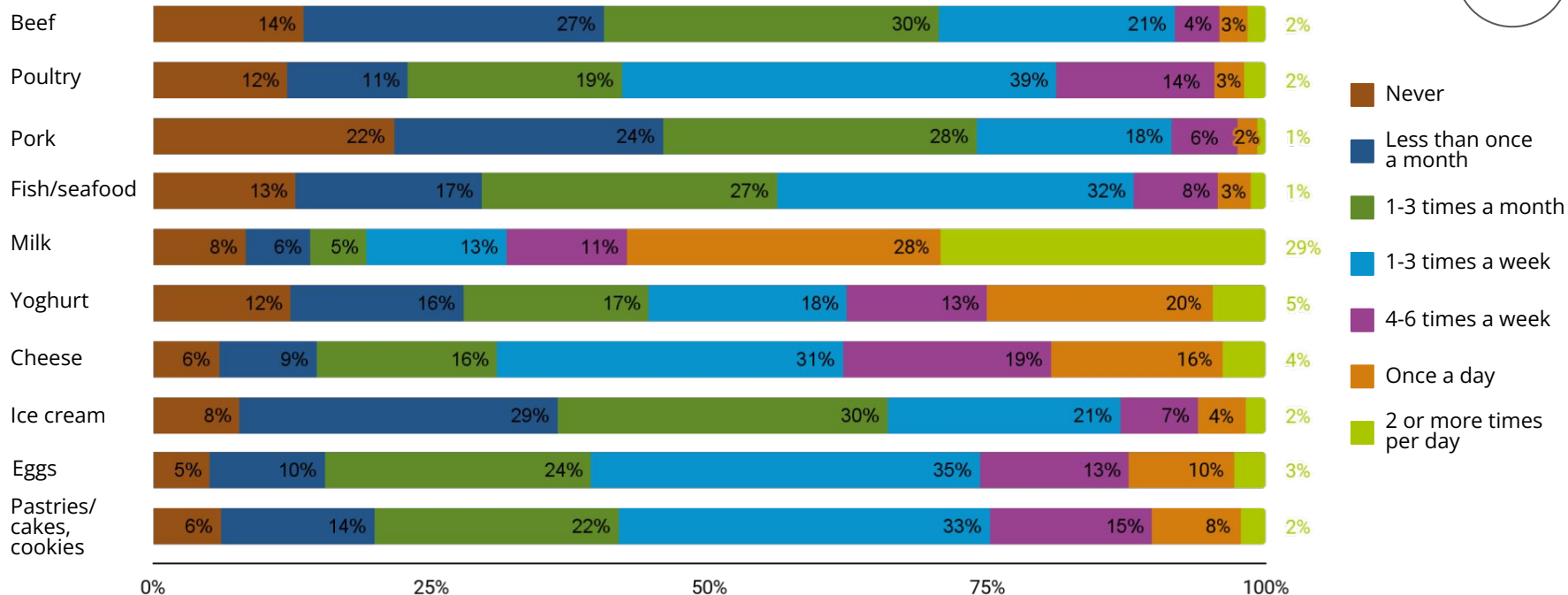
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



UK: Consumption frequency of animal-based foods

Consumers consume milk the most frequently, followed by cheese, yoghurt, eggs, and pastries, cakes, and cookies.

Q3



Which statement best describes how frequently you have consumed the following foods in the last 12 months? | Single selection

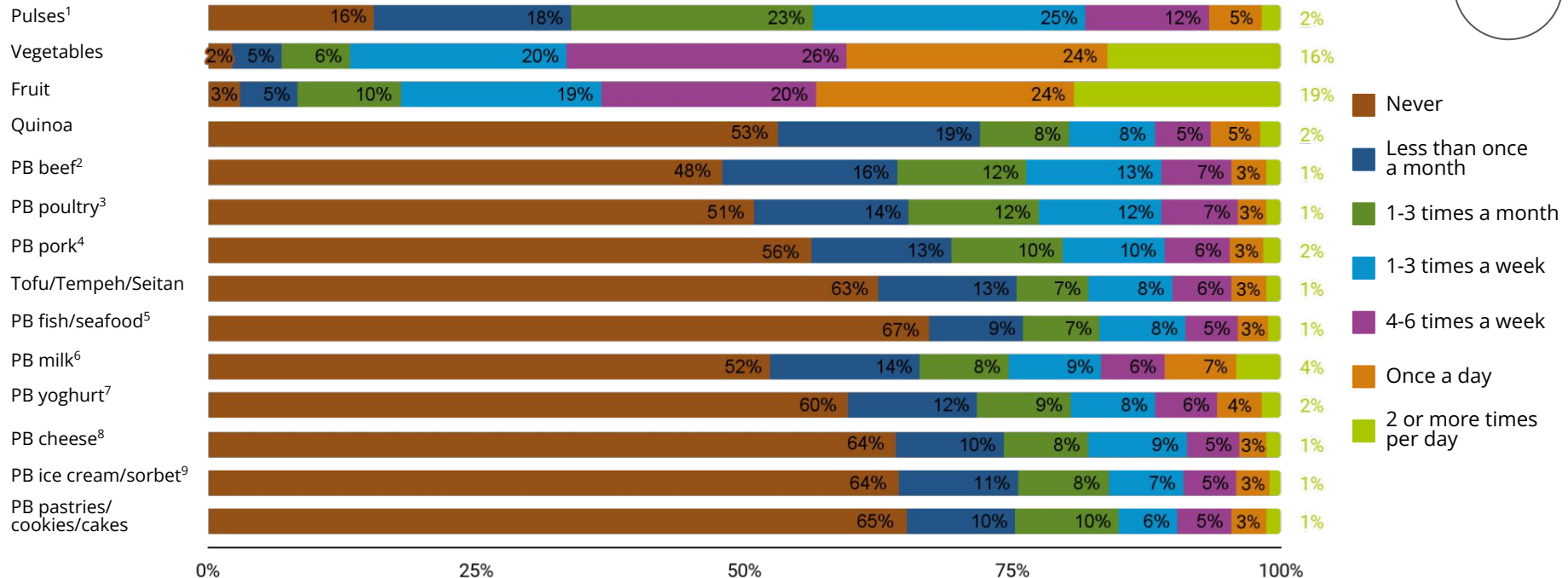
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



UK: Consumption frequency of plant-based foods

Consumers consume fruit the most frequently, followed by vegetables, pulses, plant-based milk, and plant-based yoghurt.

Q3



Which statement best describes how frequently you have consumed the following foods in the last 12 months? | Single selection | Examples: 1: lentils, beans 2: PB burger/mince 3: PB chicken strips/chunks 4: PB sausage/pulled pork 5: PB fish sticks/fish burger/tuna 6: soya almond/oat/coconut/rice/pea milk 7: soya/almond/oat/coconut yoghurt 8: PB cream cheese/cheese slices/grated cheese 9: PB ice cream/sorbet

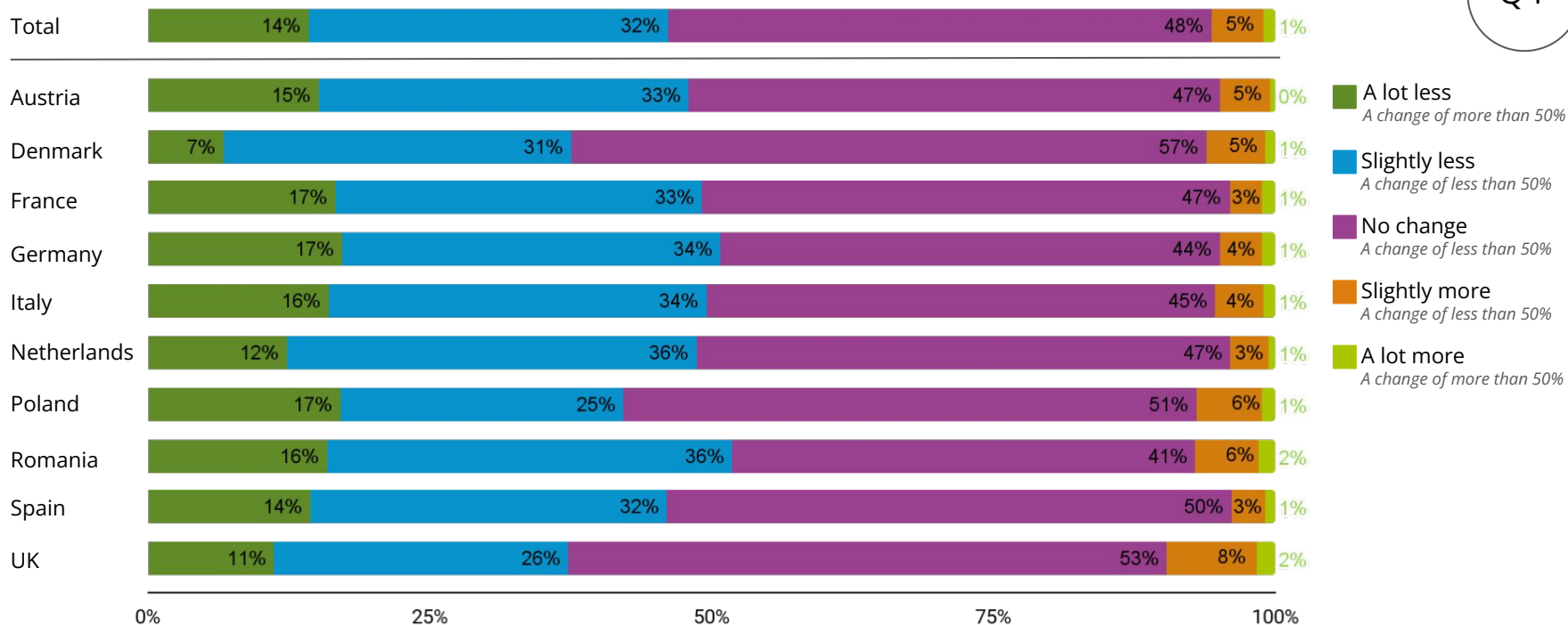
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

Q4 “Compared to a year ago, how much meat (e.g. beef, pork, chicken) are you eating now?”

Consumption of **meat** now vs. a year ago

More than 45% of European consumers now eat less meat compared to a year ago.

Q4



Compared to a year ago, how much meat (e.g. beef, pork, chicken) are you eating now? | Single selection | Only omnivores and flexitarians

Total: n= 6882 | Austria n=686 | Denmark n=682 | France n=685 | Germany n=669 | Italy n=668 | Netherlands n=674 | Poland n=697 | Romania n=706 | Spain n=717 | UK n=668

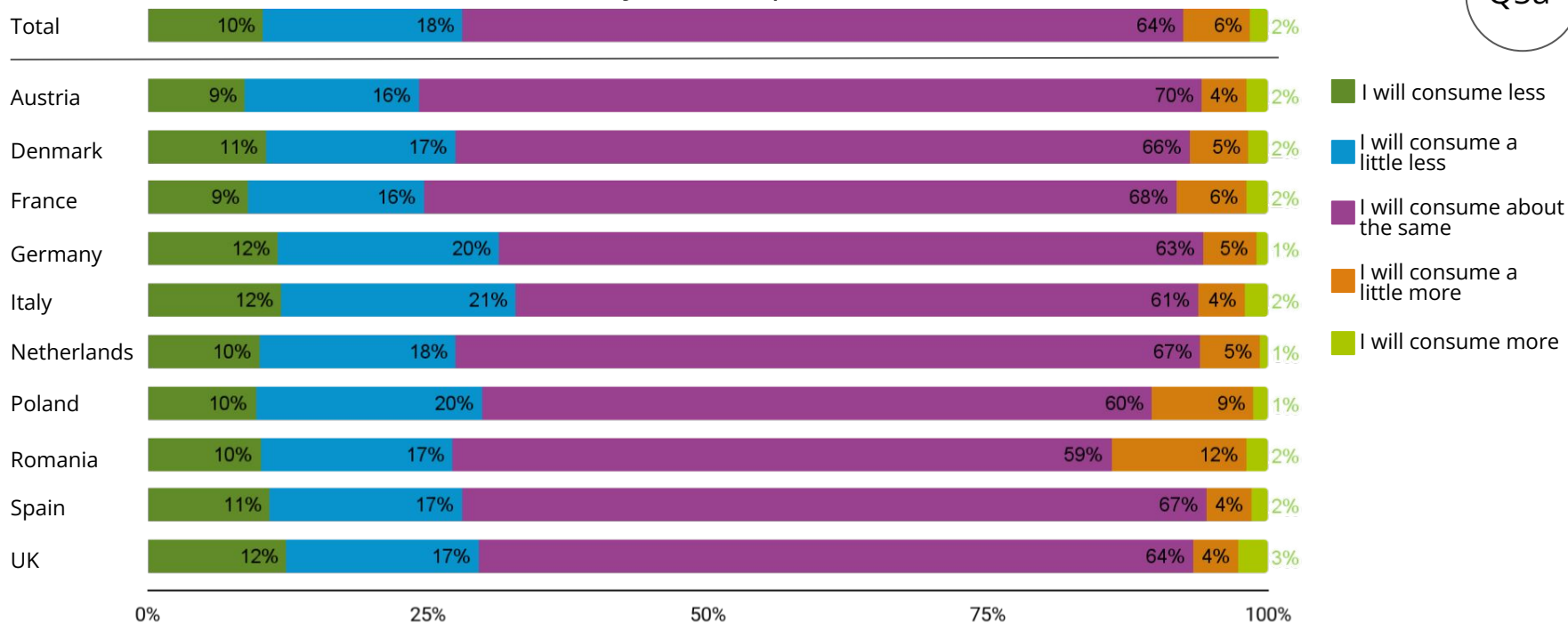
Q5a “Do you intend increasing or reducing your consumption of the following food categories in the next six months?”

Dairy products
(e.g. milk, yoghurt, cheese)

Consumption of **dairy products** (e.g. milk, yoghurt, cheese) in the next six months

Italy, Germany, and Poland show the greatest intention to decrease dairy consumption.

Q5a



Do you intend increasing or reducing your consumption of the following food categories in the next six months? | Single selection | Only omnivores and flexitarians

Total: n= 6882 | Austria n=686 | Denmark n=682 | France n=685 | Germany n=669 | Italy n=698 | Netherlands n=674 | Poland n=697 | Romania n=706 | Spain n=717 | UK n=668

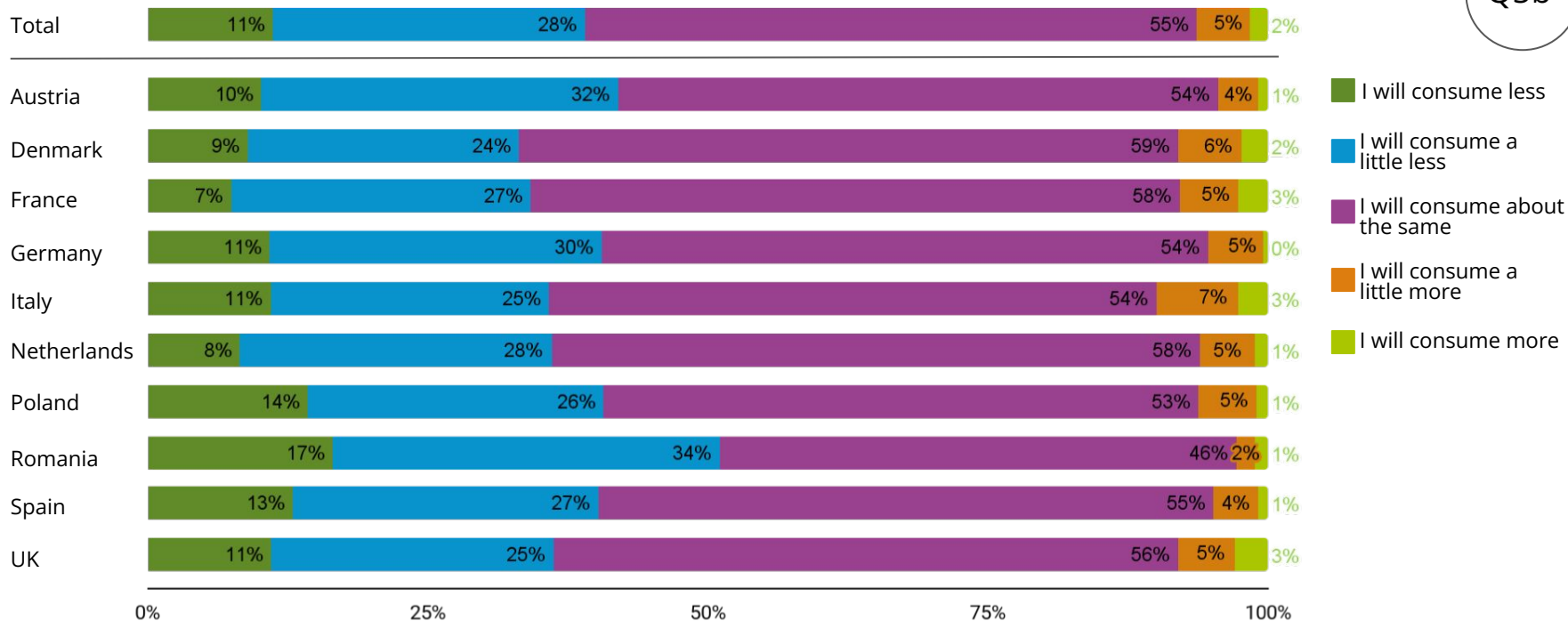
Q5b “Do you intend increasing or reducing your consumption of the following food categories in the next six months?”

Meat products
(e.g. beef, pork, chicken)

Consumption of **meat products** (e.g. beef, pork, chicken) in the next six months

Romania, Austria, and Germany show the greatest intention to reduce meat consumption.

Q5b



Do you intend increasing or reducing your consumption of the following food categories in the next six months? | Single selection | Only omnivores and flexitarians

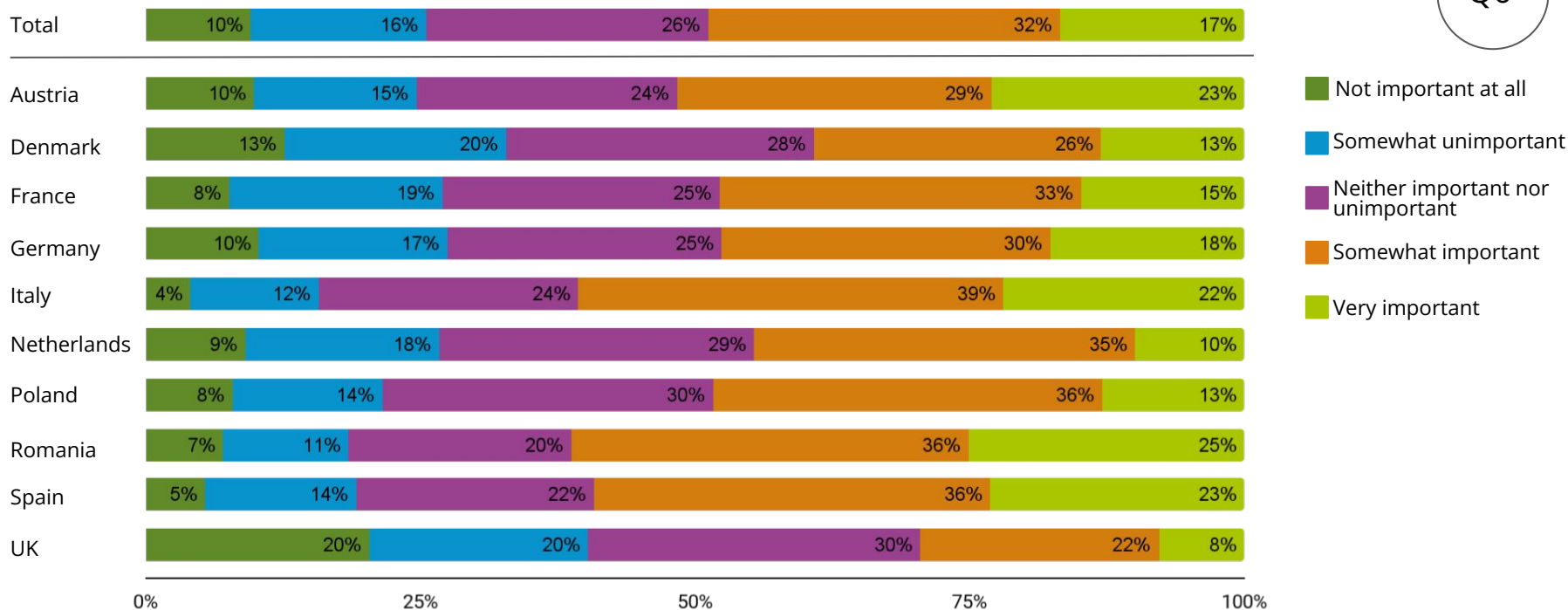
Total: n= 6882 | Austria n=686 | Denmark n=682 | France n=685 | Germany n=669 | Italy n=698 | Netherlands n=674 | Poland n=697 | Romania n=706 | Spain n=717 | UK n=668

Q6 “How important is an organic label for you when it comes to plant-based food products (e.g. meat/dairy alternatives)?”

Importance of organic labels

Nearly 50% of European consumers think an organic label is important when it comes to plant-based food products.

Q6



How important is an organic label for you when it comes to plant-based food products (e.g. meat/dairy alternatives)? | Single selection | Only people who eat plant-based products

Total: n= 6035 | Austria n=548 | Denmark n=500 | France n=552 | Germany n=532 | Italy n=566 | Netherlands n=596 | Poland n=634 | Romania n=666 | Spain n=684 | UK n=757

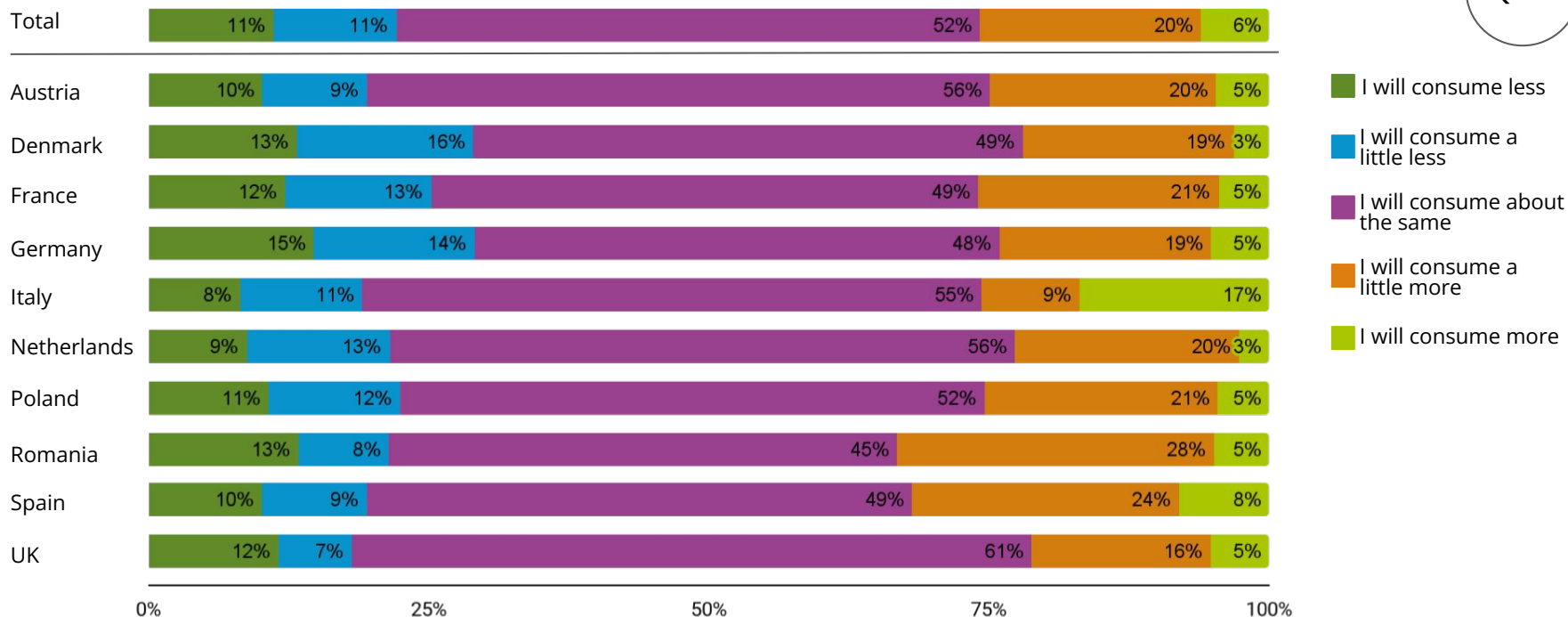
Q7a “Do you intend increasing or reducing your consumption of the following **plant-based food categories** in the next six months?”

Plant-based dairy products
(e.g. soya/oat milk, coconut yoghurt)

Consumption of **plant-based dairy products** in the next six months

Romania and Spain show the greatest interest in increasing consumption of plant-based dairy.

Q7a



Do you intend increasing or reducing your consumption of the following plant-based food categories in the next six months? (Single selection) | Only people who eat plant-based products

Total: n= 6035 | Austria n=548 | Denmark n=500 | France n=552 | Germany n=532 | Italy n=566 | Netherlands n=596 | Poland n=634 | Romania n=666 | Spain n=684 | UK n=757

Q7b “Do you intend increasing or reducing your consumption of the following plant-based food categories in the next six months?”

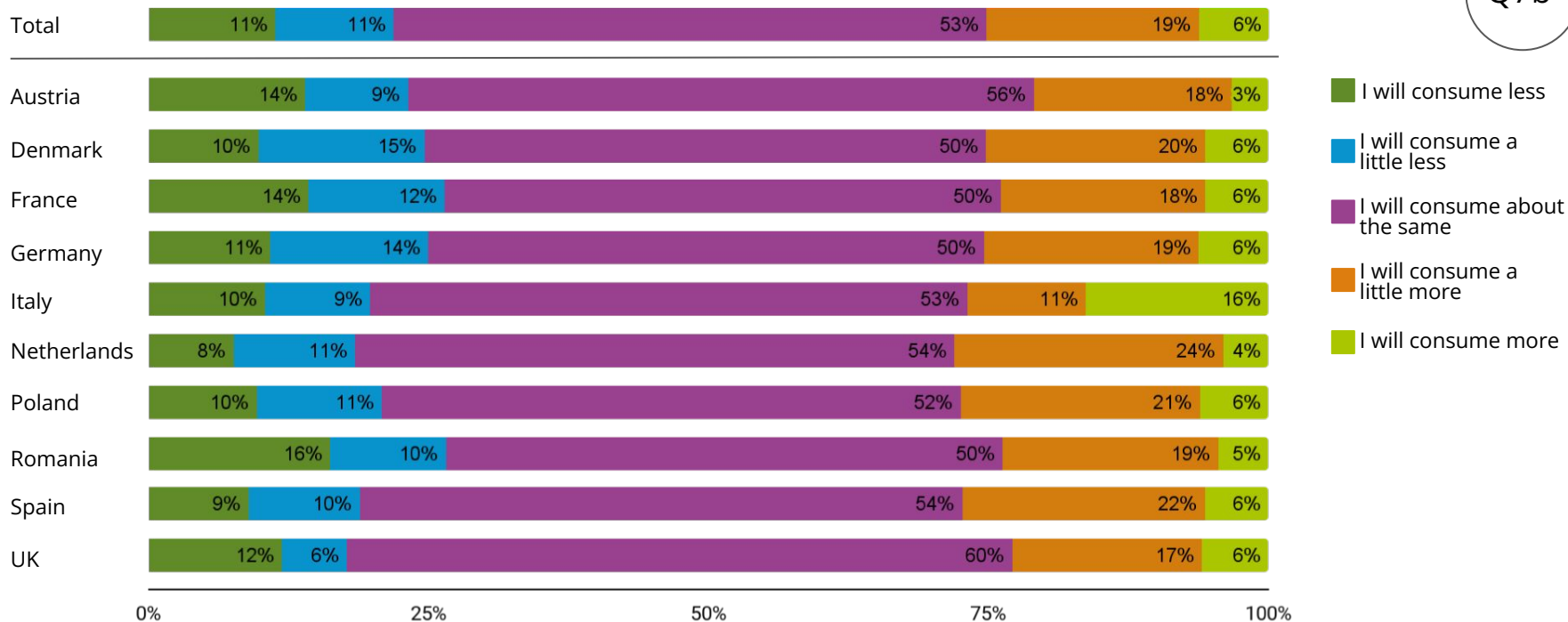
Plant-based meat products
(e.g. plant-based burgers/
sausages)



Consumption of **plant-based meat products** in the next six months

25% of European consumers intend increasing their consumption of plant-based meat products.

Q7b



Do you intend increasing or reducing your consumption of the following plant-based food categories in the next six months? (Single selection) | Only people who eat plant-based

products

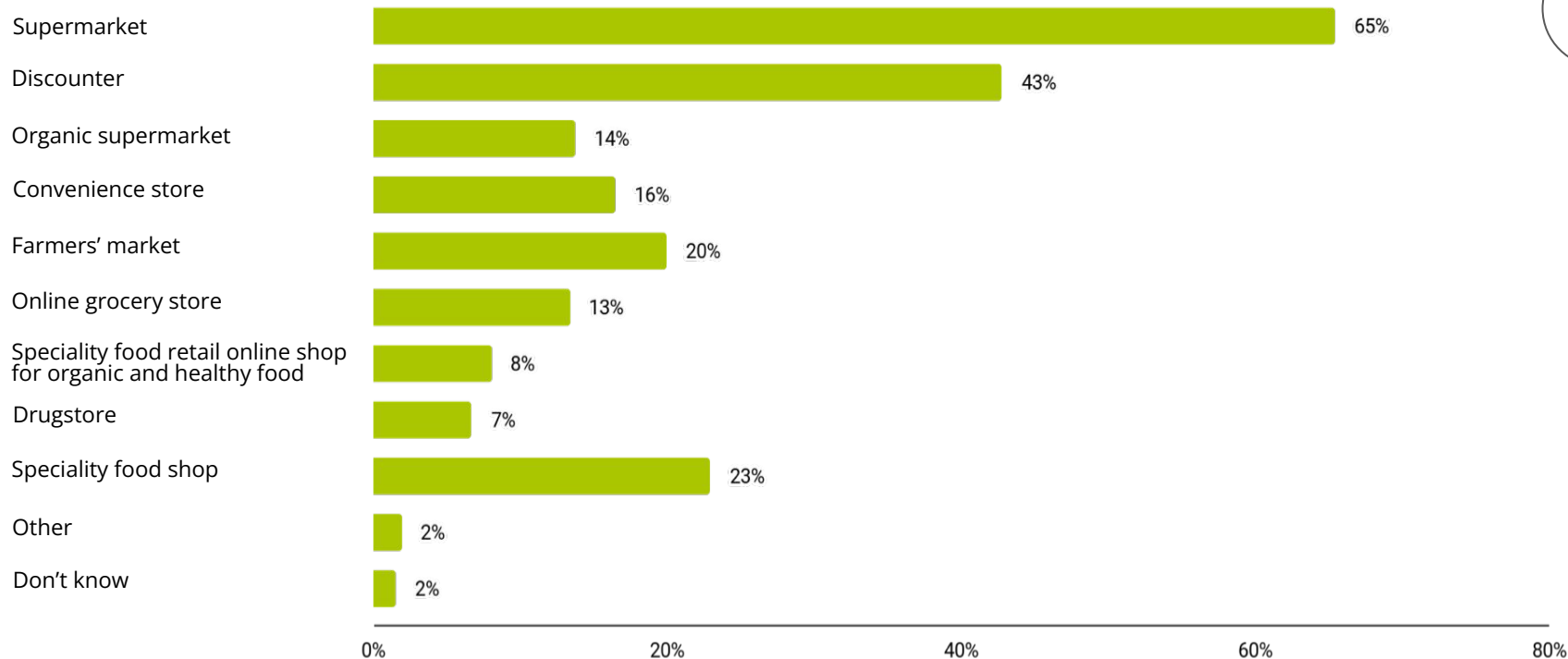
Total: n= 6035 | Austria n=548 | Denmark n=500 | France n=552 | Germany n=532 | Italy n=566 | Netherlands n=596 | Poland n=634 | Romania n=666 | Spain n=684 | UK n=757

Q8 “Where are you likely to purchase food products most frequently from in the future?”

Total: Shopping location

European consumers are most likely to purchase their food products from supermarkets.

Q8



Where are you likely to purchase food products most frequently from in the future? | Multiple selection | Max. 3

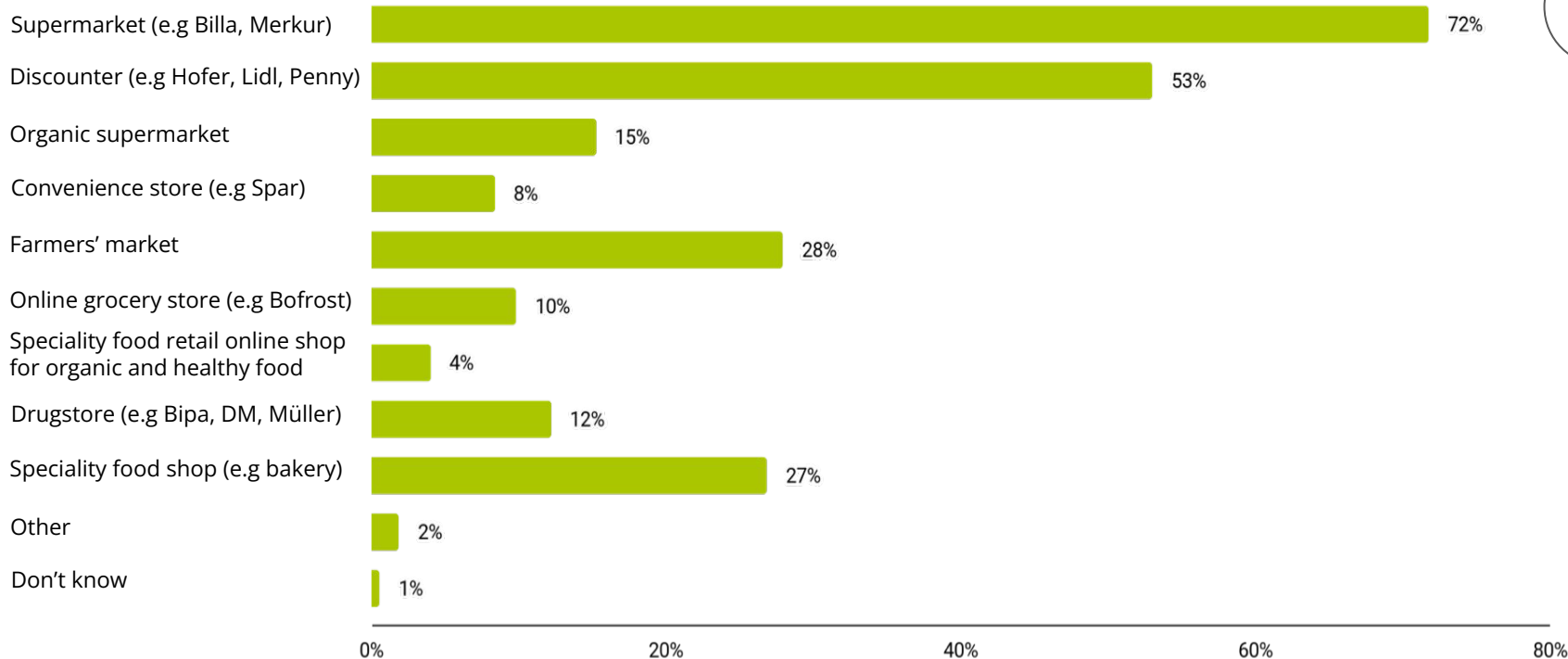
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Austria: Shopping location

Austrian consumers are most likely to buy their groceries at supermarkets.

Q8



Where are you likely to purchase food products most frequently from in the future? | Multiple selection | Max. 3

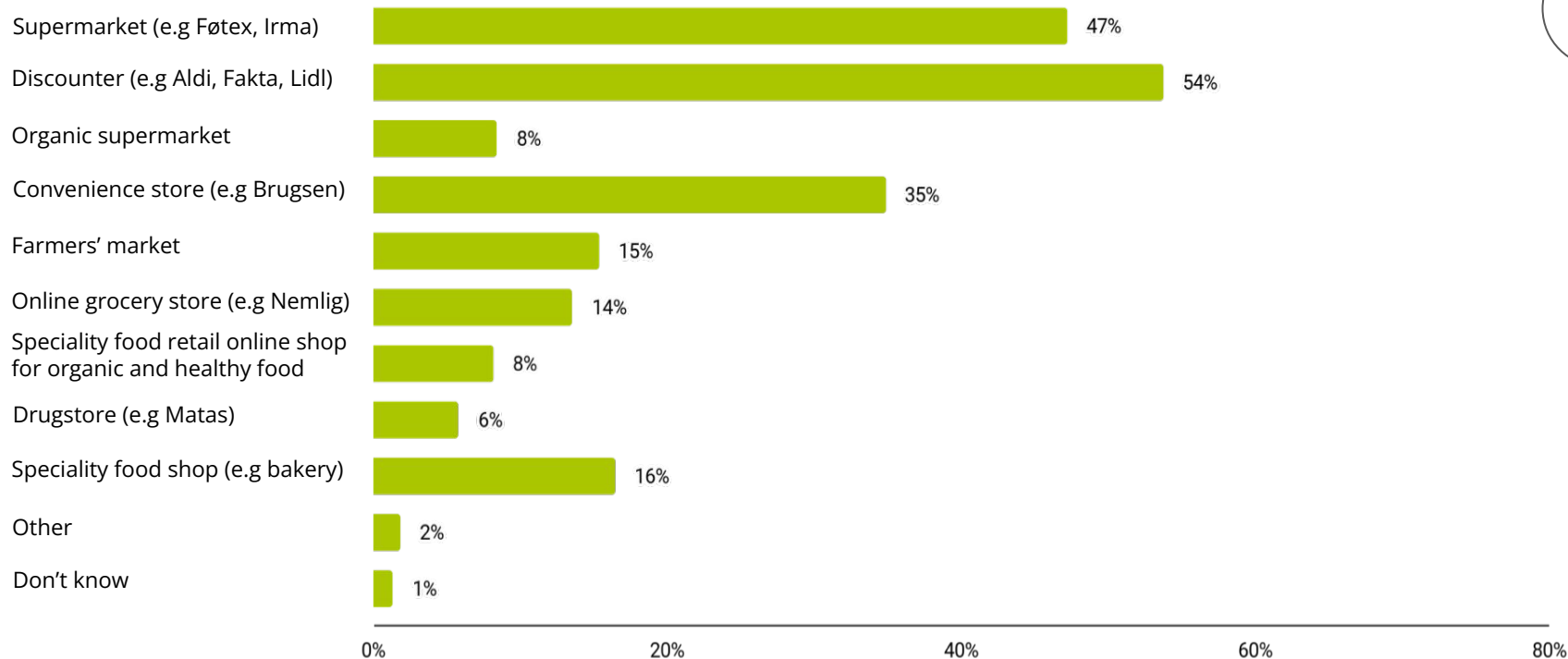
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Denmark: Shopping location

The majority of Danish consumers purchase from discounters or supermarkets.

Q8



Where are you likely to purchase food products most frequently from in the future? | Multiple selection | Max. 3

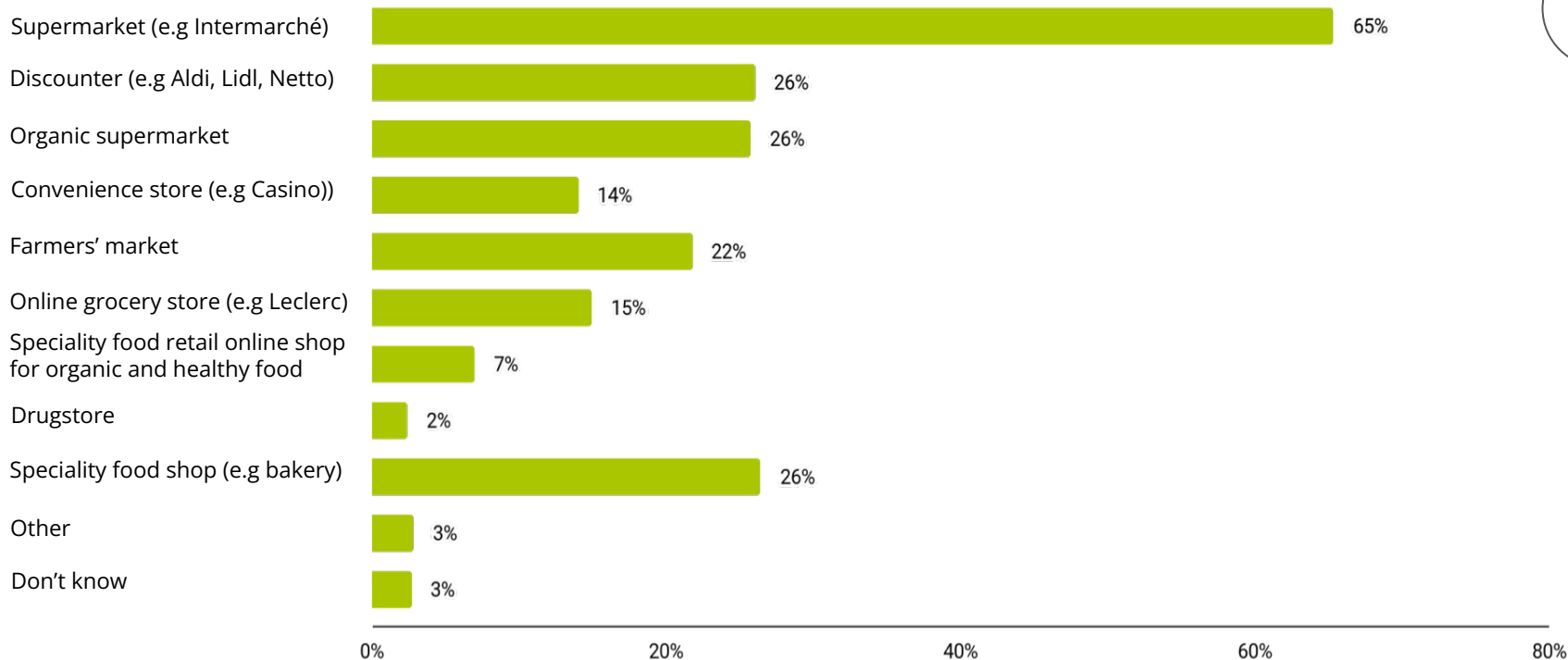
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



France: Shopping location

French consumers are most likely to buy their food from supermarkets.

Q8



Where are you likely to purchase food products most frequently from in the future? | Multiple selection | Max. 3

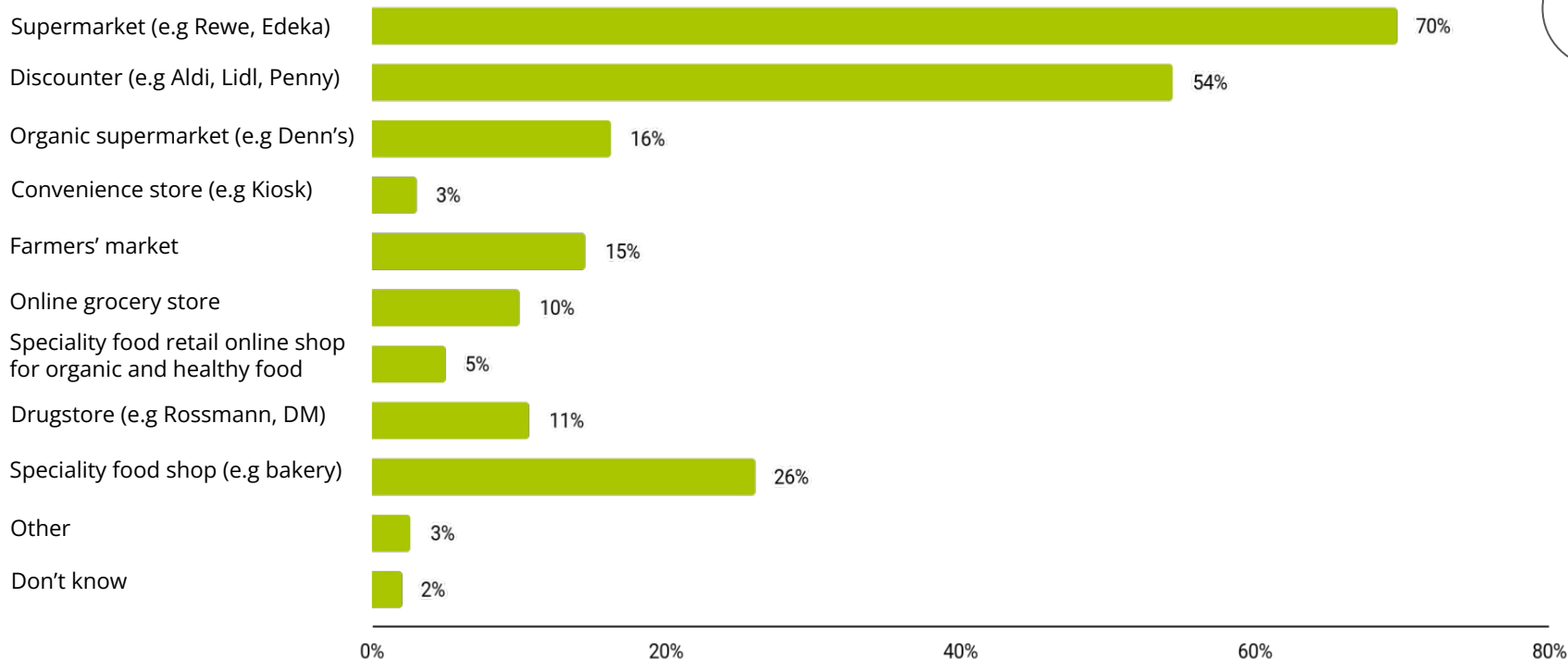
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Germany: Shopping location

German consumers prefer supermarket and discount stores for grocery shopping.

Q8



Where are you likely to purchase food products most frequently from in the future? | Multiple selection | Max. 3

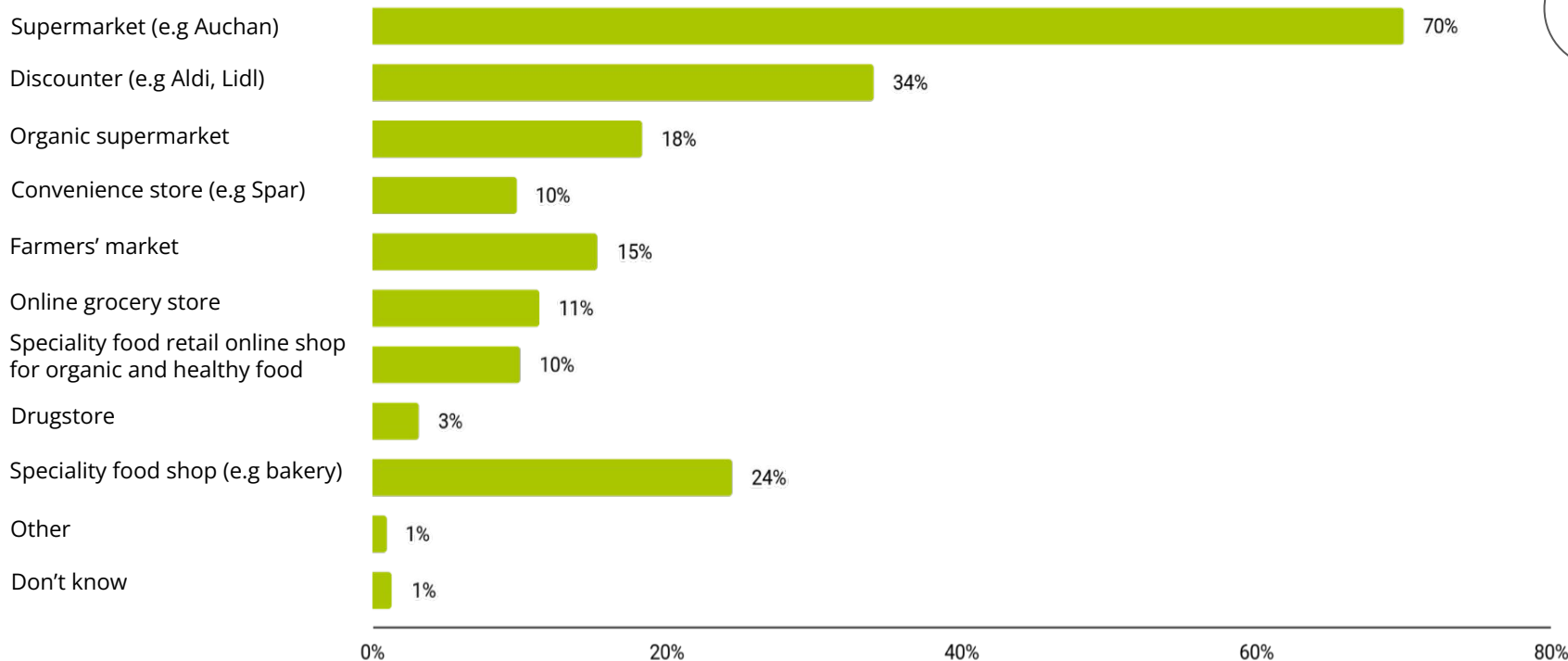
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Italy: Shopping location

In Italy, the supermarket is the most visited food-shopping location.

Q8



Where are you likely to purchase food products most frequently from in the future? | Multiple selection | Max. 3

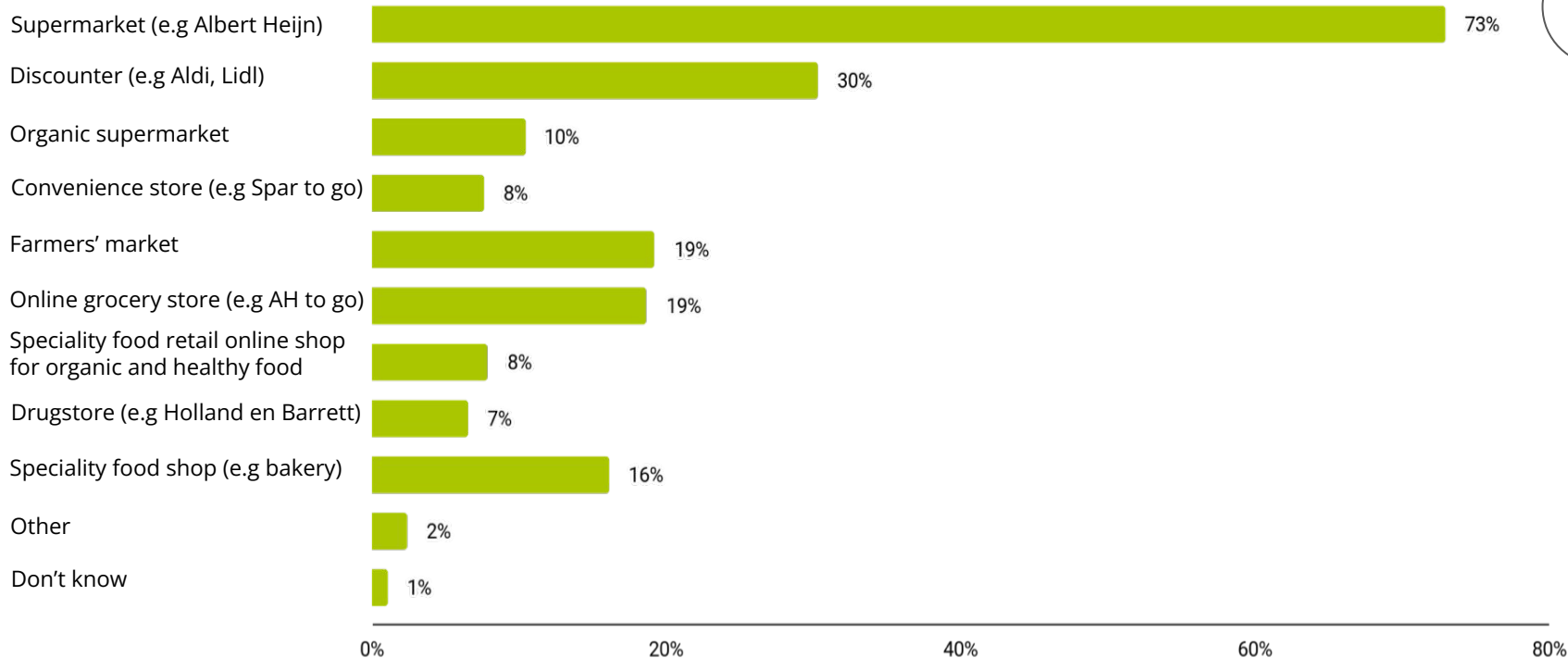
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Netherlands: Shopping location

The majority of Dutch consumers do their grocery shopping at supermarkets.

Q8



Where are you likely to purchase food products most frequently from in the future? | Multiple selection | Max. 3

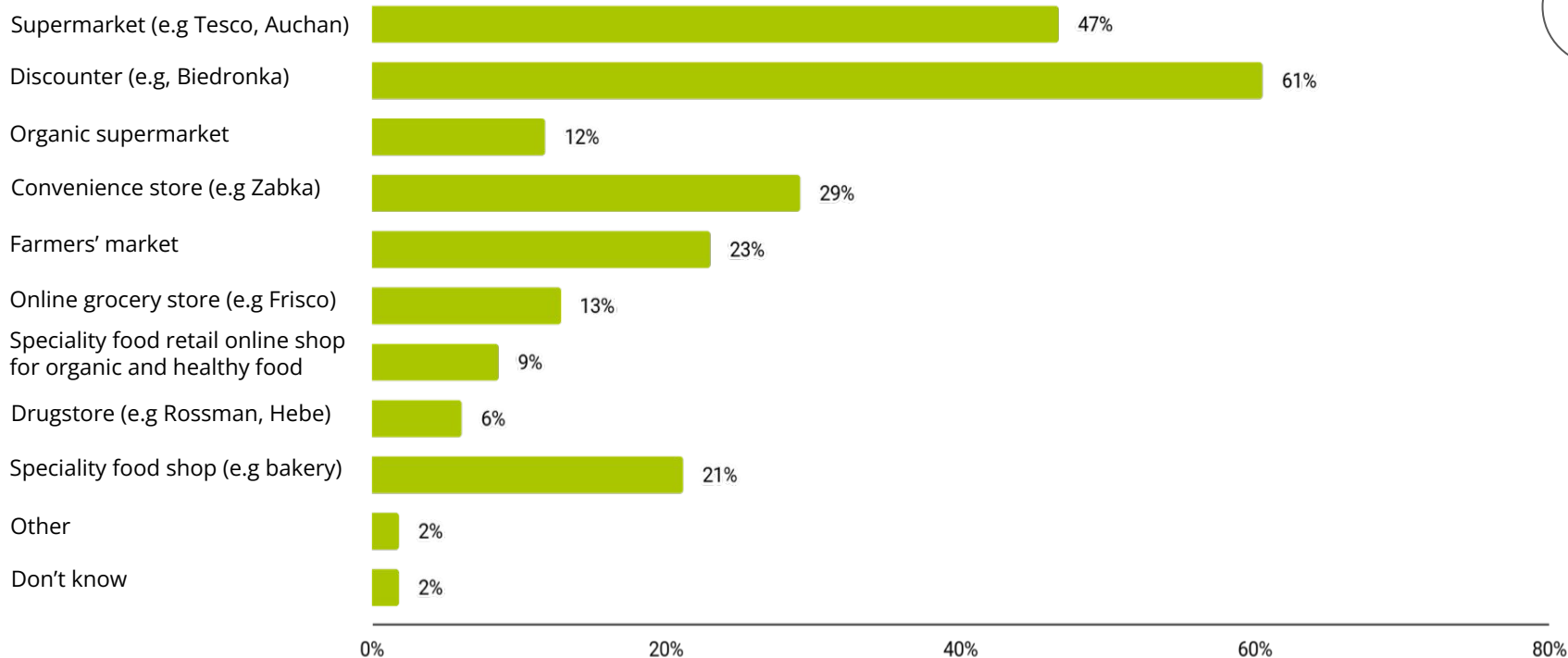
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Poland: Shopping location

Q8

Among Polish consumers, discount stores are the most popular food-shopping location.



Where are you likely to purchase food products most frequently from in the future? | Multiple selection | Max. 3

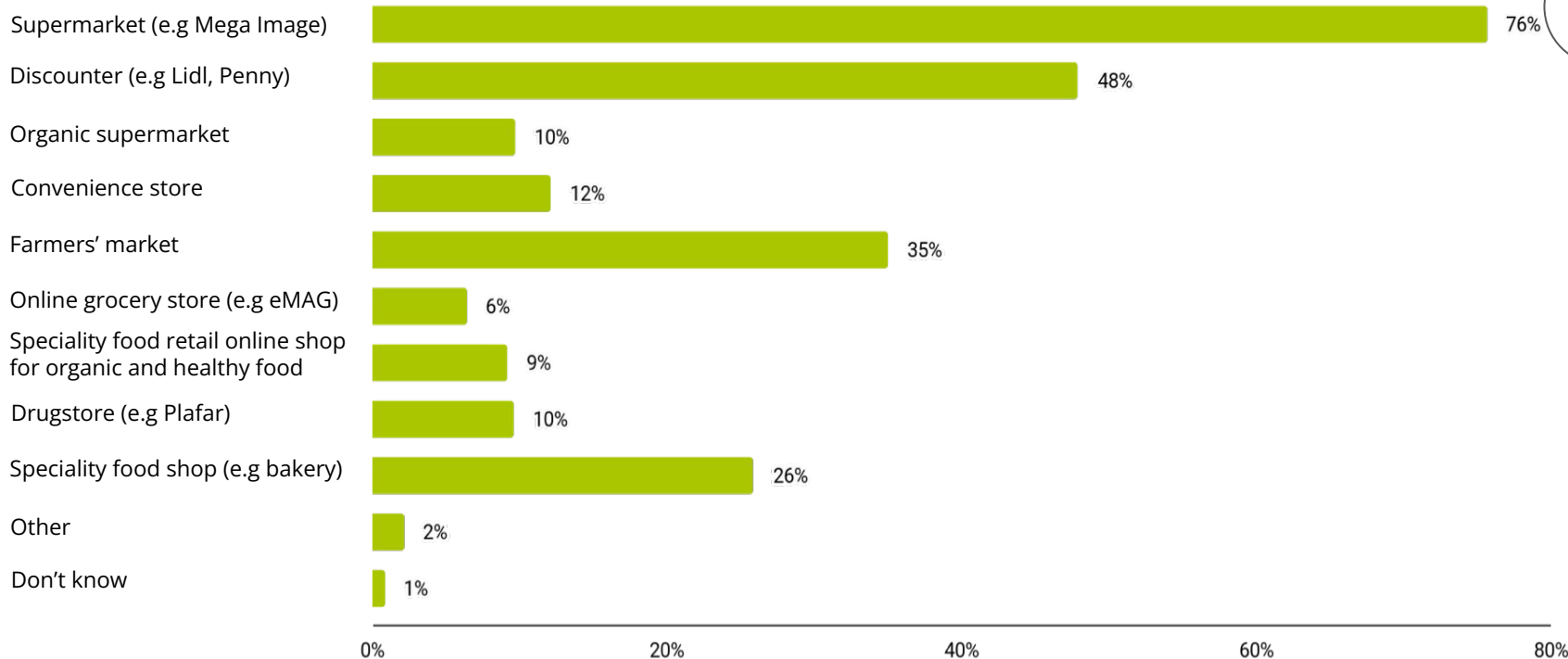
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Romania: Shopping location

Romanian consumers mostly do their grocery shopping at supermarkets.

Q8



Where are you likely to purchase food products most frequently from in the future? | Multiple selection | Max. 3

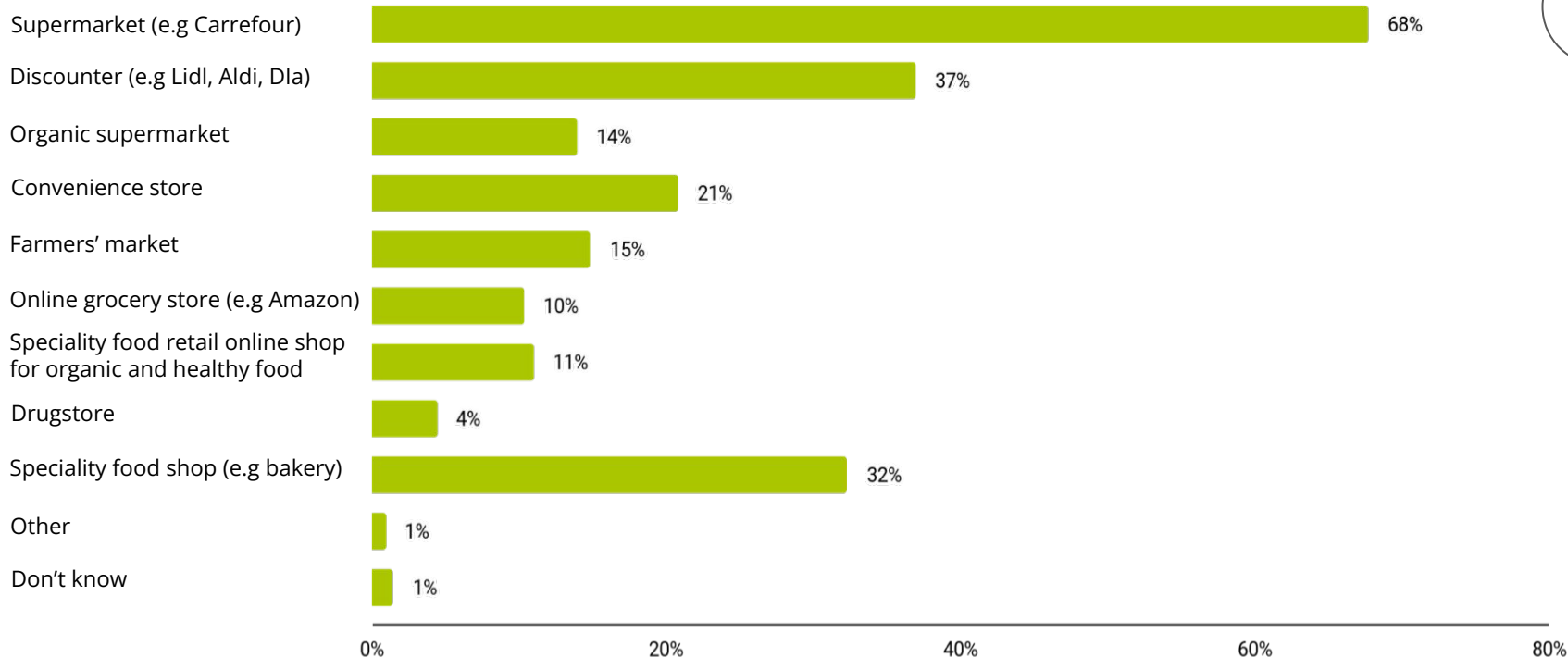
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Spain: Shopping location

For Spanish consumers, the most-visited food-shopping location is the supermarket.

Q8



Where are you likely to purchase food products most frequently from in the future? | Multiple selection | Max. 3

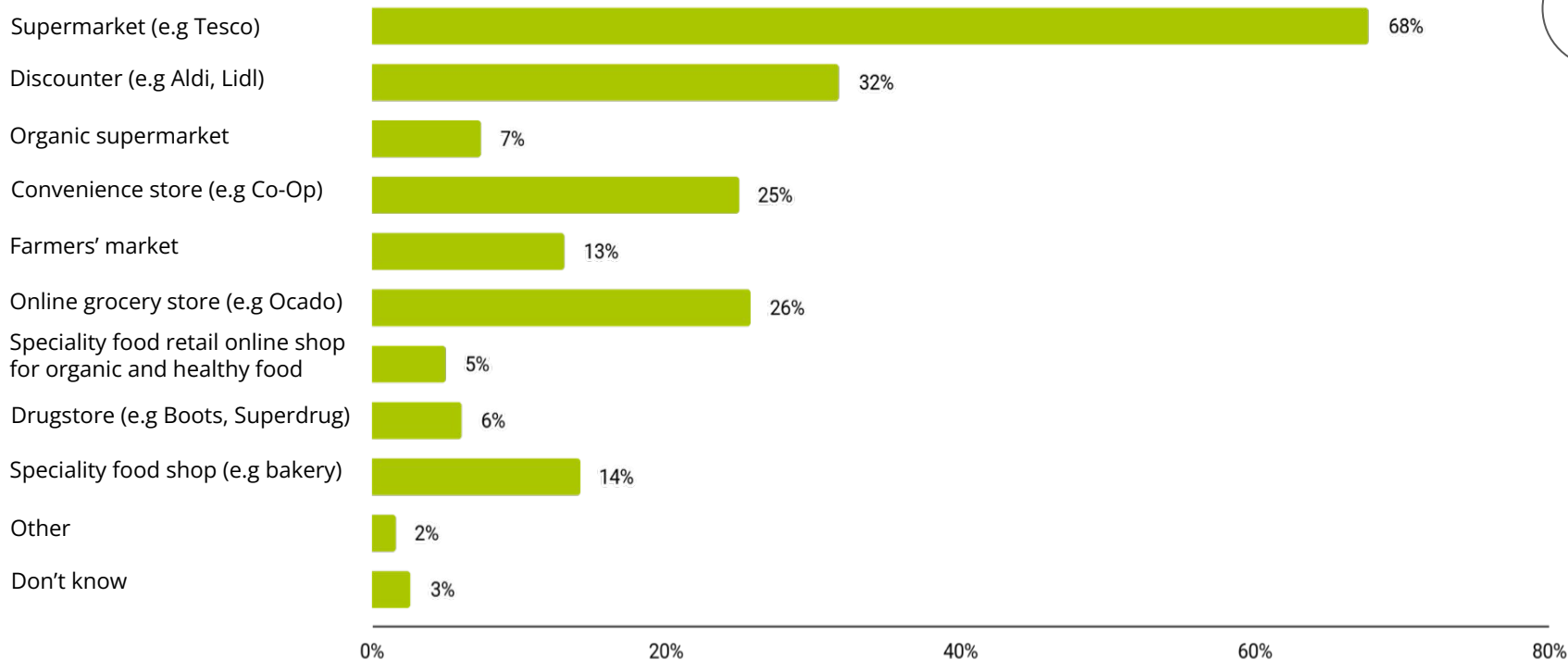
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



UK: Shopping location

UK consumers purchase their food products mainly from supermarkets.

Q8



Where are you likely to purchase food products most frequently from in the future? | Multiple selection | Max. 3

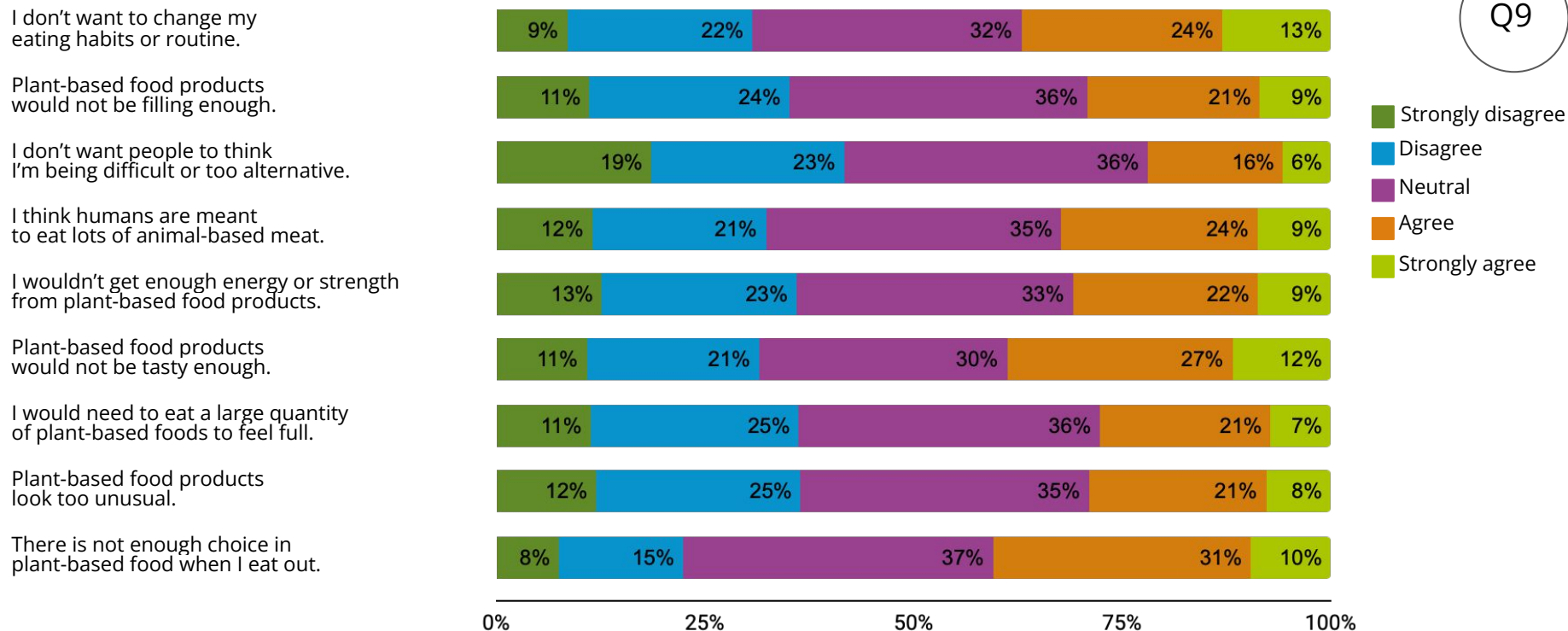
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

Q9 “Please indicate how much you disagree or agree with each of the following statements with regards to barriers towards eating new plant-based food products and following a plant-based diet?”

Total: Barriers towards eating plant-based products (1/3)

For European consumers, the key barriers to plant-based products are lack of choice, taste, and resistance to changing eating habits.

Q9



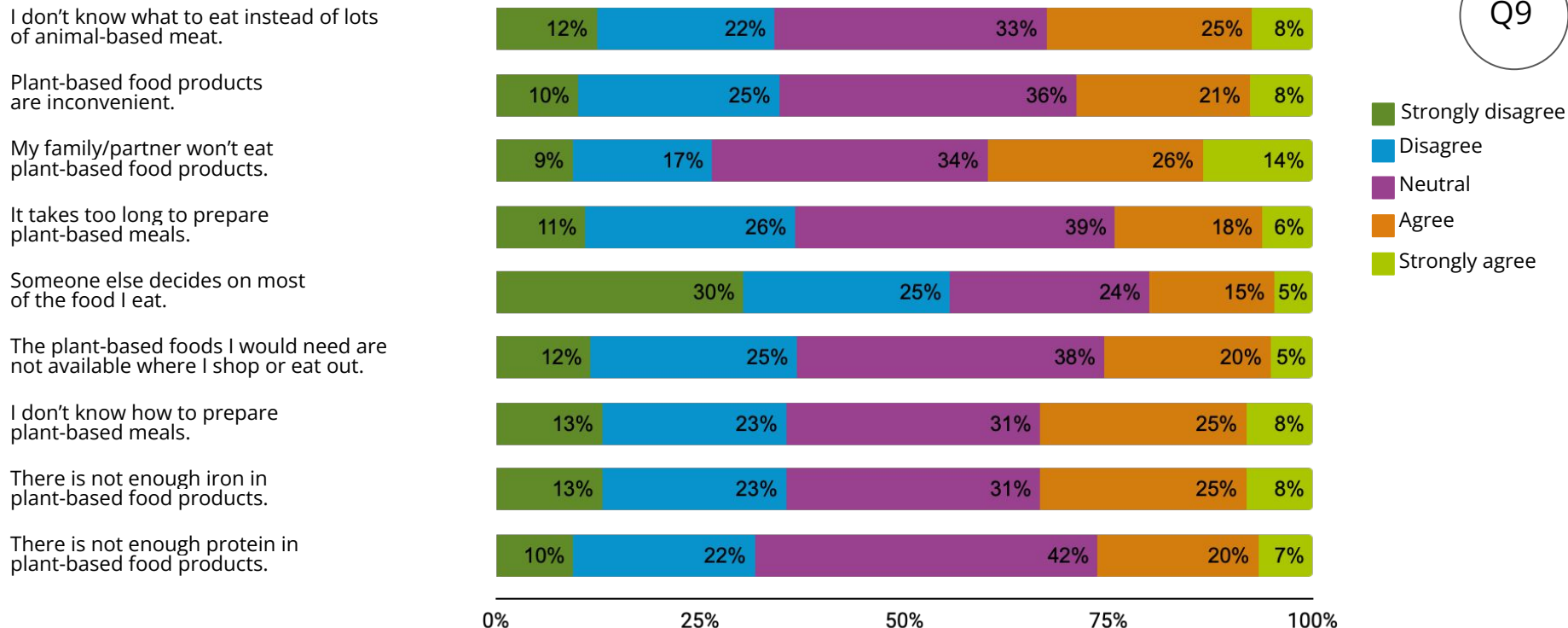
Please indicate how much you disagree or agree with each of the following statements with regards to barriers towards eating new plant-based food products and following a plant-based diet? | Single selection

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

Total: Barriers towards eating plant-based products (2/3)

European consumers state that their family/partner won't eat plant-based food, they don't know how to prepare plant-based meals, and don't think that they contain enough iron.

Q9



Please indicate how much you disagree or agree with each of the following statements with regards to barriers towards eating new plant-based food products and following a plant-based diet? | Single selection

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

Total: Barriers towards eating plant-based products (3/3)

European consumers think plant-based products are too expensive and would like more information about them.

Q9

I would be worried about my health (other than iron and protein) if I was only eating plant-based food products.



I would get indigestion, bloating, gas, or flatulence when eating plant-based food products.



Plant-based meals or snacks are not available when I eat out.



Plant-based food products are too expensive.



I need more information about plant-based food products.



I do not enjoy eating plant-based food products.



It is not masculine to eat plant-based food products.



Plant-based food products do not look appetizing or appealing.



0% 25% 50% 75% 100%

Please indicate how much you disagree or agree with each of the following statements with regards to barriers towards eating new plant-based food products and following a plant-based diet? | Single selection

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Austria: Barriers towards eating plant-based products (1/3)

Austrian consumers don't think there are enough plant-based food choices when eating out, don't think such foods will be tasty enough, and don't want to change their eating habits.

I don't want to change my eating habits or routine.



Plant-based food products would not be filling enough.



I don't want people to think I'm being difficult or too alternative.



I think humans are meant to eat lots of animal-based meat.



I wouldn't get enough energy or strength from plant-based food products.



Plant-based food products would not be tasty enough.



I would need to eat a large quantity of plant-based foods to feel full.



Plant-based food products look too unusual.



There is not enough choice in plant-based food when I eat out.



0% 25% 50% 75% 100%

Q9

Strongly disagree
Disagree
Neutral
Agree
Strongly agree

Please indicate how much you disagree or agree with each of the following statements with regards to barriers towards eating new plant-based food products and following a plant-based diet? | Single selection

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Austria: Barriers towards eating plant-based products (2/3)



Austrian consumers state that their family/partner won't eat plant-based products, they don't know how to prepare plant-based food, and don't know what to eat instead of animal-based products.

Q9

I don't know what to eat instead of lots of animal-based meat.



Plant-based food products are inconvenient.



My family/partner won't eat plant-based food products.



It takes too long to prepare plant-based meals.



Someone else decides on most of the food I eat.



The plant-based foods I would need are not available where I shop or eat out.



I don't know how to prepare plant-based meals.



There is not enough iron in plant-based food products.



There is not enough protein in plant-based food products.



0% 25% 50% 75% 100%

Strongly disagree
Disagree
Neutral
Agree
Strongly agree

Please indicate how much you disagree or agree with each of the following statements with regards to barriers towards eating new plant-based food products and following a plant-based diet? | Single selection

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Austria: Barriers towards eating plant-based products (3/3)

Austrian consumers think plant-based food is too expensive, they want more information about it, and are worried about the health impact.

Q9

I would be worried about my health (other than iron and protein) if I was only eating plant-based food products.



I would get indigestion, bloating, gas, or flatulence when eating plant-based food products.



Plant-based meals or snacks are not available when I eat out.



Plant-based food products are too expensive.



I need more information about plant-based food products.



I do not enjoy eating plant-based food products.



It is not masculine to eat plant-based food products.



Plant-based food products do not look appetizing or appealing.



0% 25% 50% 75% 100%

Strongly disagree
Disagree
Neutral
Agree
Strongly agree

Please indicate how much you disagree or agree with each of the following statements with regards to barriers towards eating new plant-based food products and following a plant-based diet? | Single selection

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Denmark: Barriers towards eating plant-based products (1/3)

Danish consumers think plant-based food won't be tasty enough, they don't want to change their eating habits, and think there is a lack of choice when eating out.

Q9

I don't want to change my eating habits or routine.



Plant-based food products would not be filling enough.



I don't want people to think I'm being difficult or too alternative.



I think humans are meant to eat lots of animal-based meat.



I wouldn't get enough energy or strength from plant-based food products.



Plant-based food products would not be tasty enough.



I would need to eat a large quantity of plant-based foods to feel full.



Plant-based food products look too unusual.



There is not enough choice in plant-based food when I eat out.



0% 25% 50% 75% 100%

Please indicate how much you disagree or agree with each of the following statements with regards to barriers towards eating new plant-based food products and following a plant-based diet? | Single selection

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

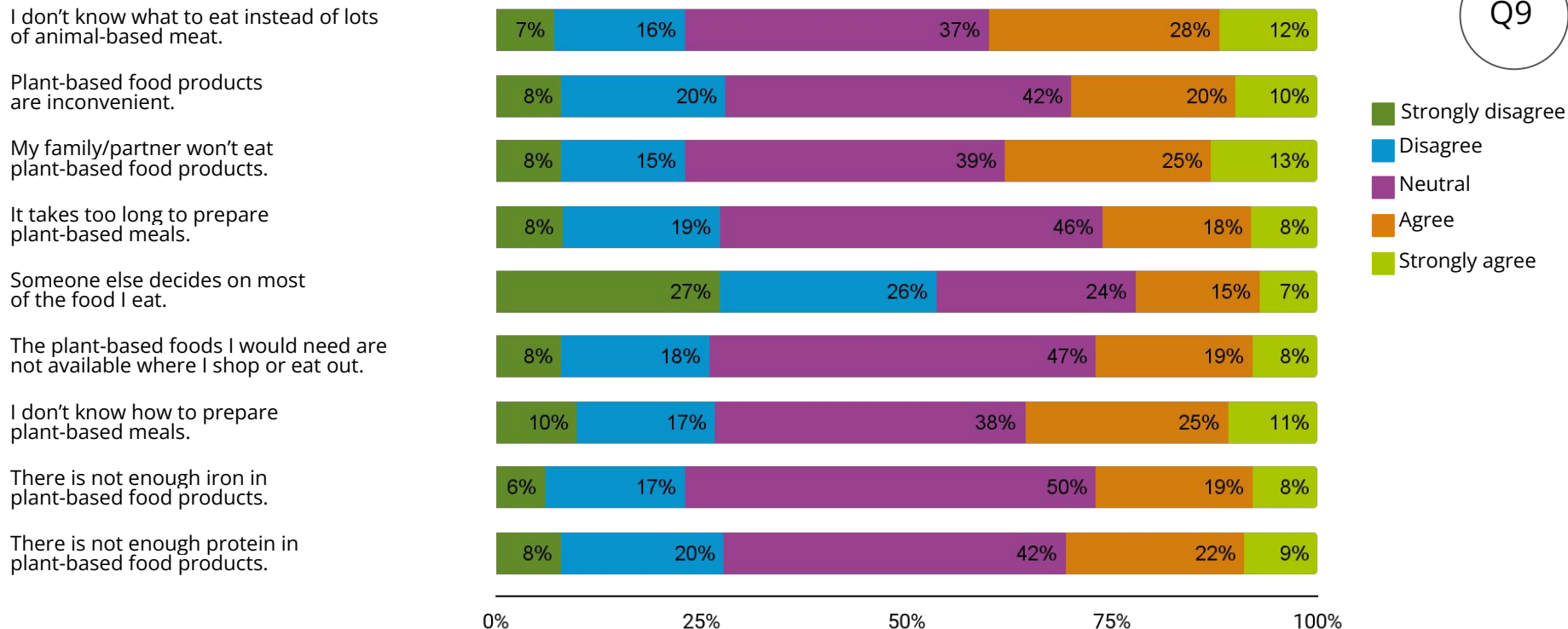


Denmark: Barriers towards eating plant-based products (2/3)



Danish consumers say that they don't know what to eat instead of animal-based meat, their family/partner won't eat plant-based food, and they don't have the knowledge to prepare plant-based meals.

Q9



Please indicate how much you disagree or agree with each of the following statements with regards to barriers towards eating new plant-based food products and following a plant-based diet? | Single selection

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Denmark: Barriers towards eating plant-based products (3/3)

Danish consumers are worried that plant-based food products are too expensive and say that they need more information.

Q9

I would be worried about my health (other than iron and protein) if I was only eating plant-based food products.



I would get indigestion, bloating, gas, or flatulence when eating plant-based food products.



Plant-based meals or snacks are not available when I eat out.



Plant-based food products are too expensive.



I need more information about plant-based food products.



I do not enjoy eating plant-based food products.



It is not masculine to eat plant-based food products.



Plant-based food products do not look appetizing or appealing.



0% 25% 50% 75% 100%

Please indicate how much you disagree or agree with each of the following statements with regards to barriers towards eating new plant-based food products and following a plant-based diet? | Single selection

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



France: Barriers towards eating plant-based products (1/3)

French consumers think plant-based foods aren't tasty enough, there isn't enough choice when eating out, and they don't want to change their eating habits.

Q9

I don't want to change my eating habits or routine.



Plant-based food products would not be filling enough.



I don't want people to think I'm being difficult or too alternative.



I think humans are meant to eat lots of animal-based meat.



I wouldn't get enough energy or strength from plant-based food products.



Plant-based food products would not be tasty enough.



I would need to eat a large quantity of plant-based foods to feel full.



Plant-based food products look too unusual.



There is not enough choice in plant-based food when I eat out.



0% 25% 50% 75% 100%

Please indicate how much you disagree or agree with each of the following statements with regards to barriers towards eating new plant-based food products and following a plant-based diet? | Single selection

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

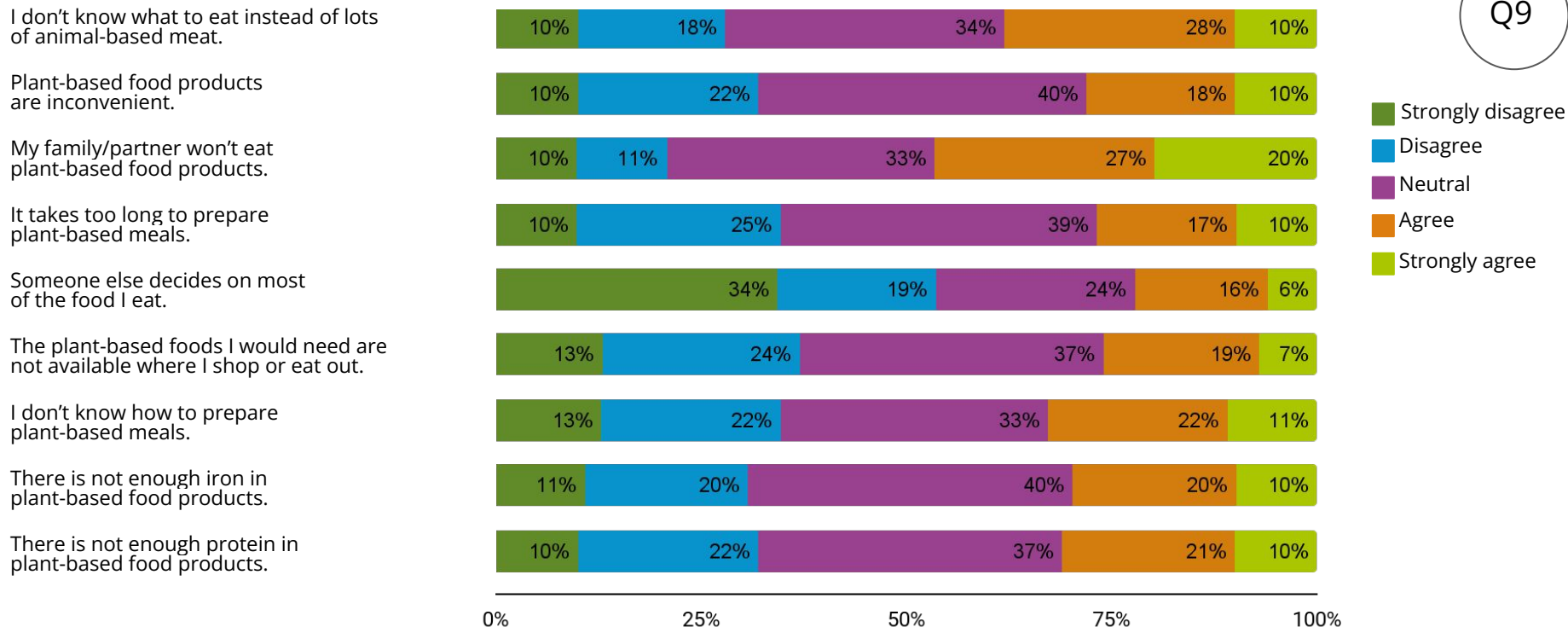


France: Barriers towards eating plant-based products (2/3)



French consumers say that they don't know what to eat instead of animal-based meat, their family/partner won't eat plant-based food, and they don't have the knowledge to prepare plant-based meals.

Q9



0% 25% 50% 75% 100%

Please indicate how much you disagree or agree with each of the following statements with regards to barriers towards eating new plant-based food products and following a plant-based diet? | Single selection

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



France: Barriers towards eating plant-based products (3/3)

French consumers think plant-based products are too expensive and don't look appetizing, and they would like more information about them.

Q9

I would be worried about my health (other than iron and protein) if I was only eating plant-based food products.



I would get indigestion, bloating, gas, or flatulence when eating plant-based food products.



Plant-based meals or snacks are not available when I eat out.



Plant-based food products are too expensive.



I need more information about plant-based food products.



I do not enjoy eating plant-based food products.



It is not masculine to eat plant-based food products.



Plant-based food products do not look appetizing or appealing.



Strongly disagree
Disagree
Neutral
Agree
Strongly agree

0% 25% 50% 75% 100%

Please indicate how much you disagree or agree with each of the following statements with regards to barriers towards eating new plant-based food products and following a plant-based diet? | Single selection

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Germany: Barriers towards eating plant-based products (1/3)

The key barriers towards plant-based products for German consumers are lack of taste, choice, and unwillingness to change their eating habits.

Q9

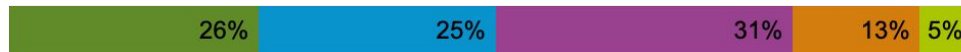
I don't want to change my eating habits or routine.



Plant-based food products would not be filling enough.



I don't want people to think I'm being difficult or too alternative.



I think humans are meant to eat lots of animal-based meat.



I wouldn't get enough energy or strength from plant-based food products.



Plant-based food products would not be tasty enough.



I would need to eat a large quantity of plant-based foods to feel full.



Plant-based food products look too unusual.



There is not enough choice in plant-based food when I eat out.



0% 25% 50% 75% 100%

Strongly disagree
Disagree
Neutral
Agree
Strongly agree

Please indicate how much you disagree or agree with each of the following statements with regards to barriers towards eating new plant-based food products and following a plant-based diet? | Single selection

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Germany: Barriers towards eating plant-based products (2/3)



German consumers say that their family/partner won't eat plant-based food, they don't know how to prepare it, and plant-based products are inconvenient.

Q9

I don't know what to eat instead of lots of animal-based meat.



Plant-based food products are inconvenient.



My family/partner won't eat plant-based food products.



It takes too long to prepare plant-based meals.



Someone else decides on most of the food I eat.



The plant-based foods I would need are not available where I shop or eat out.



I don't know how to prepare plant-based meals.



There is not enough iron in plant-based food products.



There is not enough protein in plant-based food products.



0% 25% 50% 75% 100%

Strongly disagree
Disagree
Neutral
Agree
Strongly agree



Germany: Barriers towards eating plant-based products (3/3)

German consumers say that plant-based products are too expensive, they need more information, and don't enjoy eating such foods.

Q9

I would be worried about my health (other than iron and protein) if I was only eating plant-based food products.



I would get indigestion, bloating, gas, or flatulence when eating plant-based food products.



Plant-based meals or snacks are not available when I eat out.



Plant-based food products are too expensive.



I need more information about plant-based food products.



I do not enjoy eating plant-based food products.



It is not masculine to eat plant-based food products.



Plant-based food products do not look appetizing or appealing.



Strongly disagree
Disagree
Neutral
Agree
Strongly agree

0% 25% 50% 75% 100%

Please indicate how much you disagree or agree with each of the following statements with regards to barriers towards eating new plant-based food products and following a plant-based diet? | Single selection

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Italy: Barriers towards eating plant-based products (1/3)

For Italian consumers, barriers towards eating plant-based food include lack of choice when eating out, unwillingness to change eating habits, and lack of taste.

I don't want to change my eating habits or routine.



Plant-based food products would not be filling enough.



I don't want people to think I'm being difficult or too alternative.



I think humans are meant to eat lots of animal-based meat.



I wouldn't get enough energy or strength from plant-based food products.



Plant-based food products would not be tasty enough.



I would need to eat a large quantity of plant-based foods to feel full.



Plant-based food products look too unusual.



There is not enough choice in plant-based food when I eat out.



0% 25% 50% 75% 100%

Q9

Strongly disagree
Disagree
Neutral
Agree
Strongly agree

Please indicate how much you disagree or agree with each of the following statements with regards to barriers towards eating new plant-based food products and following a plant-based diet? | Single selection

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Italy: Barriers towards eating plant-based products (2/3)

Italian consumers indicate that their family/partner won't eat plant-based food, they don't know how to prepare it, and don't know what to eat other than lots of animal-based meat.

Q9

I don't know what to eat instead of lots of animal-based meat.



Plant-based food products are inconvenient.



My family/partner won't eat plant-based food products.



It takes too long to prepare plant-based meals.



Someone else decides on most of the food I eat.



The plant-based foods I would need are not available where I shop or eat out.



I don't know how to prepare plant-based meals.



There is not enough iron in plant-based food products.



There is not enough protein in plant-based food products.



0% 25% 50% 75% 100%

Please indicate how much you disagree or agree with each of the following statements with regards to barriers towards eating new plant-based food products and following a plant-based diet? | Single selection

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Italy: Barriers towards eating plant-based products (3/3)



Italian consumers say that they need more information about plant-based food, it is too expensive, and plant-based meals aren't available when eating out.

Q9

I would be worried about my health (other than iron and protein) if I was only eating plant-based food products.



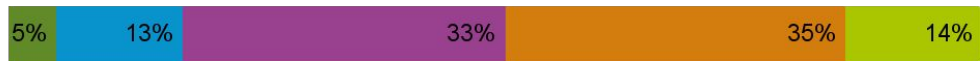
I would get indigestion, bloating, gas, or flatulence when eating plant-based food products.



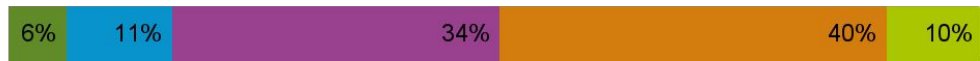
Plant-based meals or snacks are not available when I eat out.



Plant-based food products are too expensive.



I need more information about plant-based food products.



I do not enjoy eating plant-based food products.



It is not masculine to eat plant-based food products.



Plant-based food products do not look appetizing or appealing.



0% 25% 50% 75% 100%

Strongly disagree
Disagree
Neutral
Agree
Strongly agree

Please indicate how much you disagree or agree with each of the following statements with regards to barriers towards eating new plant-based food products and following a plant-based diet? | Single selection

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Netherlands: Barriers towards eating plant-based products (1/3)



Dutch consumers think that plant-based food won't be tasty enough, there isn't enough choice when eating out, and they don't want to change their eating habits.

Q9

I don't want to change my eating habits or routine.



Plant-based food products would not be filling enough.



I don't want people to think I'm being difficult or too alternative.



I think humans are meant to eat lots of animal-based meat.



I wouldn't get enough energy or strength from plant-based food products.



Plant-based food products would not be tasty enough.



I would need to eat a large quantity of plant-based foods to feel full.



Plant-based food products look too unusual.



There is not enough choice in plant-based food when I eat out.



0% 25% 50% 75% 100%



Netherlands: Barriers towards eating plant-based products (2/3)

Q9

Dutch consumers say that their family/partner won't eat plant-based food, they don't know what to eat instead of animal-based meat, and they think that there isn't enough iron in plant-based food.

I don't know what to eat instead of lots of animal-based meat.



Plant-based food products are inconvenient.



My family/partner won't eat plant-based food products.



It takes too long to prepare plant-based meals.



Someone else decides on most of the food I eat.



The plant-based foods I would need are not available where I shop or eat out.



I don't know how to prepare plant-based meals.



There is not enough iron in plant-based food products.



There is not enough protein in plant-based food products.



0% 25% 50% 75% 100%

Please indicate how much you disagree or agree with each of the following statements with regards to barriers towards eating new plant-based food products and following a plant-based diet? | Single selection

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Netherlands: Barriers towards eating plant-based products (3/3)

Dutch consumers think that plant-based products are too expensive, they don't enjoy eating such products, and need more information.

Q9

I would be worried about my health (other than iron and protein) if I was only eating plant-based food products.



I would get indigestion, bloating, gas, or flatulence when eating plant-based food products.



Plant-based meals or snacks are not available when I eat out.



Plant-based food products are too expensive.



I need more information about plant-based food products.



I do not enjoy eating plant-based food products.



It is not masculine to eat plant-based food products.



Plant-based food products do not look appetizing or appealing.



0% 25% 50% 75% 100%

Please indicate how much you disagree or agree with each of the following statements with regards to barriers towards eating new plant-based food products and following a plant-based diet? | Single selection

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Poland: Barriers towards eating plant-based products (1/3)

Polish consumers think that plant-based products won't be filling enough, won't be tasty enough, and that there isn't enough choice when eating out.

Q9

I don't want to change my eating habits or routine.



Plant-based food products would not be filling enough.



I don't want people to think I'm being difficult or too alternative.



I think humans are meant to eat lots of animal-based meat.



I wouldn't get enough energy or strength from plant-based food products.



Plant-based food products would not be tasty enough.



I would need to eat a large quantity of plant-based foods to feel full.



Plant-based food products look too unusual.



There is not enough choice in plant-based food when I eat out.



0% 25% 50% 75% 100%

Please indicate how much you disagree or agree with each of the following statements with regards to barriers towards eating new plant-based food products and following a plant-based diet? | Single selection

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Poland: Barriers towards eating plant-based products (2/3)

Polish Consumers say that their family/partner won't eat plant-based food, they don't know how to prepare it, and that plant-based food is too inconvenient.

Q9

I don't know what to eat instead of lots of animal-based meat.



Plant-based food products are inconvenient.



My family/partner won't eat plant-based food products.



It takes too long to prepare plant-based meals.



Someone else decides on most of the food I eat.



The plant-based foods I would need are not available where I shop or eat out.



I don't know how to prepare plant-based meals.



There is not enough iron in plant-based food products.



There is not enough protein in plant-based food products.



0% 25% 50% 75% 100%

Strongly disagree
Disagree
Neutral
Agree
Strongly agree

Please indicate how much you disagree or agree with each of the following statements with regards to barriers towards eating new plant-based food products and following a plant-based diet? | Single selection

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Poland: Barriers towards eating plant-based products (3/3)

Polish consumers say that plant-based food is too expensive, they need more information about it, and it is not available when eating out.

Q9

I would be worried about my health (other than iron and protein) if I was only eating plant-based food products.



I would get indigestion, bloating, gas, or flatulence when eating plant-based food products.



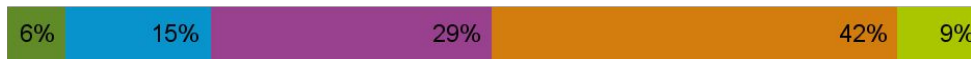
Plant-based meals or snacks are not available when I eat out.



Plant-based food products are too expensive.



I need more information about plant-based food products.



I do not enjoy eating plant-based food products.



It is not masculine to eat plant-based food products.



Plant-based food products do not look appetizing or appealing.



Strongly disagree
Disagree
Neutral
Agree
Strongly agree

0% 25% 50% 75% 100%

Please indicate how much you disagree or agree with each of the following statements with regards to barriers towards eating new plant-based food products and following a plant-based diet? | Single selection

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Romania: Barriers towards eating plant-based products (1/3)



Romanian consumers think that there isn't enough choice when eating out, humans are meant to eat lots of meat, and they won't get enough energy or strength from plant-based food products.

Q9

I don't want to change my eating habits or routine.



Plant-based food products would not be filling enough.



I don't want people to think I'm being difficult or too alternative.



I think humans are meant to eat lots of animal-based meat.



I wouldn't get enough energy or strength from plant-based food products.



Plant-based food products would not be tasty enough.



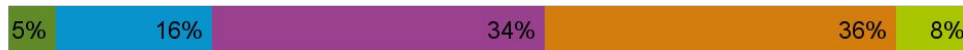
I would need to eat a large quantity of plant-based foods to feel full.



Plant-based food products look too unusual.



There is not enough choice in plant-based food when I eat out.



0% 25% 50% 75% 100%

Please indicate how much you disagree or agree with each of the following statements with regards to barriers towards eating new plant-based food products and following a plant-based diet? | Single selection

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Romania: Barriers towards eating plant-based products (2/3)



Romanian consumers say that plant-based food products are inconvenient, they don't know how to prepare them, and don't know what to eat other than lots of animal-based meat.

Q9

I don't know what to eat instead of lots of animal-based meat.



Plant-based food products are inconvenient.



My family/partner won't eat plant-based food products.



It takes too long to prepare plant-based meals.



Someone else decides on most of the food I eat.



The plant-based foods I would need are not available where I shop or eat out.



I don't know how to prepare plant-based meals.



There is not enough iron in plant-based food products.



There is not enough protein in plant-based food products.



0% 25% 50% 75% 100%

Please indicate how much you disagree or agree with each of the following statements with regards to barriers towards eating new plant-based food products and following a plant-based diet? | Single selection

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Romania: Barriers towards eating plant-based products (3/3)

Romanian consumers say that they need more information about plant-based food, it is too expensive, and plant-based meals and snacks aren't available when eating out.

Q9

I would be worried about my health (other than iron and protein) if I was only eating plant-based food products.



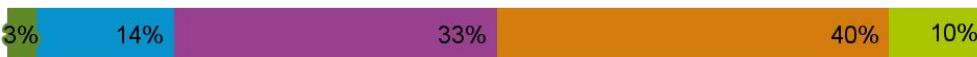
I would get indigestion, bloating, gas, or flatulence when eating plant-based food products.



Plant-based meals or snacks are not available when I eat out.



Plant-based food products are too expensive.



I need more information about plant-based food products.



I do not enjoy eating plant-based food products.



It is not masculine to eat plant-based food products.



Plant-based food products do not look appetizing or appealing.



Strongly disagree
Disagree
Neutral
Agree
Strongly agree

0% 25% 50% 75% 100%

Please indicate how much you disagree or agree with each of the following statements with regards to barriers towards eating new plant-based food products and following a plant-based diet? | Single selection

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Spain: Barriers towards eating plant-based products (1/3)

Spanish consumers say that humans are meant to eat lots of animal-based meat, there isn't enough choice when eating out, and they don't want to change their eating habits.

Q9

I don't want to change my eating habits or routine.



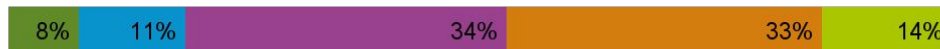
Plant-based food products would not be filling enough.



I don't want people to think I'm being difficult or too alternative.



I think humans are meant to eat lots of animal-based meat.



I wouldn't get enough energy or strength from plant-based food products.



Plant-based food products would not be tasty enough.



I would need to eat a large quantity of plant-based foods to feel full.



Plant-based food products look too unusual.



There is not enough choice in plant-based food when I eat out.



0% 25% 50% 75% 100%

Strongly disagree
Disagree
Neutral
Agree
Strongly agree

Please indicate how much you disagree or agree with each of the following statements with regards to barriers towards eating new plant-based food products and following a plant-based diet? | Single selection

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Spain: Barriers towards eating plant-based products (2/3)

Spanish consumers think that their family/partner won't eat plant-based food, they don't know how to prepare it, and don't know what to eat other than lots of animal-based meat.

Q9

I don't know what to eat instead of lots of animal-based meat.



Plant-based food products are inconvenient.



My family/partner won't eat plant-based food products.



It takes too long to prepare plant-based meals.



Someone else decides on most of the food I eat.



The plant-based foods I would need are not available where I shop or eat out.



I don't know how to prepare plant-based meals.



There is not enough iron in plant-based food products.



There is not enough protein in plant-based food products.



0% 25% 50% 75% 100%

Strongly disagree
Disagree
Neutral
Agree
Strongly agree

Please indicate how much you disagree or agree with each of the following statements with regards to barriers towards eating new plant-based food products and following a plant-based diet? | Single selection

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Spain: Barriers towards eating plant-based products (3/3)

Spanish consumers say that they need more information about plant-based food products, that they are too expensive, and worry about digestive issues.

Q9

I would be worried about my health (other than iron and protein) if I was only eating plant-based food products.



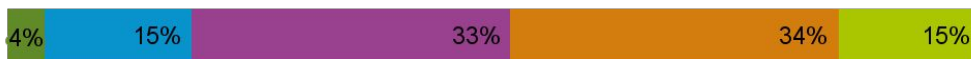
I would get indigestion, bloating, gas, or flatulence when eating plant-based food products.



Plant-based meals or snacks are not available when I eat out.



Plant-based food products are too expensive.



I need more information about plant-based food products.



I do not enjoy eating plant-based food products.



It is not masculine to eat plant-based food products.



Plant-based food products do not look appetizing or appealing.



0% 25% 50% 75% 100%

Please indicate how much you disagree or agree with each of the following statements with regards to barriers towards eating new plant-based food products and following a plant-based diet? | Single selection

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



UK: Barriers towards eating plant-based products (1/3)

UK consumers say that plant-based products won't be tasty enough, there isn't enough choice when eating out, and they don't want to change their eating habits.

Q9

I don't want to change my eating habits or routine.



Plant-based food products would not be filling enough.



I don't want people to think I'm being difficult or too alternative.



I think humans are meant to eat lots of animal-based meat.



I wouldn't get enough energy or strength from plant-based food products.



Plant-based food products would not be tasty enough.



I would need to eat a large quantity of plant-based foods to feel full.



Plant-based food products look too unusual.



There is not enough choice in plant-based food when I eat out.



0% 25% 50% 75% 100%

Strongly disagree
Disagree
Neutral
Agree
Strongly agree

Please indicate how much you disagree or agree with each of the following statements with regards to barriers towards eating new plant-based food products and following a plant-based diet? | Single selection

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



UK: Barriers towards eating plant-based products (2/3)

UK consumers say that their family/partner won't eat plant-based food, they don't know how to prepare plant-based meals, and don't know what to eat other than lots of animal-based meat.

Q9

I don't know what to eat instead of lots of animal-based meat.



Plant-based food products are inconvenient.



My family/partner won't eat plant-based food products.



It takes too long to prepare plant-based meals.



Someone else decides on most of the food I eat.



The plant-based foods I would need are not available where I shop or eat out.



I don't know how to prepare plant-based meals.



There is not enough iron in plant-based food products.



There is not enough protein in plant-based food products.



Strongly disagree
Disagree
Neutral
Agree
Strongly agree

0% 25% 50% 75% 100%

Please indicate how much you disagree or agree with each of the following statements with regards to barriers towards eating new plant-based food products and following a plant-based diet? | Single selection

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



UK: Barriers towards eating plant-based products (3/3)

UK consumers think that plant-based food products are too expensive, they need more information, and plant-based products don't look appetizing or appealing.

Q9

I would be worried about my health (other than iron and protein) if I was only eating plant-based food products.



I would get indigestion, bloating, gas, or flatulence when eating plant-based food products.



Plant-based meals or snacks are not available when I eat out.



Plant-based food products are too expensive.



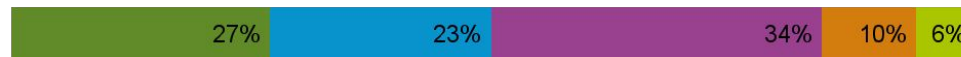
I need more information about plant-based food products.



I do not enjoy eating plant-based food products.



It is not masculine to eat plant-based food products.



Plant-based food products do not look appetizing or appealing.



0% 25% 50% 75% 100%

Strongly disagree
Disagree
Neutral
Agree
Strongly agree

Please indicate how much you disagree or agree with each of the following statements with regards to barriers towards eating new plant-based food products and following a plant-based diet? | Single selection

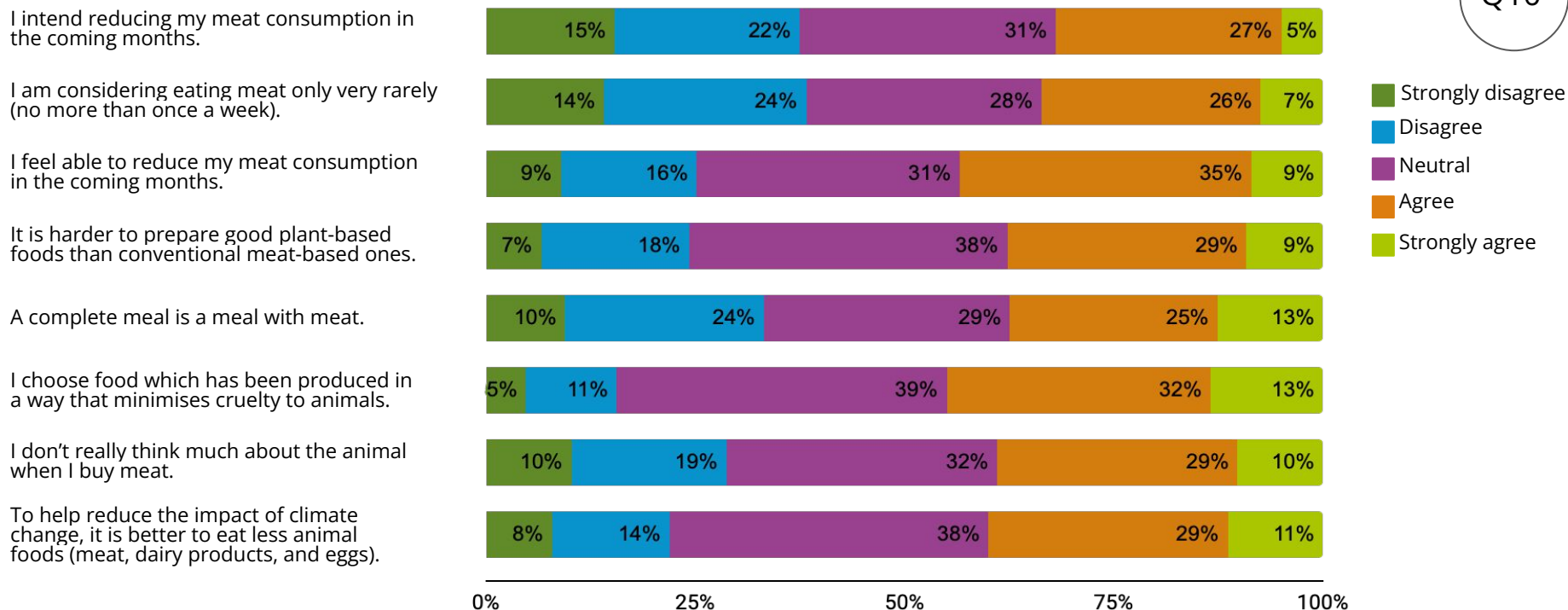
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

Q10 “Please indicate how much you disagree or agree with each of the following statements concerning your assumptions about meat or plant protein?”

Total: Assumptions about meat or plant protein (1/2)

45% of European consumers choose products that minimise animal cruelty.
Almost 45% think that they will be able to reduce their meat consumption in the coming months.

Q10



Please indicate how much you disagree or agree with each of the following statements concerning your assumptions about meat or plant protein? | Single choice | Only omnivores and flexitarians

Total: n= 6882 | Austria n=686 | Denmark n=682 | France n=685 | Germany n=669 | Italy n=689 | Netherlands n=674 | Poland n=697 | Romania n=706 | Spain n=717 | UK n=668

Total: Assumptions about meat or plant protein (2/2)

Almost 60% of European consumers believe that high levels of meat consumption are linked to serious health problems, although more than 50% believe meat is nutritionally necessary for humans.

Q10

Substituting an animal-based burger with a plant-based burger helps to slow down climate change.



Meat is nutritionally necessary for humans.



Consuming high amounts of meat might cause serious health problems.



People around me often say that reducing your meat consumption is better for your health.



There are more and more people around me who are reducing their meat consumption.



I would reduce my meat consumption if my doctor recommended that I should do so.



Eating meat at every meal is expensive.



Plant-based meat is too expensive.



0% 25% 50% 75% 100%

Please indicate how much you disagree or agree with each of the following statements concerning your assumptions about meat or plant protein? | Single choice | Only omnivores and flexitarians

Total: n= 6882 | Austria n=686 | Denmark n=682 | France n=685 | Germany n=669 | Italy n=689 | Netherlands n=674 | Poland n=697 | Romania n=706 | Spain n=717 | UK n=668



Austria: Assumptions about meat or plant protein (1/2)

Over 60% of Austrian consumers chose food that minimises animal cruelty.
Almost 50% think that they will be able to reduce their meat consumption in the coming months.

Q10

I intend reducing my meat consumption in the coming months.



I am considering eating meat only very rarely (no more than once a week).



I feel able to reduce my meat consumption in the coming months.



It is harder to prepare good plant-based foods than conventional meat-based ones.



A complete meal is a meal with meat.



I choose food which has been produced in a way that minimises cruelty to animals.



I don't really think much about the animal when I buy meat.



To help reduce the impact of climate change, it is better to eat less animal foods (meat, dairy products, and eggs).



Strongly disagree
Disagree
Neutral
Agree
Strongly agree

0% 25% 50% 75% 100%

Please indicate how much you disagree or agree with each of the following statements concerning your assumptions about meat or plant protein? | Single choice | Only omnivores and flexitarians

Total: n= 6882 | Austria n=686 | Denmark n=682 | France n=685 | Germany n=669 | Italy n=689 | Netherlands n=674 | Poland n=697 | Romania n=706 | Spain n=717 | UK n=668



Austria: Assumptions about meat or plant protein (2/2)



Over 60% of Austrian consumers believe that high levels of meat consumption are linked to serious health problems.
More than 50% assume that eating meat at every meal is expensive.

Q10

Substituting an animal-based burger with a plant-based burger helps to slow down climate change.



Meat is nutritionally necessary for humans.



Consuming high amounts of meat might cause serious health problems.



People around me often say that reducing your meat consumption is better for your health.



There are more and more people around me who are reducing their meat consumption.



I would reduce my meat consumption if my doctor recommended that I should do so.



Eating meat at every meal is expensive.



Plant-based meat is too expensive.



0% 25% 50% 75% 100%

Please indicate how much you disagree or agree with each of the following statements concerning your assumptions about meat or plant protein? | Single choice | Only omnivores and flexitarians

Total: n= 6882 | Austria n=686 | Denmark n=682 | France n=685 | Germany n=669 | Italy n=689 | Netherlands n=674 | Poland n=697 | Romania n=706 | Spain n=717 | UK n=668



Denmark: Assumptions about meat or plant protein (1/2)

45% of Danish consumers think a complete meal contains meat.
Close to 45% chose products that minimise animal cruelty.

Q10

I intend reducing my meat consumption in the coming months.



I am considering eating meat only very rarely (no more than once a week).



I feel able to reduce my meat consumption in the coming months.



It is harder to prepare good plant-based foods than conventional meat-based ones.



A complete meal is a meal with meat.



I choose food which has been produced in a way that minimises cruelty to animals.



I don't really think much about the animal when I buy meat.



To help reduce the impact of climate change, it is better to eat less animal foods (meat, dairy products, and eggs).



0% 25% 50% 75% 100%

Please indicate how much you disagree or agree with each of the following statements concerning your assumptions about meat or plant protein? | Single choice | Only omnivores and flexitarians

Total: n= 6882 | Austria n=686 | Denmark n=682 | France n=685 | Germany n=669 | Italy n=689 | Netherlands n=674 | Poland n=697 | Romania n=706 | Spain n=717 | UK n=668



Denmark: Assumptions about meat or plant protein (2/2)

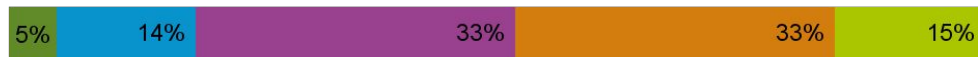
Over 45% of Danish consumers think that meat is nutritionally necessary for humans.
Almost 45% would reduce their meat consumption if their doctor recommended so.

Q10

Substituting an animal-based burger with a plant-based burger helps to slow down climate change.



Meat is nutritionally necessary for humans.



Consuming high amounts of meat might cause serious health problems.



People around me often say that reducing your meat consumption is better for your health.



There are more and more people around me who are reducing their meat consumption.



I would reduce my meat consumption if my doctor recommended that I should do so.



Eating meat at every meal is expensive.



Plant-based meat is too expensive.



0% 25% 50% 75% 100%

Please indicate how much you disagree or agree with each of the following statements concerning your assumptions about meat or plant protein? | Single choice | Only omnivores and flexitarians

Total: n= 6882 | Austria n=686 | Denmark n=682 | France n=685 | Germany n=669 | Italy n=689 | Netherlands n=674 | Poland n=697 | Romania n=706 | Spain n=717 | UK n=668



France: Assumptions about meat or plant protein (1/2)

More than 45% of French consumers choose products that minimise animal cruelty and think that they will be able to reduce their meat consumption in the coming months.

Q10

I intend reducing my meat consumption in the coming months.



I am considering eating meat only very rarely (no more than once a week).





France: Assumptions about meat or plant protein (2/2)

More than 60% of French consumers think that eating meat at every meal is expensive.
Nearly 60% think that eating high amounts of it can cause serious health problems.

Q10

Substituting an animal-based burger with a plant-based burger helps to slow down climate change.



Meat is nutritionally necessary for humans.



Consuming high amounts of meat might cause serious health problems.



People around me often say that reducing your meat consumption is better for your health.



There are more and more people around me who are reducing their meat consumption.



I would reduce my meat consumption if my doctor recommended that I should do so.



Eating meat at every meal is expensive.



Plant-based meat is too expensive.



0% 25% 50% 75% 100%

Please indicate how much you disagree or agree with each of the following statements concerning your assumptions about meat or plant protein? | Single choice | Only people who eat meat

Total: n= 6882 | Austria n=686 | Denmark n=682 | France n=685 | Germany n=669 | Italy n=689 | Netherlands n=674 | Poland n=697 | Romania n=706 | Spain n=717 | UK n=668



Germany: Assumptions about meat or plant protein (1/2)

More than 50% of German consumers choose products that minimise animal cruelty.
Almost 50% think that they will be able to reduce their meat consumption in the coming months.

Q10

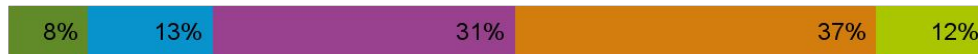
I intend reducing my meat consumption in the coming months.



I am considering eating meat only very rarely (no more than once a week).



I feel able to reduce my meat consumption in the coming months.



It is harder to prepare good plant-based foods than conventional meat-based ones.



A complete meal is a meal with meat.



I choose food which has been produced in a way that minimises cruelty to animals.



I don't really think much about the animal when I buy meat.



To help reduce the impact of climate change, it is better to eat less animal foods (meat, dairy products, and eggs).



0% 25% 50% 75% 100%

Strongly disagree
Disagree
Neutral
Agree
Strongly agree

Please indicate how much you disagree or agree with each of the following statements concerning your assumptions about meat or plant protein? | Single choice | Only people who eat meat

Total: n= 6882 | Austria n=686 | Denmark n=682 | France n=685 | Germany n=669 | Italy n=689 | Netherlands n=674 | Poland n=697 | Romania n=706 | Spain n=717 | UK n=668



Germany: Assumptions about meat or plant protein (2/2)

Almost 60% of German consumers believe that high meat consumption is linked to serious health problems.
More than 50% believe that plant-based meat is too expensive.

Q10

Substituting an animal-based burger with a plant-based burger helps to slow down climate change.



Meat is nutritionally necessary for humans.



Consuming high amounts of meat might cause serious health problems.



People around me often say that reducing your meat consumption is better for your health.



There are more and more people around me who are reducing their meat consumption.



I would reduce my meat consumption if my doctor recommended that I should do so.



Eating meat at every meal is expensive.



Plant-based meat is too expensive.



0% 25% 50% 75% 100%

Please indicate how much you disagree or agree with each of the following statements concerning your assumptions about meat or plant protein? | Single choice | Only people who eat meat

Total: n= 6882 | Austria n=686 | Denmark n=682 | France n=685 | Germany n=669 | Italy n=689 | Netherlands n=674 | Poland n=697 | Romania n=706 | Spain n=717 | UK n=668



Italy: Assumptions about meat or plant protein (1/2)



More than 45% of Italian consumers think that they will be able to reduce their meat consumption in the coming months and choose products that minimise animal cruelty.

Q10

I intend reducing my meat consumption in the coming months.



I am considering eating meat only very rarely (no more than once a week).





Italy: Assumptions about meat or plant protein (2/2)

65% of Italian consumers believe that high levels of meat consumption are linked to serious health problems.
55% would reduce their meat consumption if their doctor recommended so.

Q10

Substituting an animal-based burger with a plant-based burger helps to slow down climate change.



Meat is nutritionally necessary for humans.



Consuming high amounts of meat might cause serious health problems.



People around me often say that reducing your meat consumption is better for your health.



There are more and more people around me who are reducing their meat consumption.



I would reduce my meat consumption if my doctor recommended that I should do so.



Eating meat at every meal is expensive.



Plant-based meat is too expensive.



0% 25% 50% 75% 100%

Please indicate how much you disagree or agree with each of the following statements concerning your assumptions about meat or plant protein? | Single choice | Only people who eat meat



Netherlands: Assumptions about meat or plant protein (1/2)



Almost 45% of Dutch consumers believe a complete meal should contain meat.
More than 40% think that they will be able to reduce their meat consumption in the coming months.

Q10

I intend reducing my meat consumption in the coming months.



I am considering eating meat only very rarely (no more than once a week).





Netherlands: Assumptions about meat or plant protein (2/2)



50% of Dutch consumers assume that plant-based meat is too expensive.

More than 45% indicate that high levels of meat consumption are linked to serious health problems.

Q10

Substituting an animal-based burger with a plant-based burger helps to slow down climate change.



Meat is nutritionally necessary for humans.



Consuming high amounts of meat might cause serious health problems.



People around me often say that reducing your meat consumption is better for your health.



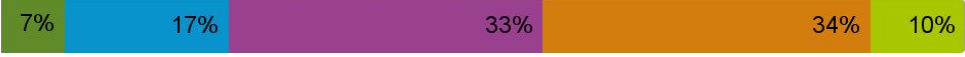
There are more and more people around me who are reducing their meat consumption.



I would reduce my meat consumption if my doctor recommended that I should do so.



Eating meat at every meal is expensive.



Plant-based meat is too expensive.



- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

0% 25% 50% 75% 100%

Please indicate how much you disagree or agree with each of the following statements concerning your assumptions about meat or plant protein? | Single choice | Only people who eat meat

Total: n= 6882 | Austria n=686 | Denmark n=682 | France n=685 | Germany n=669 | Italy n=689 | Netherlands n=674 | Poland n=697 | Romania n=706 | Spain n=717 | UK n=668



Poland: Assumptions about meat or plant protein (1/2)

Almost 50% of Polish consumers say that they don't think much about the animal when buying meat and believe it's harder to prepare good plant-based foods than conventional meat-based ones.

Q10

I intend reducing my meat consumption in the coming months.



I am considering eating meat only very rarely (no more than once a week).



I feel able to reduce my meat consumption in the coming months.



It is harder to prepare good plant-based foods than conventional meat-based ones.



A complete meal is a meal with meat.



I choose food which has been produced in a way that minimises cruelty to animals.



I don't really think much about the animal when I buy meat.



To help reduce the impact of climate change, it is better to eat less animal foods (meat, dairy products, and eggs).



0% 25% 50% 75% 100%

Please indicate how much you disagree or agree with each of the following statements concerning your assumptions about meat or plant protein? | Single choice | Only people who eat meat

Total: n= 6882 | Austria n=686 | Denmark n=682 | France n=685 | Germany n=669 | Italy n=689 | Netherlands n=674 | Poland n=697 | Romania n=706 | Spain n=717 | UK n=668



Poland: Assumptions about meat or plant protein (2/2)

More than 50% of Polish consumers believe that high meat consumption is linked to serious health problems and state that people around them say that reducing meat consumption is better for your health.

Q10

Substituting an animal-based burger with a plant-based burger helps to slow down climate change.



Meat is nutritionally necessary for humans.



Consuming high amounts of meat might cause serious health problems.



People around me often say that reducing your meat consumption is better for your health.



There are more and more people around me who are reducing their meat consumption.



I would reduce my meat consumption if my doctor recommended that I should do so.



Eating meat at every meal is expensive.



Plant-based meat is too expensive.



- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

0% 25% 50% 75% 100%

Please indicate how much you disagree or agree with each of the following statements concerning your assumptions about meat or plant protein? | Single choice | Only people who eat meat

Total: n= 6882 | Austria n=686 | Denmark n=682 | France n=685 | Germany n=669 | Italy n=689 | Netherlands n=674 | Poland n=697 | Romania n=706 | Spain n=717 | UK n=668



Romania: Assumptions about meat or plant protein (1/2)

Almost 55% of Romanian consumers think that they will be able to reduce their meat consumption in the coming months.
45% of people intend reducing their meat consumption in the coming months.

Q10

I intend reducing my meat consumption in the coming months.



I am considering eating meat only very rarely (no more than once a week).



I feel able to reduce my meat consumption in the coming months.



It is harder to prepare good plant-based foods than conventional meat-based ones.



A complete meal is a meal with meat.



I choose food which has been produced in a way that minimises cruelty to animals.



I don't really think much about the animal when I buy meat.



To help reduce the impact of climate change, it is better to eat less animal foods (meat, dairy products, and eggs).



0% 25% 50% 75% 100%

Please indicate how much you disagree or agree with each of the following statements concerning your assumptions about meat or plant protein? | Single choice | Only people who eat meat

Total: n= 6882 | Austria n=686 | Denmark n=682 | France n=685 | Germany n=669 | Italy n=689 | Netherlands n=674 | Poland n=697 | Romania n=706 | Spain n=717 | UK n=668



Romania: Assumptions about meat or plant protein (2/2)

Almost 70% of Romanian consumers believe that high meat consumption is linked to serious health problems.
Nearly 60% would reduce their meat consumption if their doctor would recommend it.

Q10

Substituting an animal-based burger with a plant-based burger helps to slow down climate change.



Meat is nutritionally necessary for humans.



Consuming high amounts of meat might cause serious health problems.



People around me often say that reducing your meat consumption is better for your health.



There are more and more people around me who are reducing their meat consumption.



I would reduce my meat consumption if my doctor recommended that I should do so.



Eating meat at every meal is expensive.



Plant-based meat is too expensive.



0% 25% 50% 75% 100%

Please indicate how much you disagree or agree with each of the following statements concerning your assumptions about meat or plant protein? | Single choice | Only people who eat meat

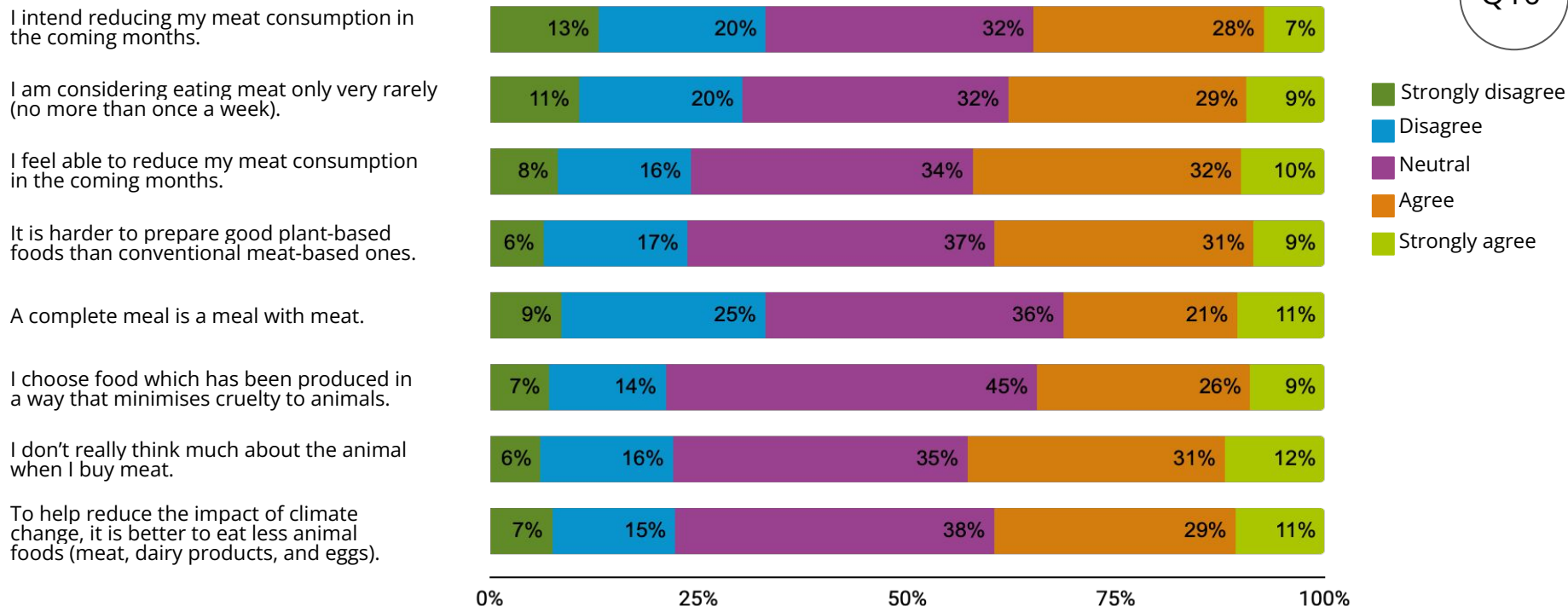
Total: n= 6882 | Austria n=686 | Denmark n=682 | France n=685 | Germany n=669 | Italy n=689 | Netherlands n=674 | Poland n=697 | Romania n=706 | Spain n=717 | UK n=668



Spain: Assumptions about meat or plant protein (1/2)

Nearly 45% of Spanish consumers say that they don't think much about the animal when buying meat.
Over 40% think that they will be able to reduce their meat consumption in the coming months.

Q10



Please indicate how much you disagree or agree with each of the following statements concerning your assumptions about meat or plant protein? | Single choice | Only people who eat meat

Total: n= 6882 | Austria n=686 | Denmark n=682 | France n=685 | Germany n=669 | Italy n=689 | Netherlands n=674 | Poland n=697 | Romania n=706 | Spain n=717 | UK n=668



Spain: Assumptions about meat or plant protein (2/2)

More than 65% of Spanish consumers believe that high meat consumption is linked to serious health problems.
More than 60% would reduce their meat consumption if their doctor would recommend it.

Q10

Substituting an animal-based burger with a plant-based burger helps to slow down climate change.



Meat is nutritionally necessary for humans.



Consuming high amounts of meat might cause serious health problems.



People around me often say that reducing your meat consumption is better for your health.



There are more and more people around me who are reducing their meat consumption.



I would reduce my meat consumption if my doctor recommended that I should do so.



Eating meat at every meal is expensive.



Plant-based meat is too expensive.



0% 25% 50% 75% 100%

Strongly disagree
Disagree
Neutral
Agree
Strongly agree

Please indicate how much you disagree or agree with each of the following statements concerning your assumptions about meat or plant protein? | Single choice | Only people who eat meat

Total: n= 6882 | Austria n=686 | Denmark n=682 | France n=685 | Germany n=669 | Italy n=689 | Netherlands n=674 | Poland n=697 | Romania n=706 | Spain n=717 | UK n=668



UK: Assumptions about meat or plant protein (1/2)



45% of UK consumers think a complete meal is a meal with meat.
Nearly 45% choose food which minimises animal cruelty.

Q10

I intend reducing my meat consumption in the coming months.



I am considering eating meat only very rarely (no more than once a week).





UK: Assumptions about meat or plant protein (2/2)

Q10

Nearly 55% of UK consumers believe that high levels of meat consumption are linked to serious health problems and would reduce their meat consumption if their doctor would recommend it.

Substituting an animal-based burger with a plant-based burger helps to slow down climate change.



Meat is nutritionally necessary for humans.



Consuming high amounts of meat might cause serious health problems.



People around me often say that reducing your meat consumption is better for your health.



There are more and more people around me who are reducing their meat consumption.



I would reduce my meat consumption if my doctor recommended that I should do so.



Eating meat at every meal is expensive.



Plant-based meat is too expensive.



Strongly disagree
Disagree
Neutral
Agree
Strongly agree

0% 25% 50% 75% 100%

Please indicate how much you disagree or agree with each of the following statements concerning your assumptions about meat or plant protein? | Single choice | Only people who eat meat

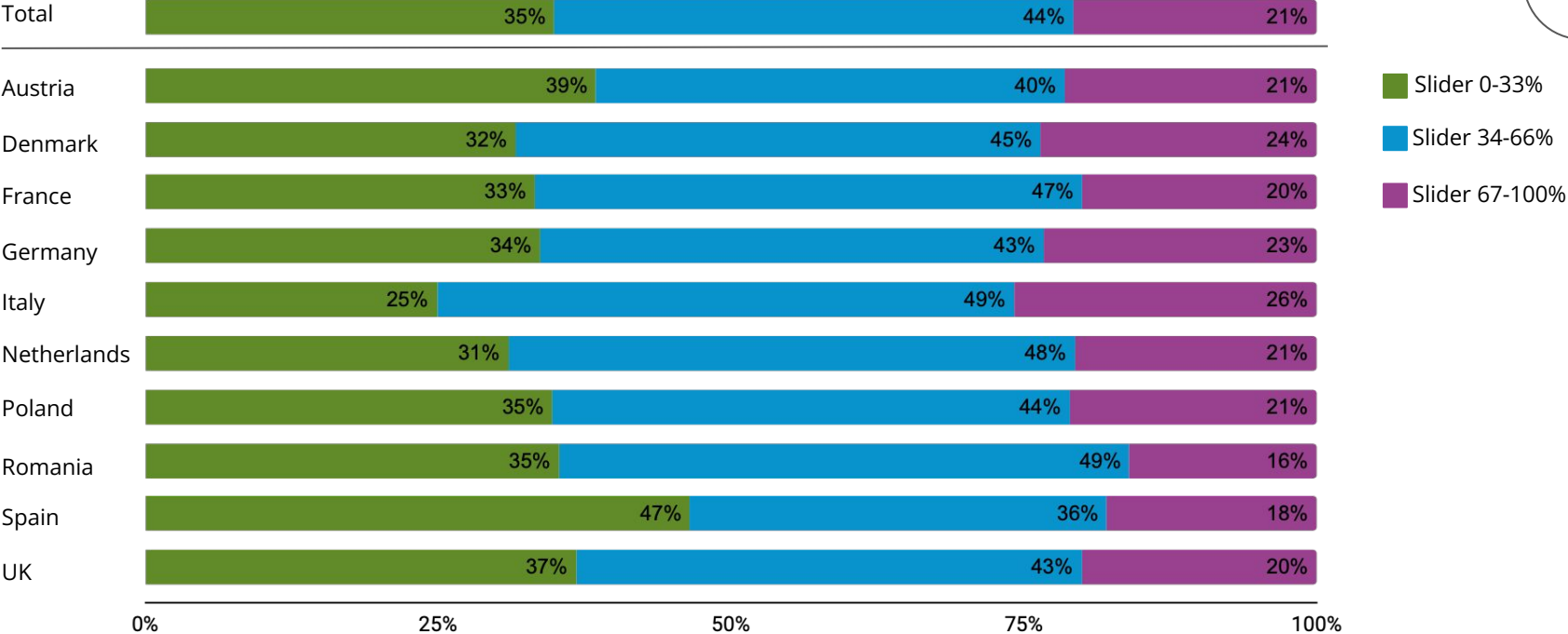
Total: n= 6882 | Austria n=686 | Denmark n=682 | France n=685 | Germany n=669 | Italy n=689 | Netherlands n=674 | Poland n=697 | Romania n=706 | Spain n=717 | UK n=668

Q11 “To what extent do you eat plant-based meat products (e.g. plant-based burger patties/nuggets) instead of conventional meat products?”

Extent of eating plant-based meat products instead of conventional meat products

Consumers in Italy, Denmark, and Germany are the most likely to eat plant-based meat products instead of conventional meat products.

Q11



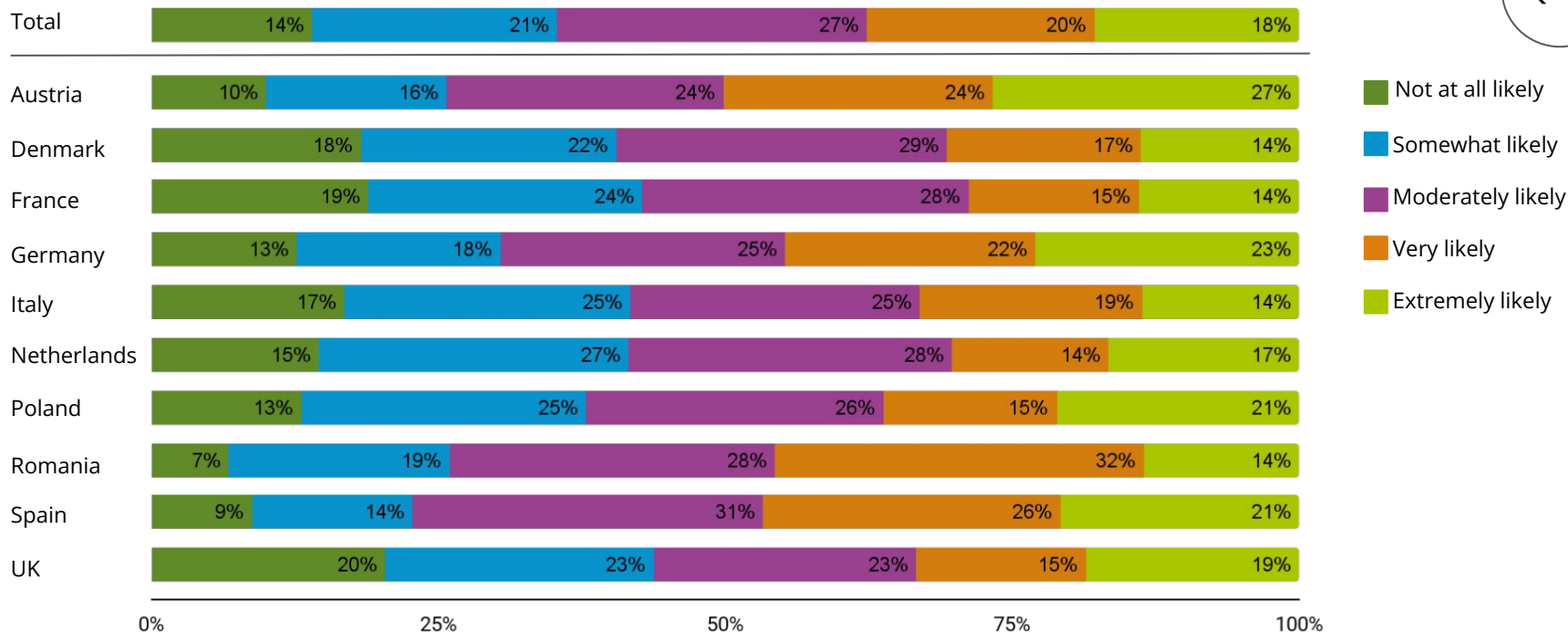
To what extent do you eat plant-based meat products (e.g. plant-based burger patties/nuggets) instead of conventional meat products? | Only people who eat plant-based meat
Slider: 0% (I always eat conventional meat products) - 100% (I always eat plant-based meat products)

Q12 “Imagine that plant-based meat has become widely available, tasty and affordable at grocery stores, restaurants, butchers, and markets. How likely are you to try plant-based meat?”

Likelihood of trying plant-based meat

Consumers in Austria, Spain, Romania, and Germany are the most likely to try plant-based meat.

Q12



Imagine that plant-based meat has become widely available, tasty and affordable at grocery stores, restaurants, butchers, and markets. How likely are you to try plant-based meat? | Single selection

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

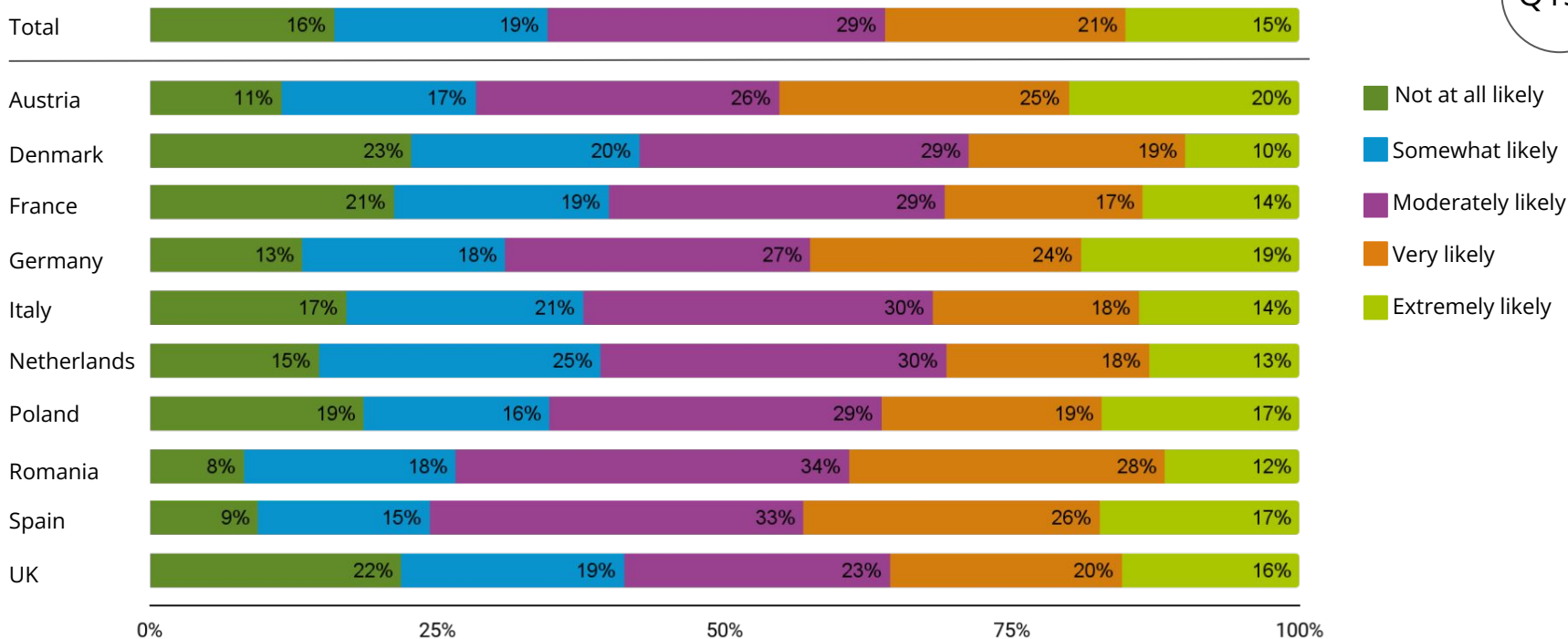
Q13a “Imagine that you've had the opportunity to try a plant-based meat that has the identical taste and texture as animal-based meat.

How likely are you to eat plant-based meat instead of animal-based meat?”

Likelihood of eating plant-based vs. animal based meat

Almost 40% of all consumers are more likely to eat plant-based meat than animal-based meat. Austria, Spain, and Germany show the highest interest.

Q13a



Imagine that you've had the opportunity to try a plant-based meat that has the identical taste and texture as animal-based meat. How likely are you to eat plant-based meat instead of animal-based meat? | Single selection

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

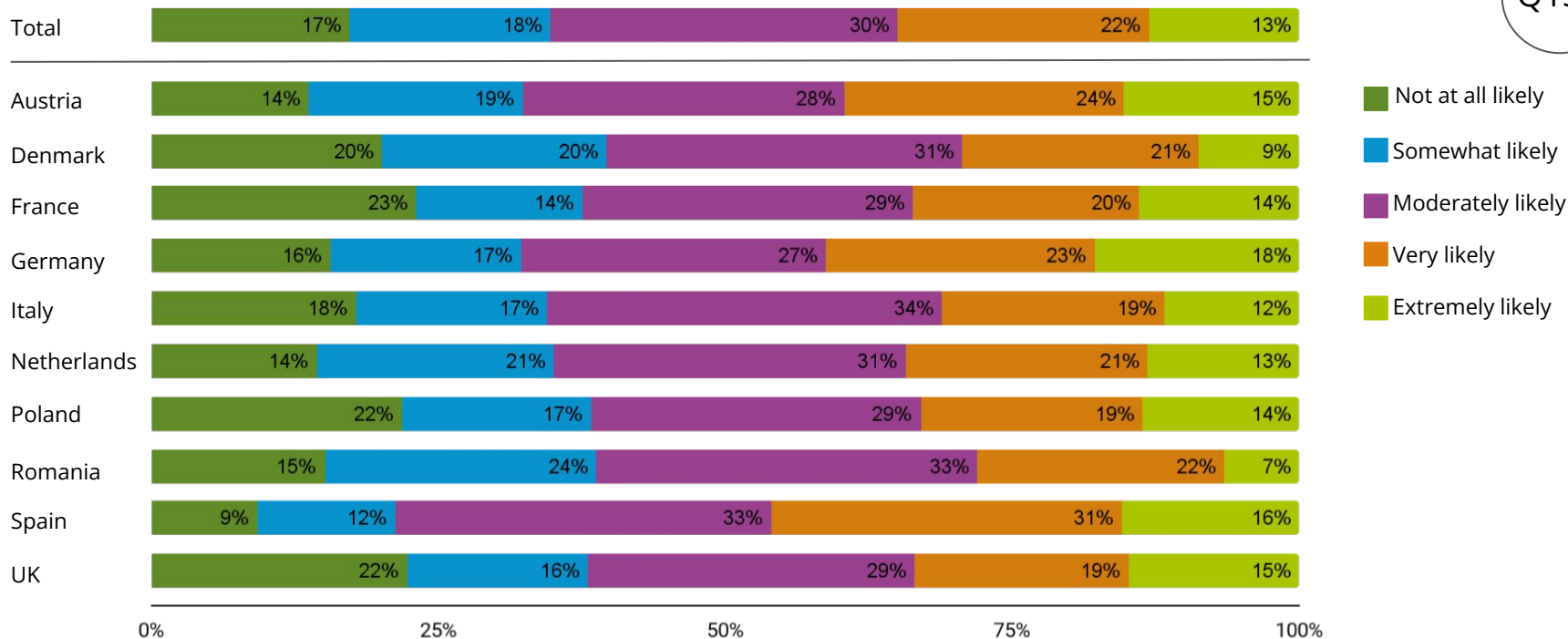
Q13b “Imagine that you've had the opportunity to try a plant-based meat that has the identical taste and texture as animal-based meat.

How likely are you to purchase plant-based meat regularly?”

Likelihood of purchasing plant-based meat regularly

Spain, Germany, and Austria are the most likely to purchase plant-based meat on a regular basis.

Q13b



Imagine that you've had the opportunity to try a plant-based meat that has the identical taste and texture as animal-based meat. How likely are you to purchase plant-based meat regularly? | Single selection

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

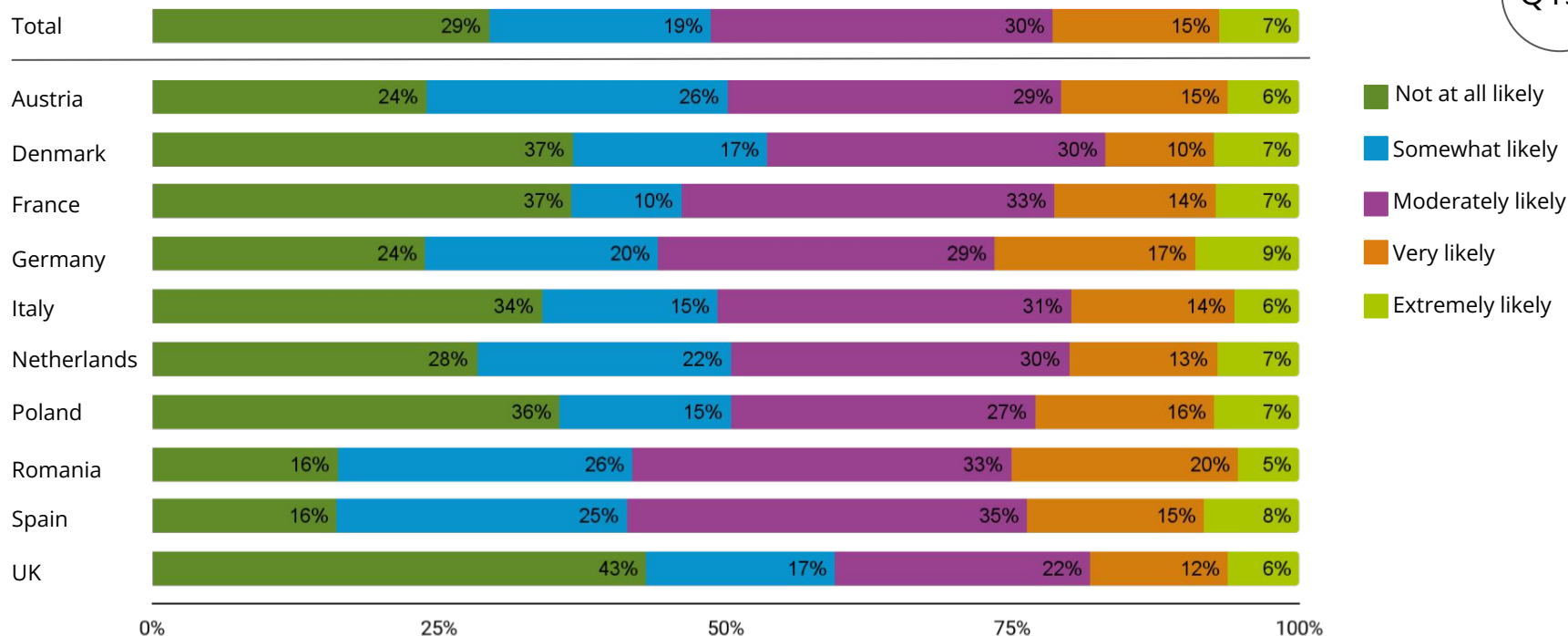
Q13c “Imagine that you've had the opportunity to try a plant-based meat that has the identical taste and texture as animal-based meat.

How likely are you to pay a higher price for plant-based than for animal-based meat?”

Likelihood of paying a higher price for plant-based meat

Germany and Romania show the highest willingness to pay a higher price for plant-based instead of animal-based meat.

Q13c



Imagine that you've had the opportunity to try a plant-based meat that has the identical taste and texture as animal-based meat. How likely are you to pay a higher price for plant-based meat than for animal-based meat? | Single selection

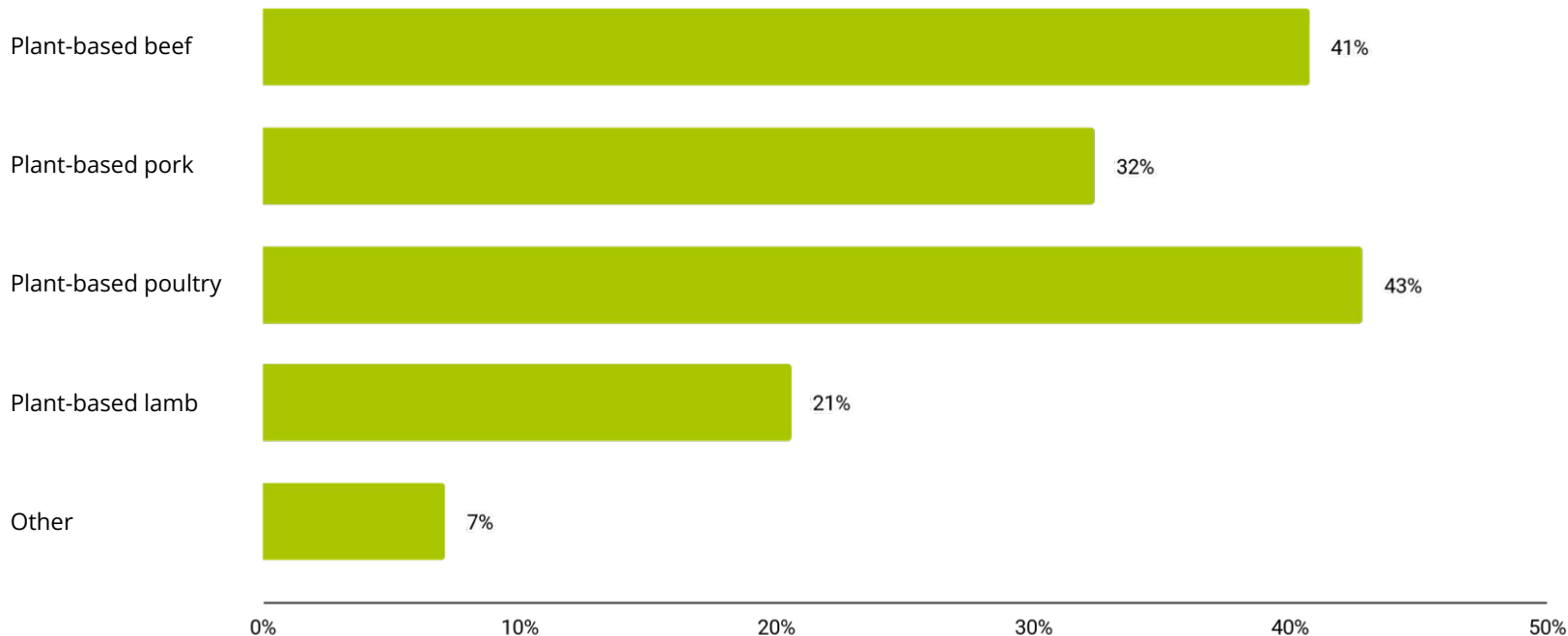
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

Q14 “What kind of plant-based meat do you wish you could buy in the supermarket? Please select all the options that apply.”

Total: Demand for plant-based meat

European consumers show high demand for plant-based poultry and beef products.

Q14



What kind of plant-based meat do you wish you could buy in the supermarket? Please select all the options that apply. | Multiple selection | People who selected 'None': 27%

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

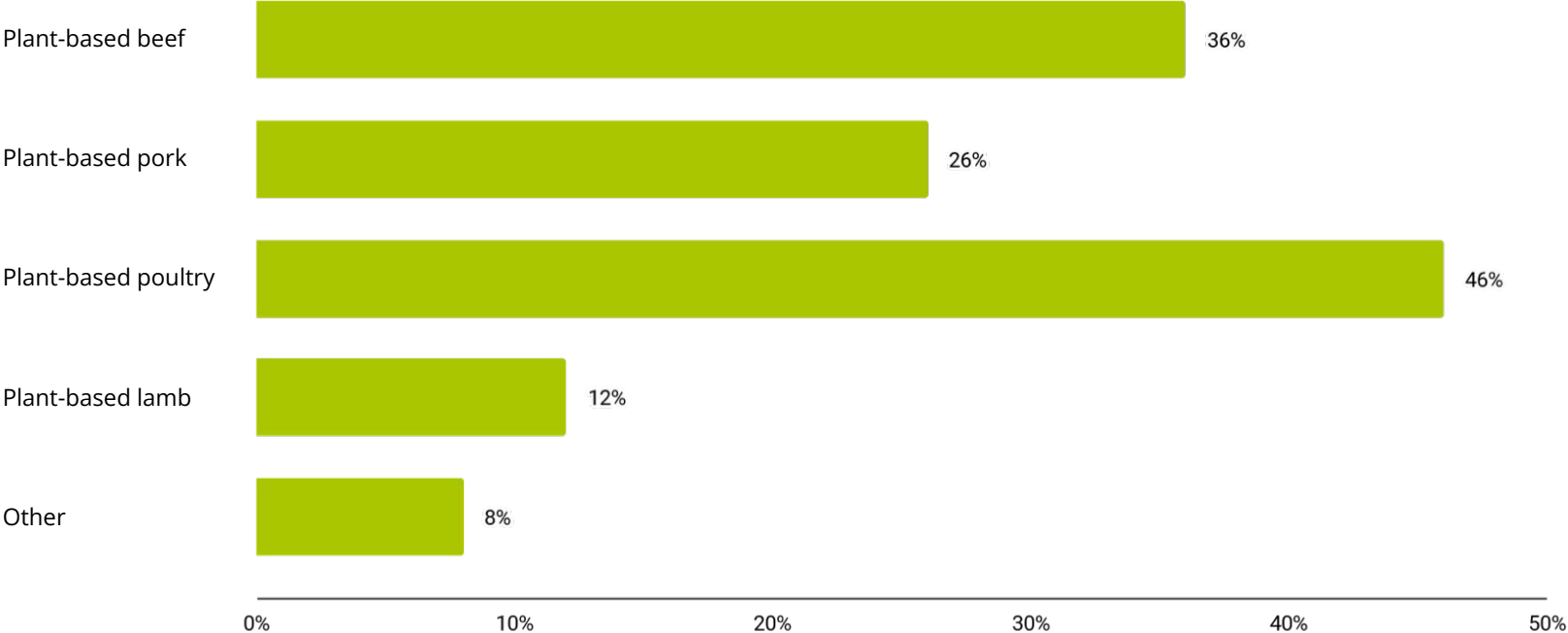


Austria: Demand for plant-based meat



Austrian consumers wish most for plant-based poultry and beef.

Q14

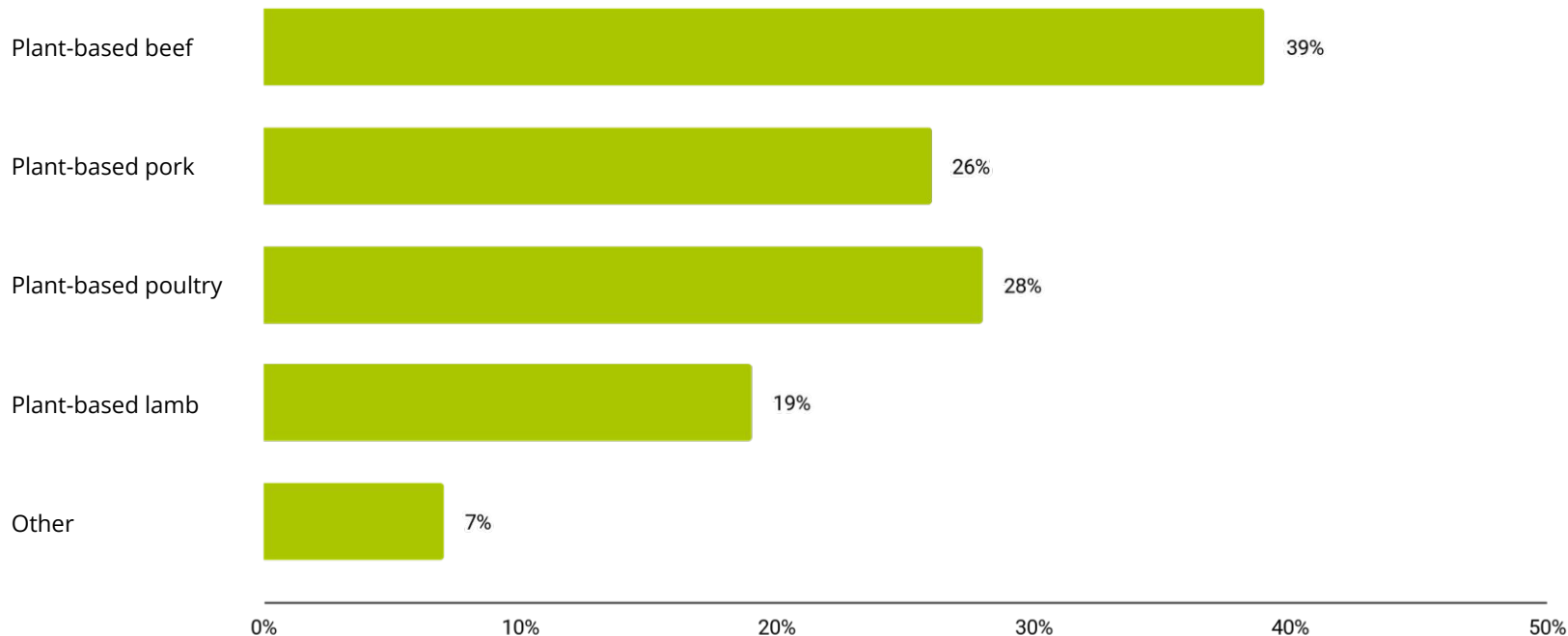




Denmark: Demand for plant-based meat

Danish consumers show high interest in plant-based beef alternatives.

Q14



What kind of plant-based meat do you wish you could buy in the supermarket? Please select all the options that apply. | Multiple selection | People who selected 'None': 35%

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

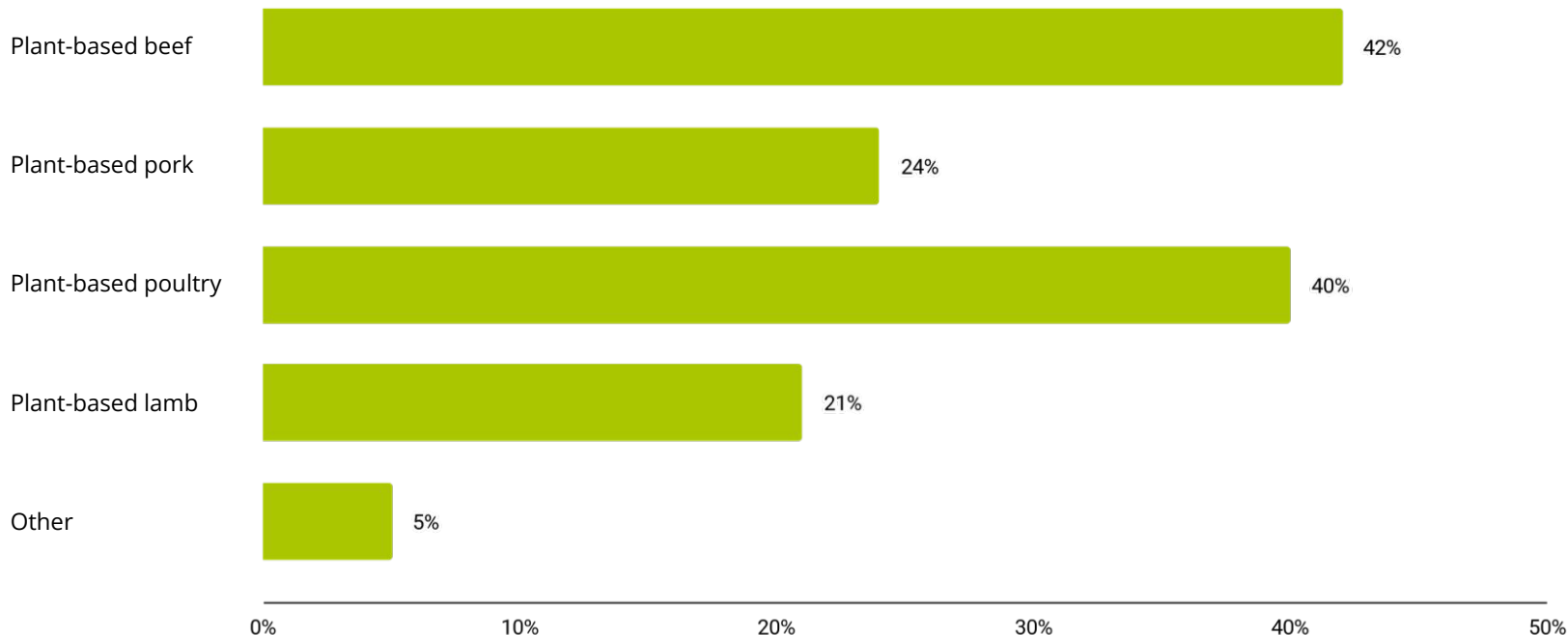


France: Demand for plant-based meat



Most French consumers wish for plant-based beef and poultry products.

Q14



What kind of plant-based meat do you wish you could buy in the supermarket? Please select all the options that apply. | Multiple selection | People who selected 'None': 33%

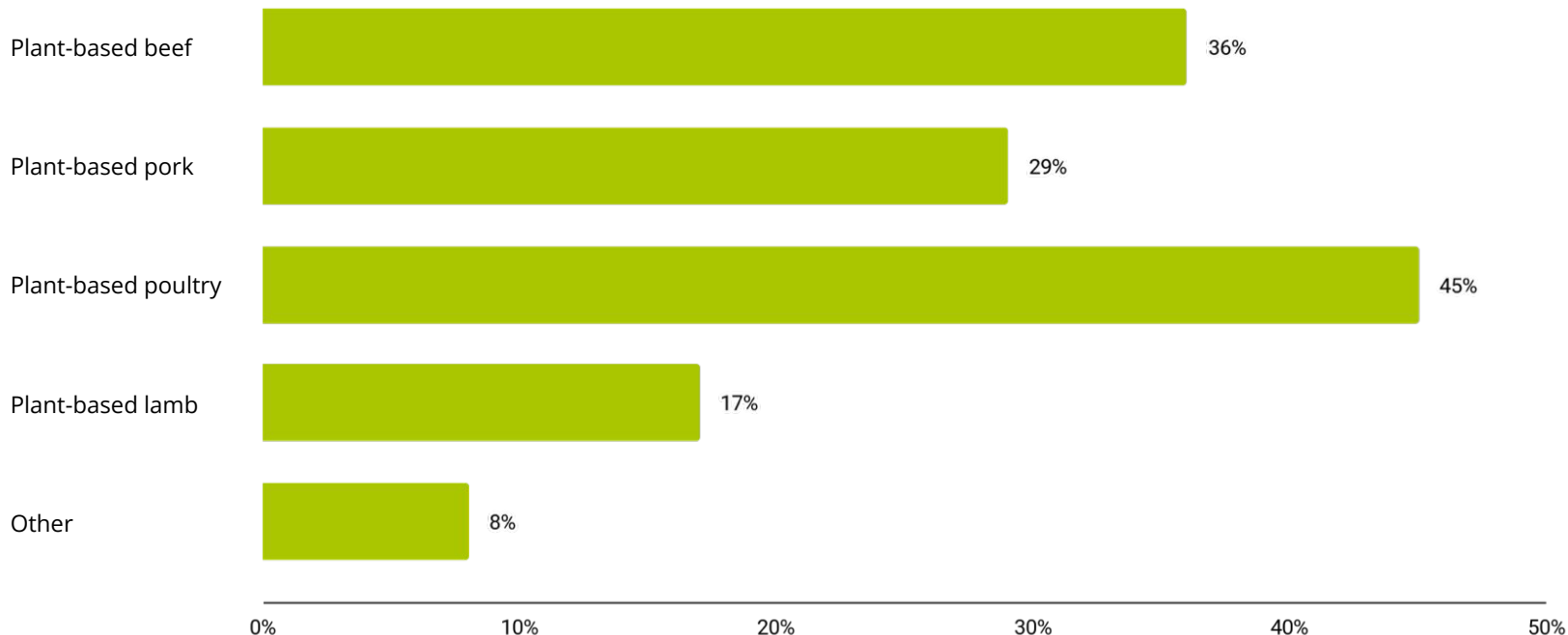
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Germany: Demand for plant-based meat

German consumers show a high demand for plant-based poultry products.

Q14



What kind of plant-based meat do you wish you could buy in the supermarket? Please select all the options that apply. | Multiple selection | People who selected 'None': 31%

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

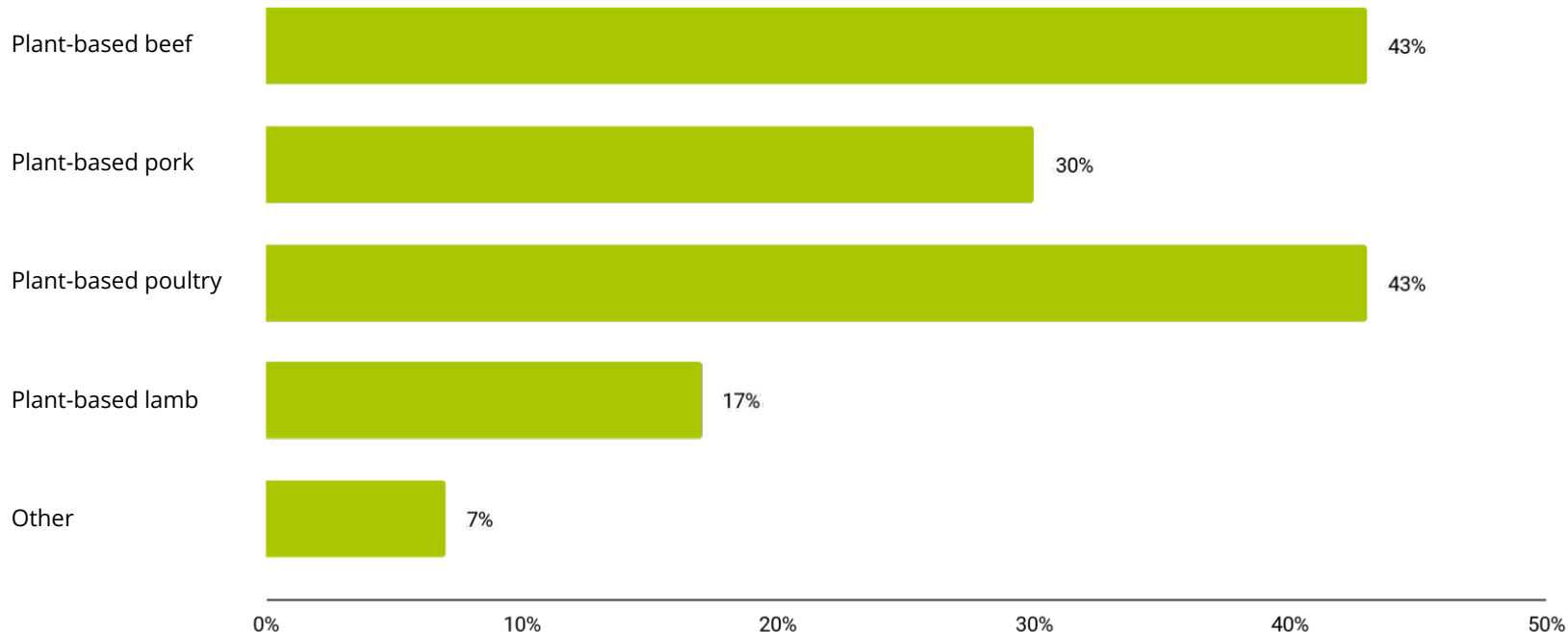


Italy: Demand for plant-based meat



Plant-based beef and poultry alternatives are in high demand in Italy.

Q14



What kind of plant-based meat do you wish you could buy in the supermarket? Please select all the options that apply. | Multiple selection | People who selected 'None': 25%

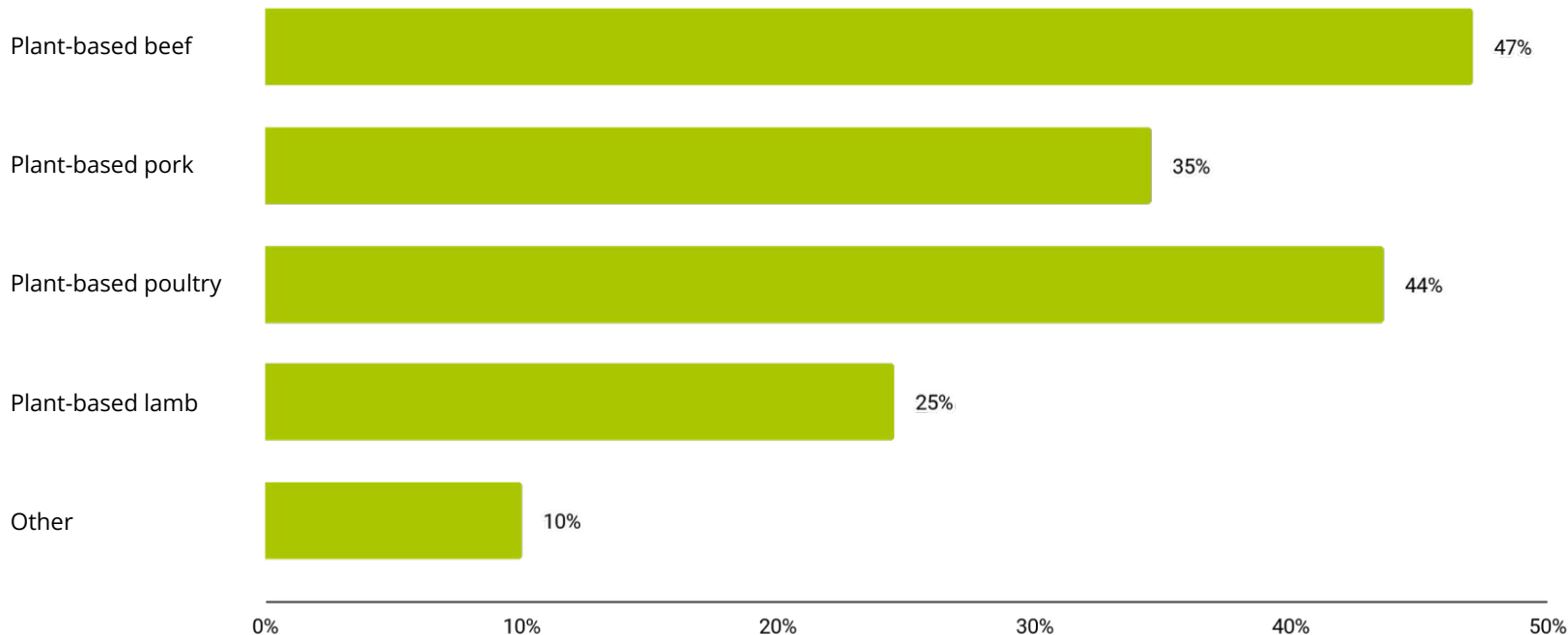
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Netherlands: Demand for plant-based meat

The majority of Dutch consumers wish to see plant-based beef and poultry products.

Q14



What kind of plant-based meat do you wish you could buy in the supermarket? Please select all the options that apply. | Multiple selection | People who selected 'None': 24%

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

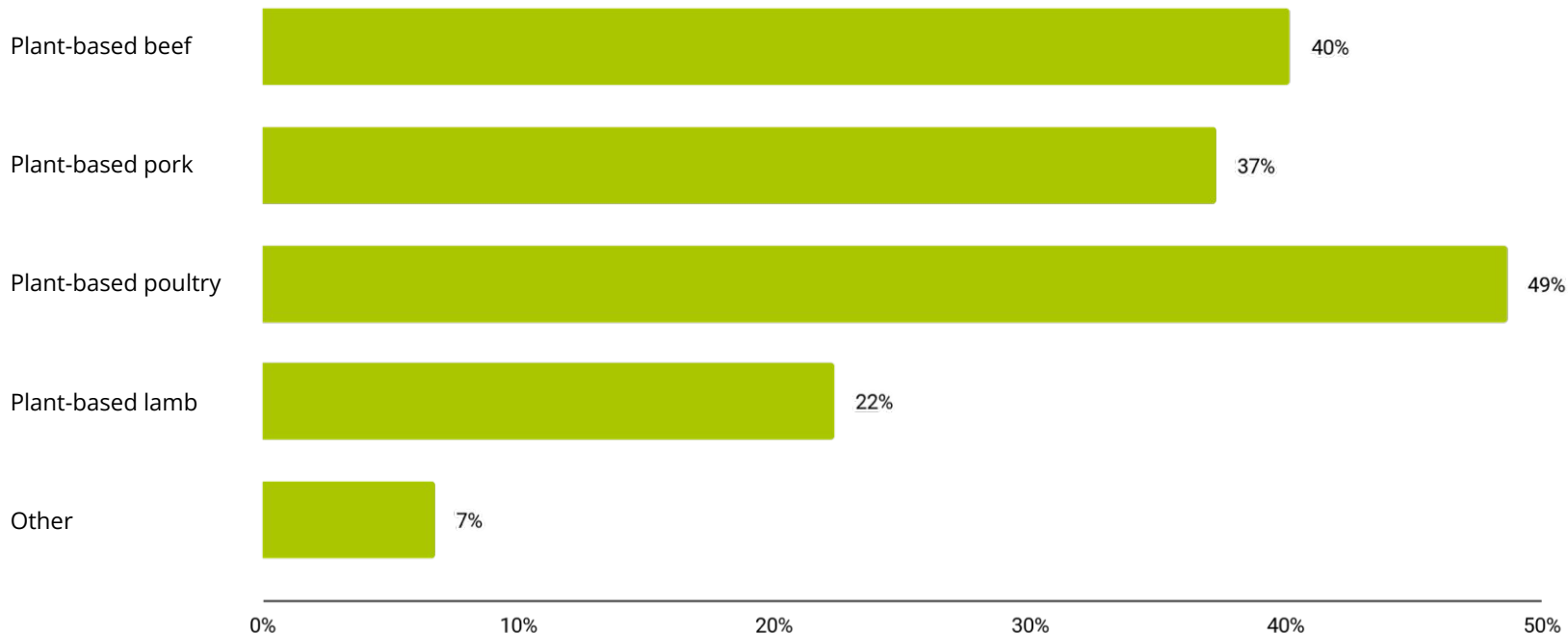


Poland: Demand for plant-based meat



Polish consumers ask for plant-based poultry products.

Q14



What kind of plant-based meat do you wish you could buy in the supermarket? Please select all the options that apply. | Multiple selection | People who selected 'None': 18%

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

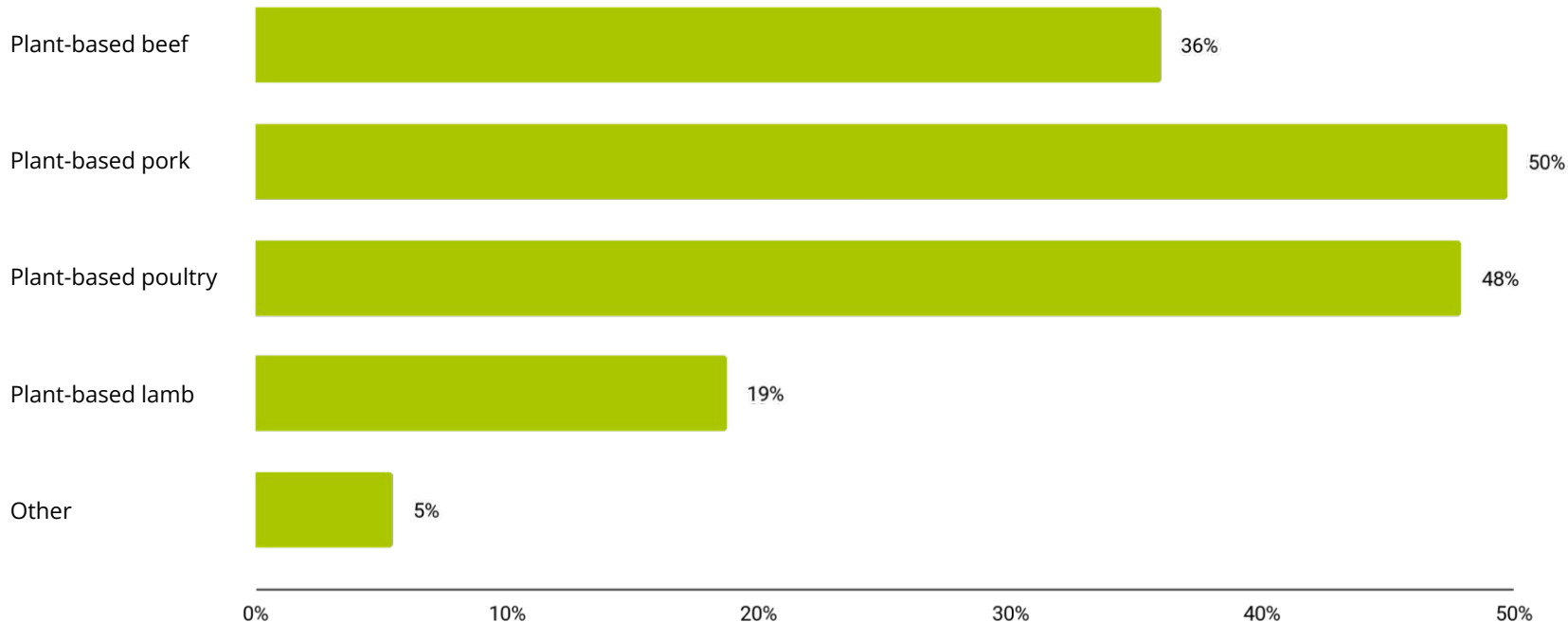


Romania: Demand for plant-based meat



Plant-based pork and poultry are in high demand in Romania.

Q14



What kind of plant-based meat do you wish you could buy in the supermarket? Please select all the options that apply. | Multiple selection | People who selected 'None': 21%

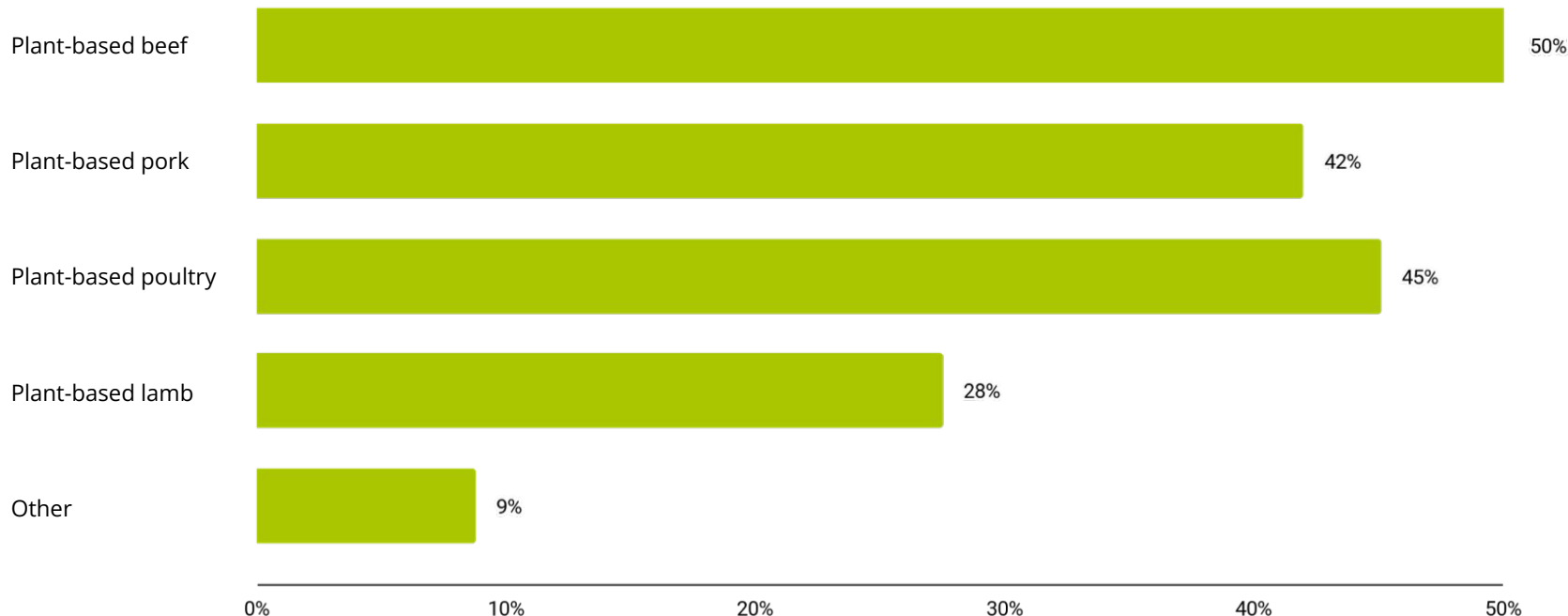
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Spain: Demand for plant-based meat

Spanish consumers mostly ask for plant-based beef and poultry products.

Q14



What kind of plant-based meat do you wish you could buy in the supermarket? Please select all the options that apply. | Multiple selection | People who selected 'None': 19%

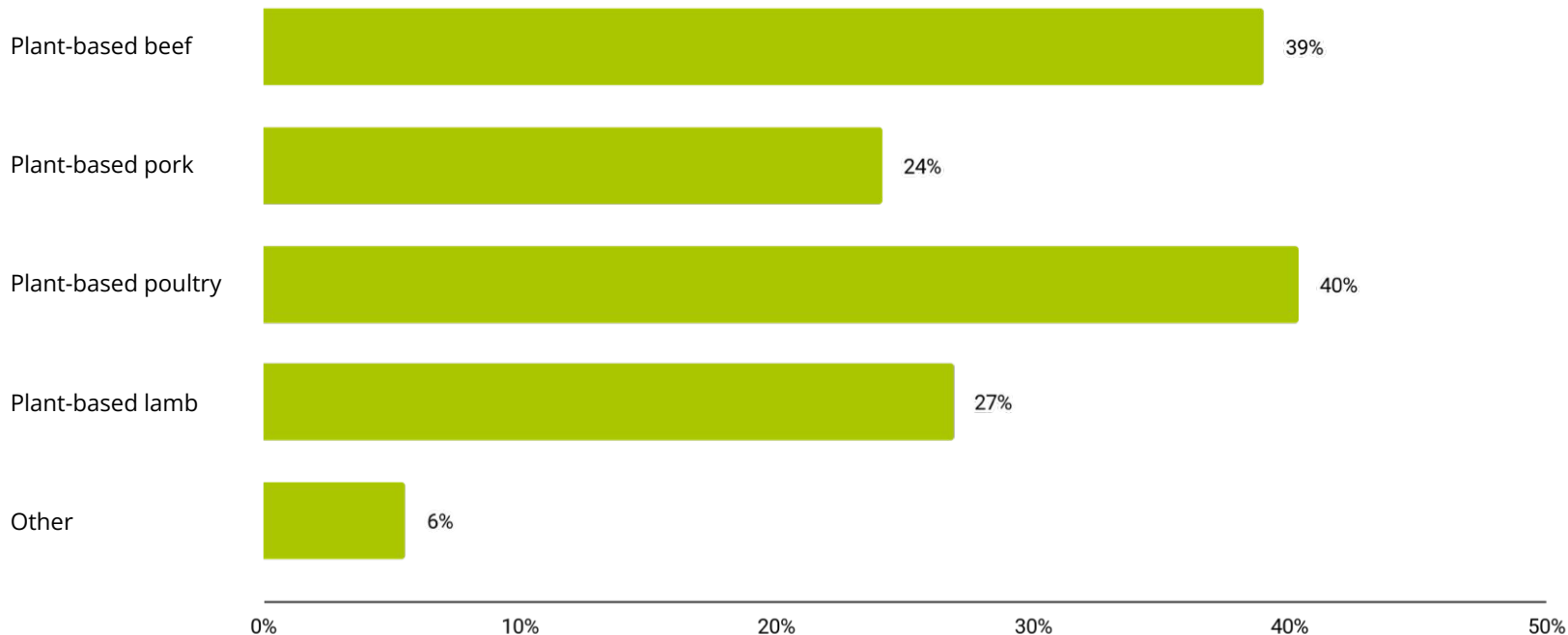
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



UK: Demand for plant-based meat

Plant-based poultry and beef are in high demand in the UK.

Q14



What kind of plant-based meat do you wish you could buy in the supermarket? Please select all the options that apply. | Multiple selection | People who selected 'None': 33%

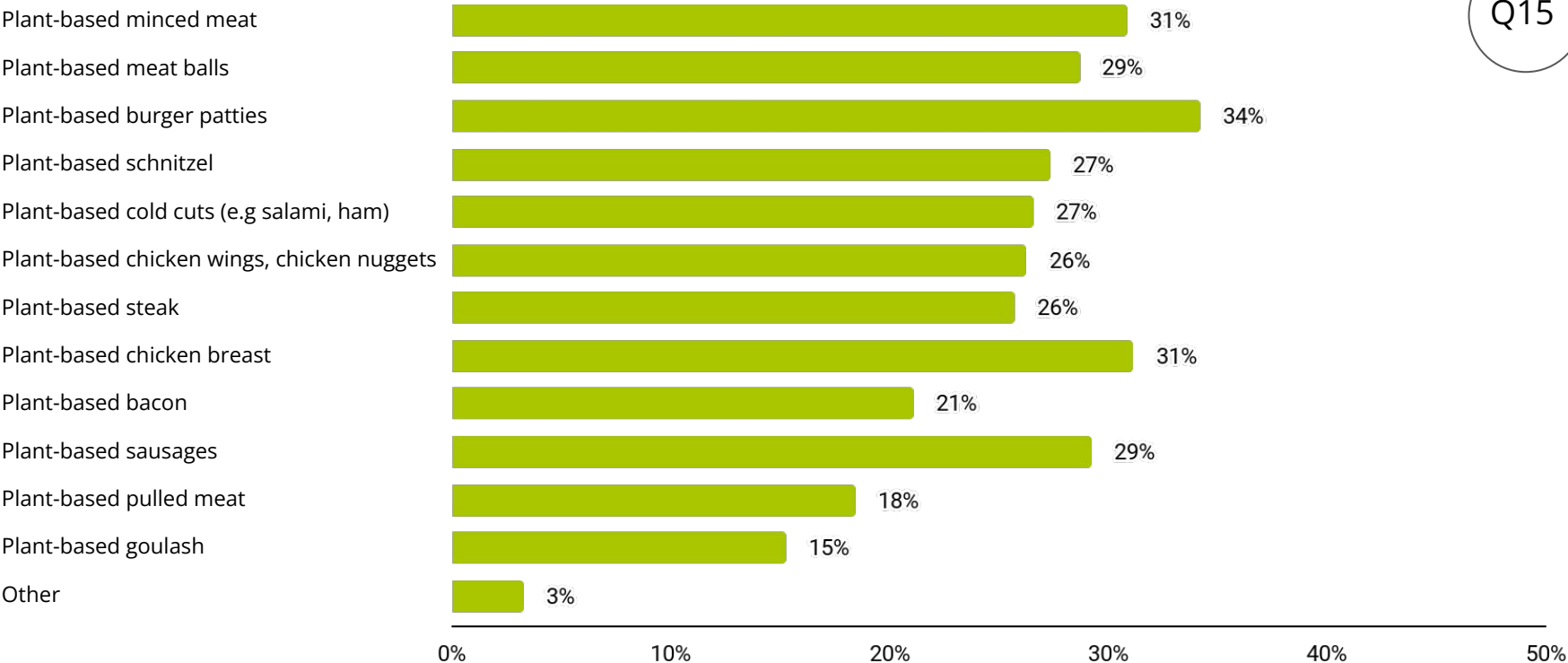
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

Q15 “Specifically, what kind of plant-based meat products do you wish you could buy in the supermarket? Please select all the options that apply.”

Total: Demand for specific plant-based meat products

European consumers wish to buy plant-based burger patties, chicken breasts, and minced meat.

Q15



Specifically, what kind of plant-based meat products do you wish you could buy in the supermarket? Please select all the options that apply. | Multiple selection | People who selected 'None': 25%

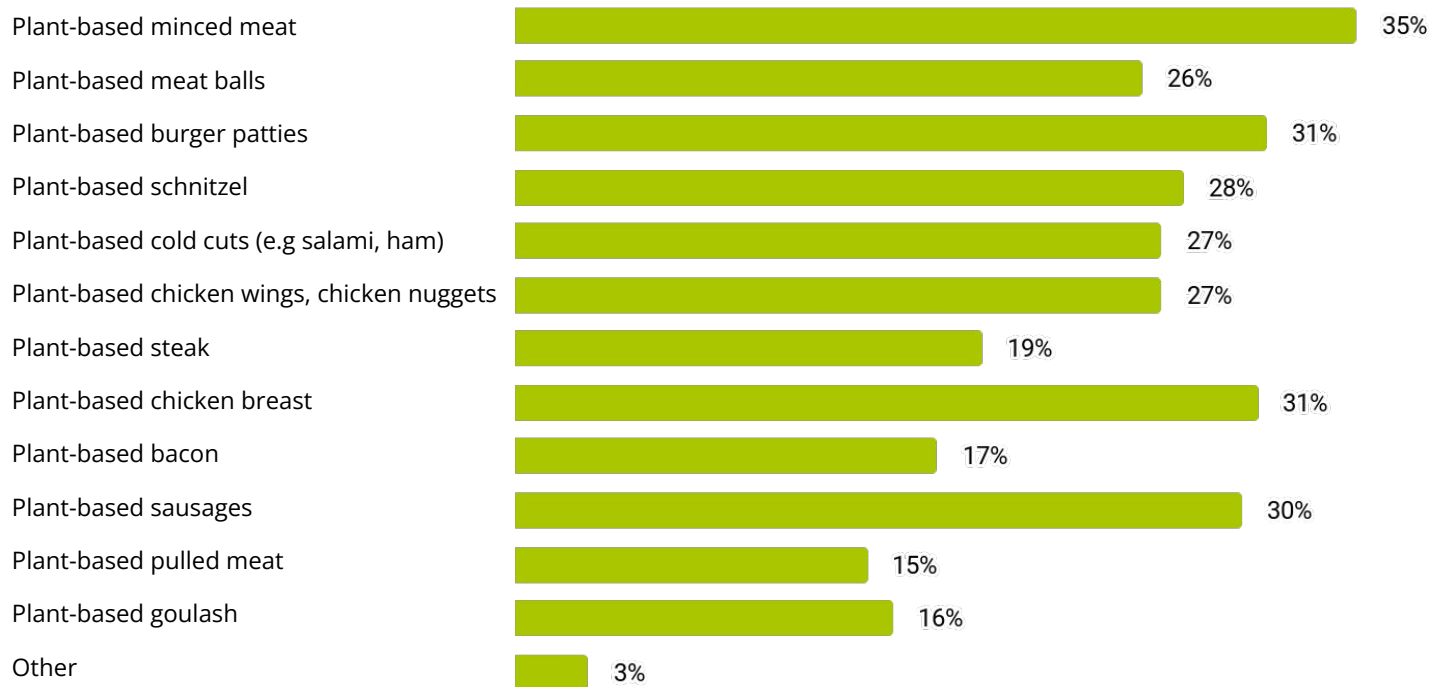
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Austria: Demand for specific plant-based meat products

Austrian consumers wish to buy plant-based minced meat, burger patties, and chicken breasts.

Q15



0% 10% 20% 30% 40% 50%

Specifically, what kind of plant-based meat products do you wish you could buy in the supermarket? Please select all the options that apply. | Multiple selection | People who selected 'None': 32%

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

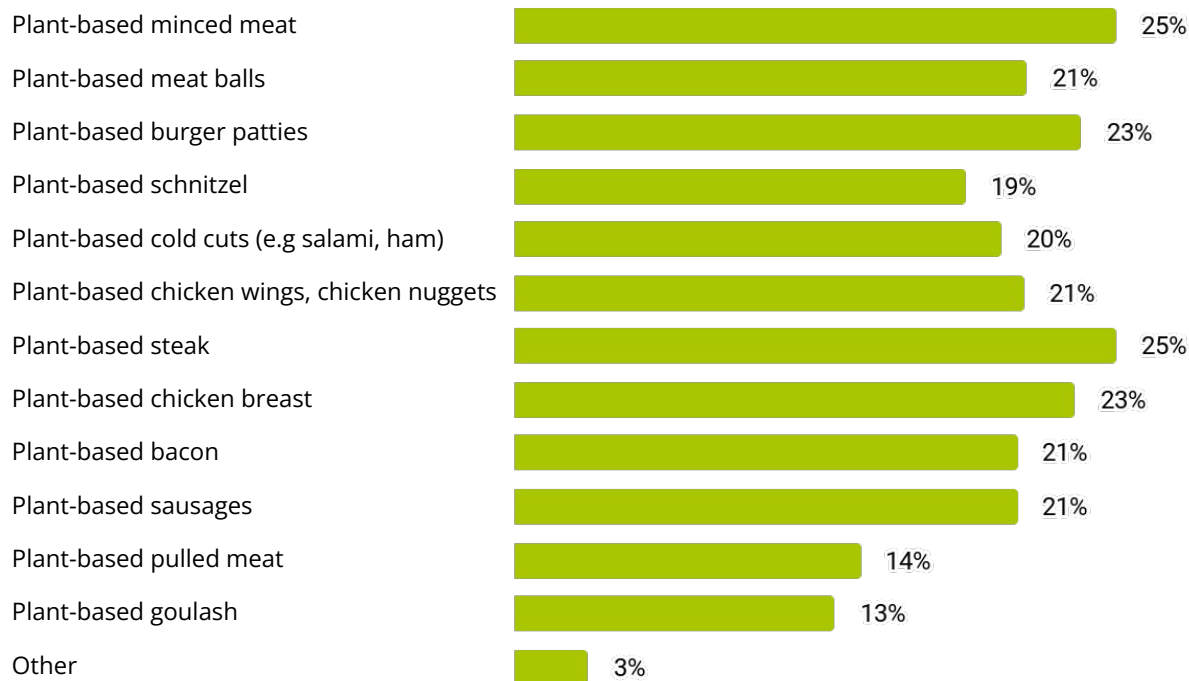


Denmark Demand for specific plant-based meat products



Danish consumers wish to buy plant-based minced meat, steak, burger patties, and chicken breasts.

Q15



0% 10% 20% 30% 40% 50%

Specifically, what kind of plant-based meat products do you wish you could buy in the supermarket? Please select all the options that apply. | Multiple selection | People who selected 'None': 33%

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

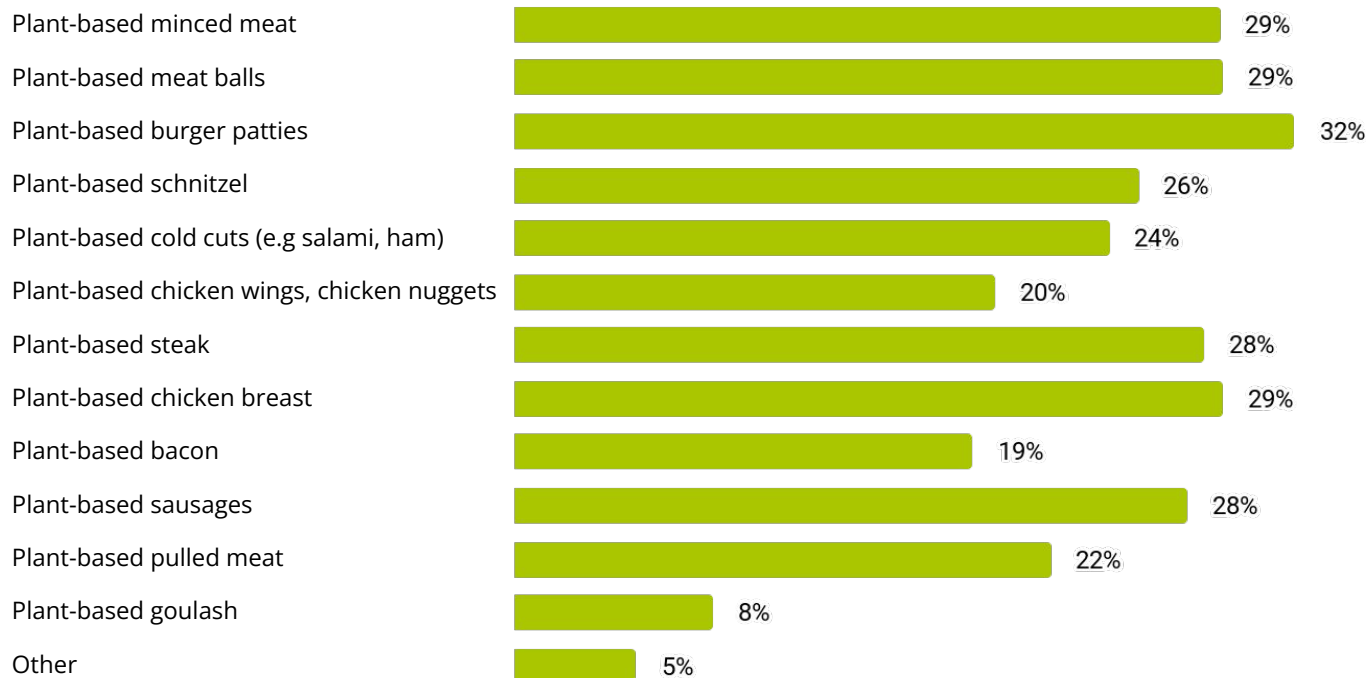


France: Demand for specific plant-based meat products



French consumers wish to buy plant-based burger patties, minced meat, meat balls, and chicken breasts.

Q15



0% 10% 20% 30% 40% 50%

Specifically, what kind of plant-based meat products do you wish you could buy in the supermarket? Please select all the options that apply. | Multiple selection | People who selected 'None': 29%

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

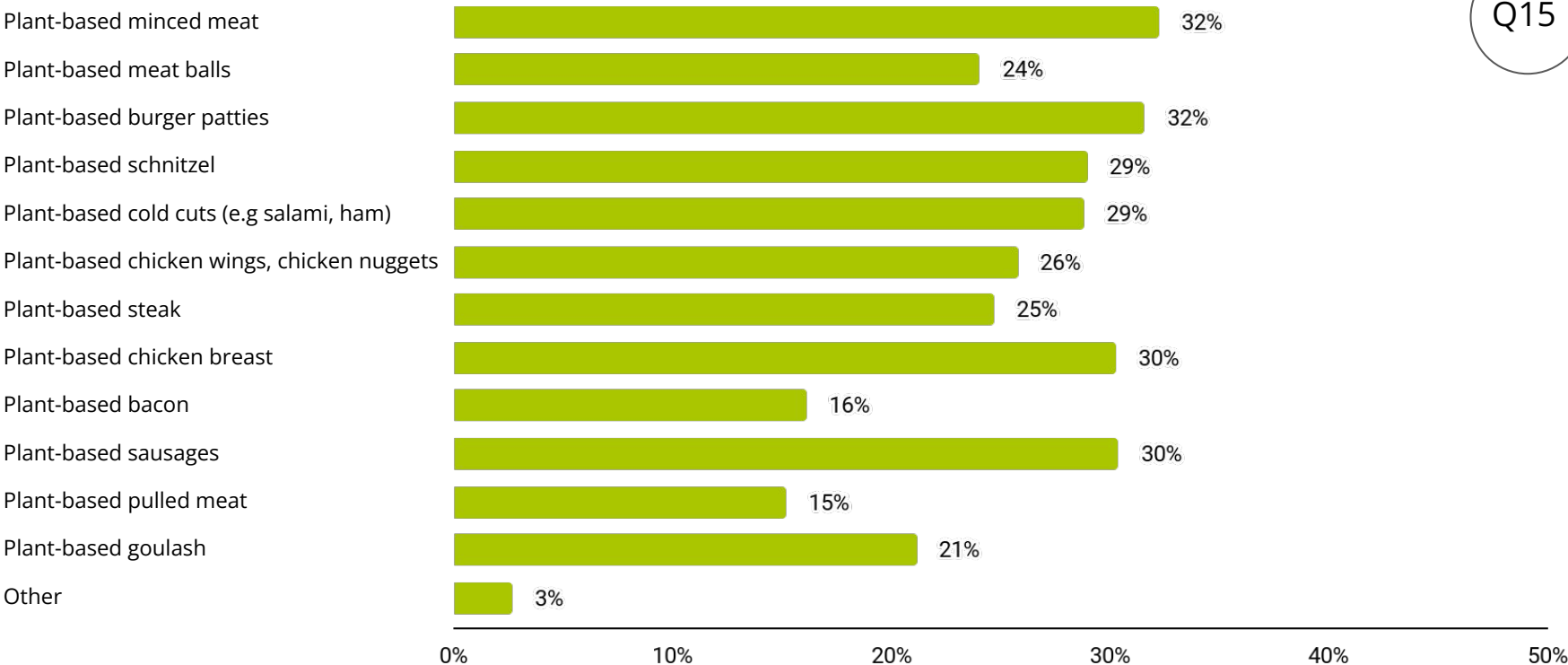


Germany: Demand for specific plant-based meat products



Q15

German consumers wish to buy plant-based minced meat, burger patties, chicken breasts, and sausages.



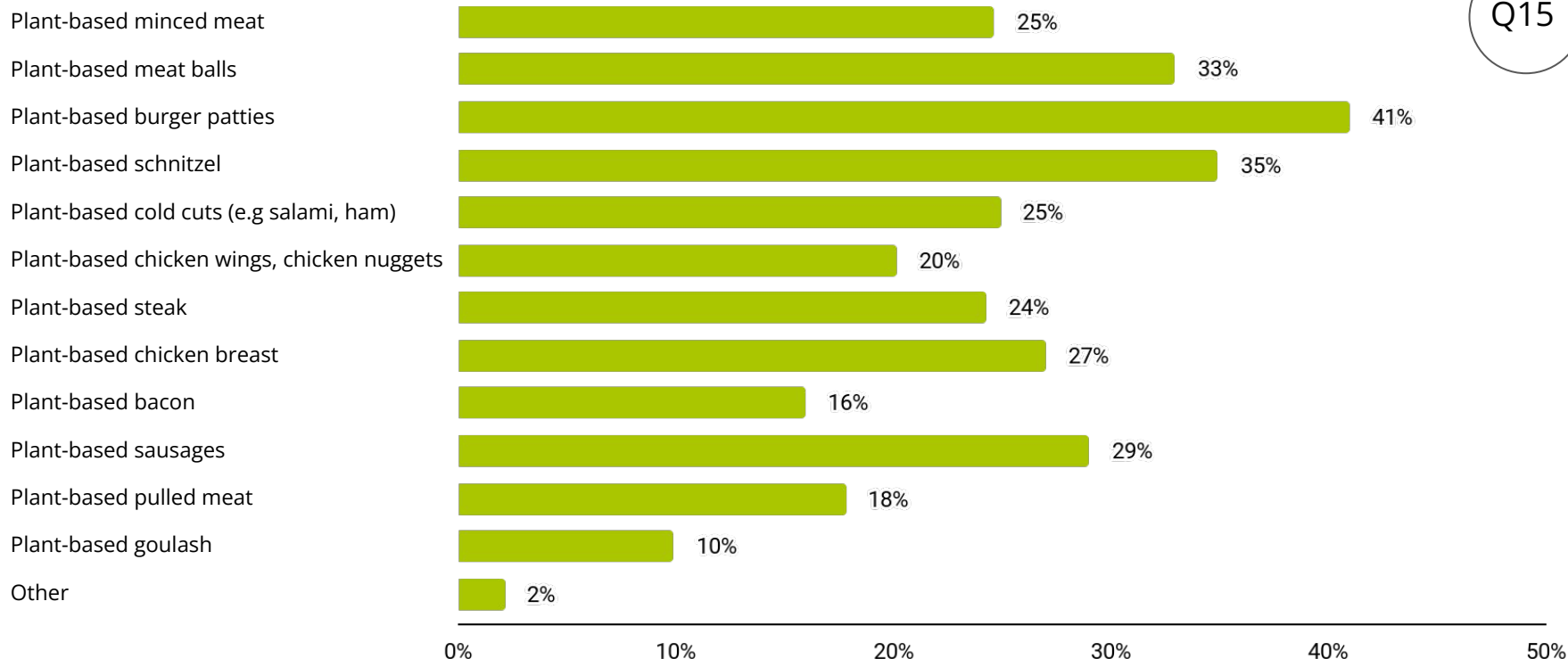


Italy: Demand for specific plant-based meat products



Italian consumers wish to buy plant-based burger patties, schnitzel, and meatballs.

Q15



Specifically, what kind of plant-based meat products do you wish you could buy in the supermarket? Please select all the options that apply. | Multiple selection | People who selected 'None': 22%

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

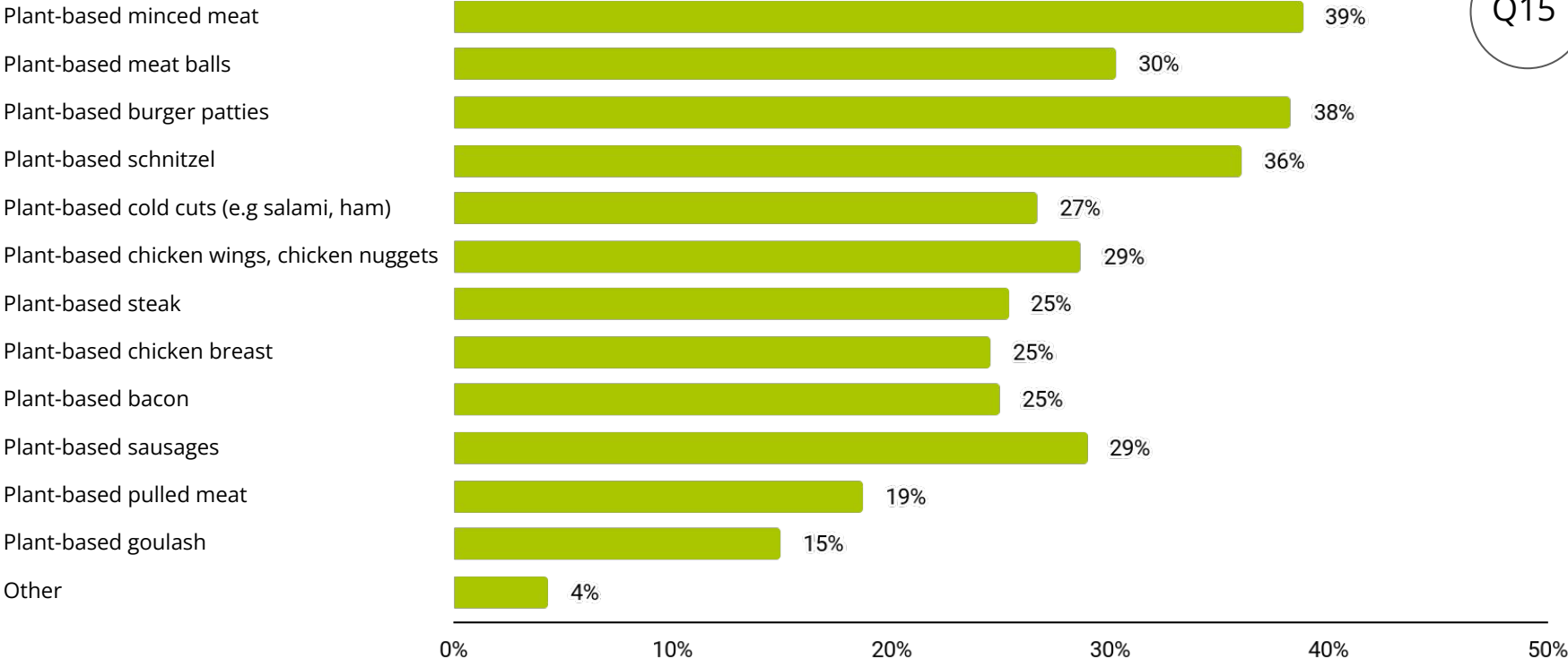


Netherlands: Demand for specific plant-based meat products



Dutch consumers wish to buy plant-based minced meat, burger patties, and schnitzel.

Q15



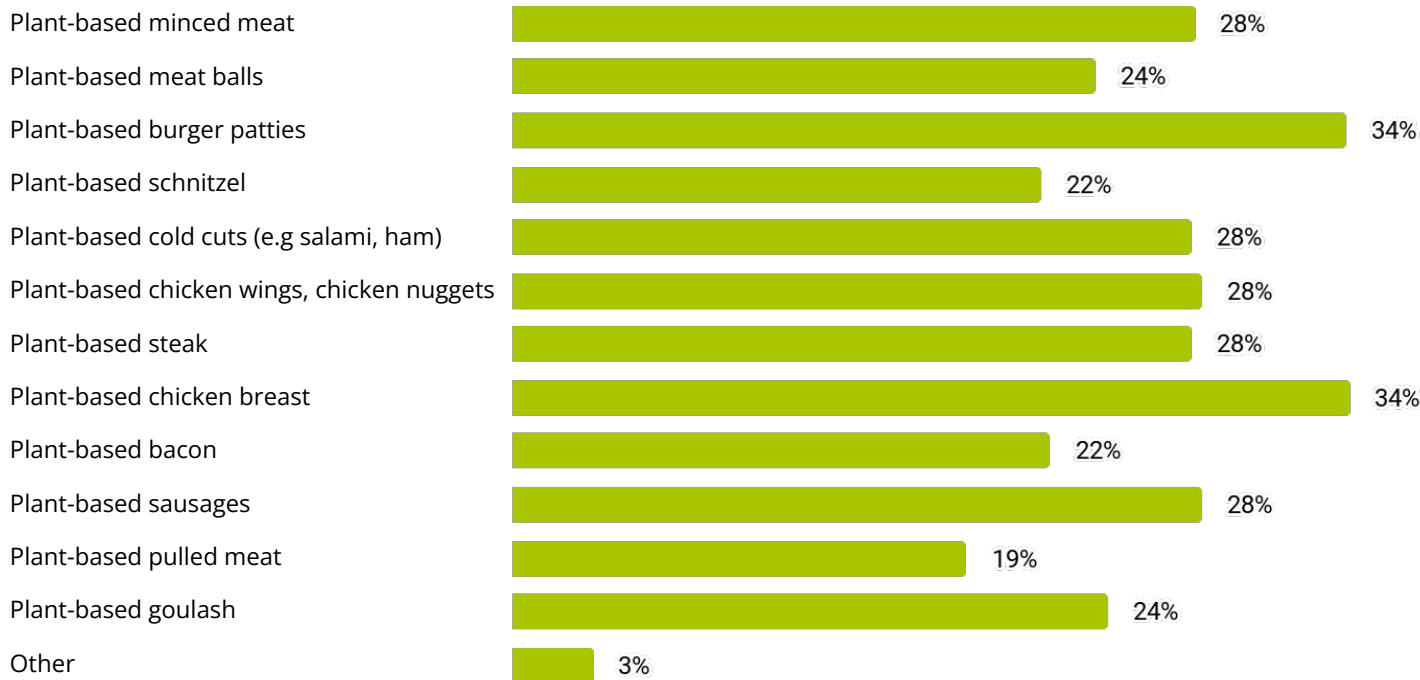


Poland: Demand for specific plant-based meat products



Polish consumers wish to buy plant-based burger patties and chicken breasts.

Q15



0% 10% 20% 30% 40% 50%

Specifically, what kind of plant-based meat products do you wish you could buy in the supermarket? Please select all the options that apply. | Multiple selection | People who selected 'None': 19%

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

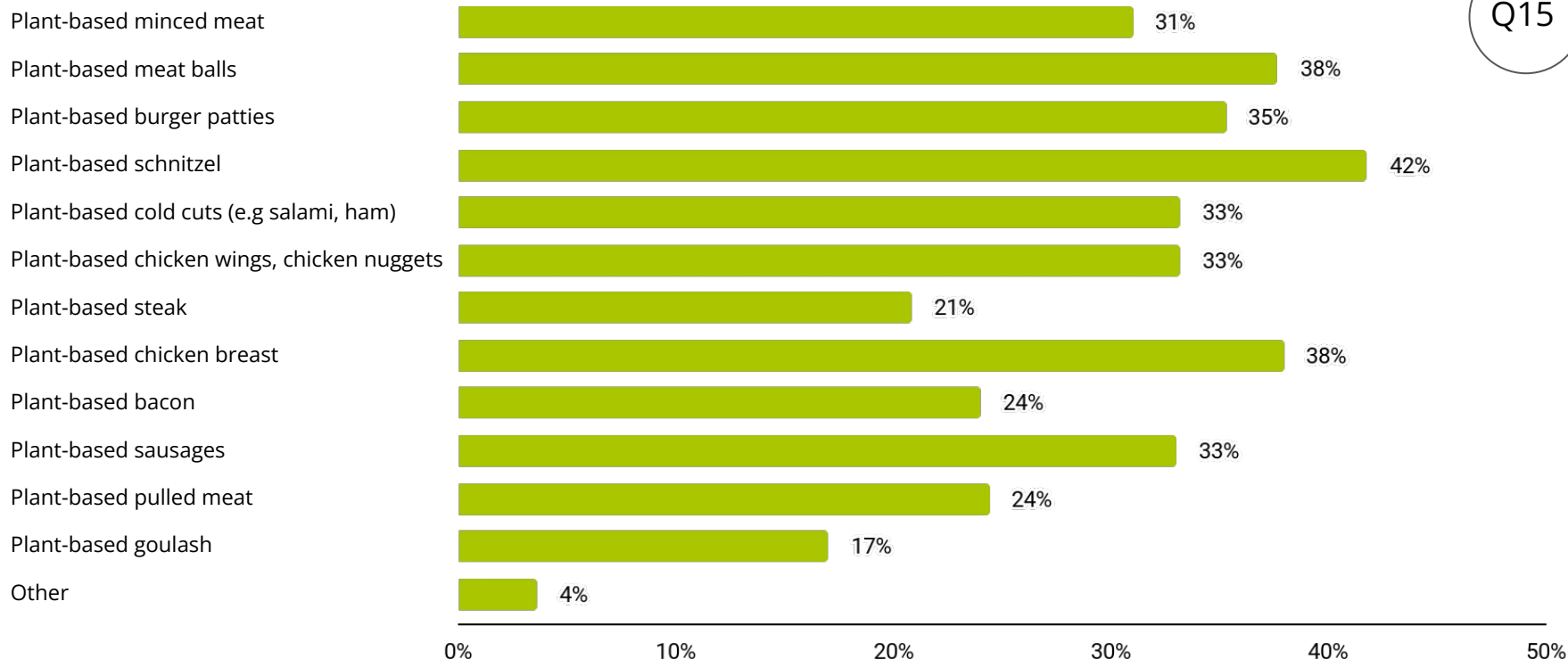


Romania: Demand for specific plant-based meat products



Romanian consumers wish to buy plant-based schnitzel, chicken breasts, and meatballs.

Q15



Specifically, what kind of plant-based meat products do you wish you could buy in the supermarket? Please select all the options that apply. | Multiple selection | People who selected 'None': 19%

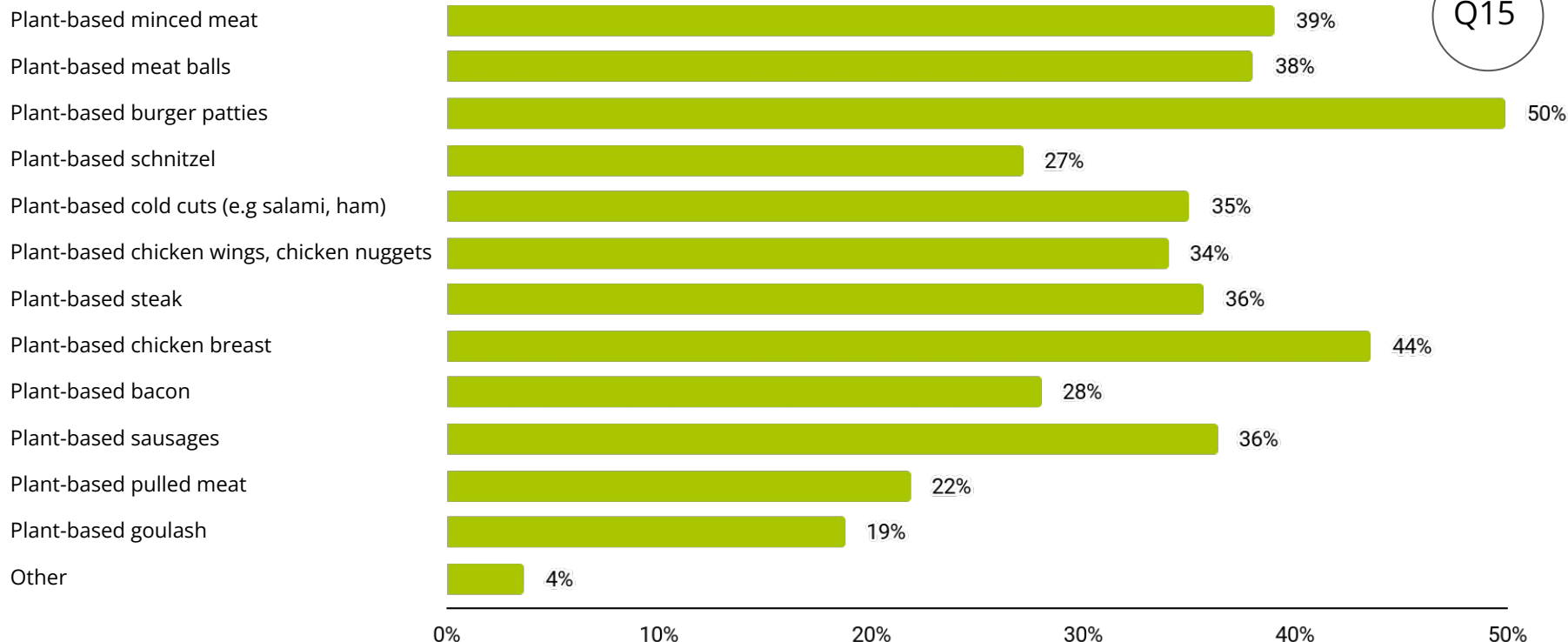
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Spain: Demand for specific plant-based meat products

Spanish consumers wish to buy plant-based burger patties, chicken breasts, and minced meat.

Q15



Specifically, what kind of plant-based meat products do you wish you could buy in the supermarket? Please select all the options that apply. | Multiple selection | People who selected 'None': 17%

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

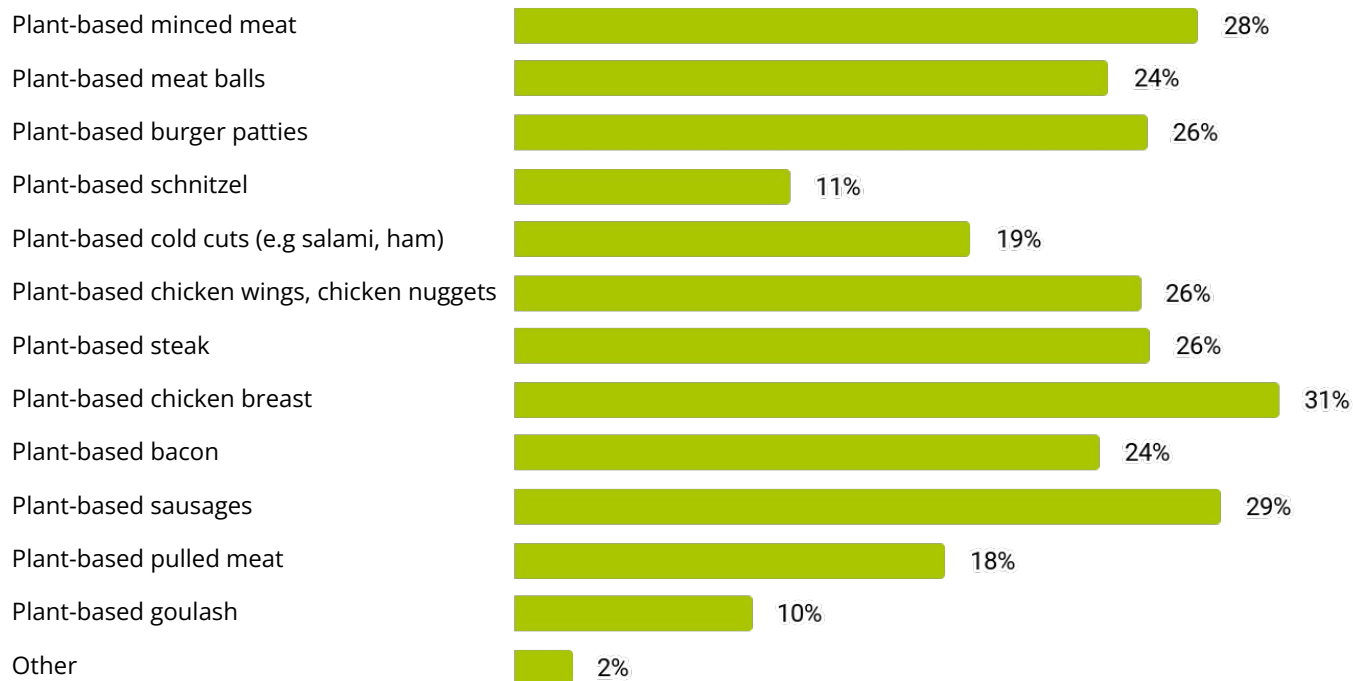


UK: Demand for specific plant-based meat products



UK consumers wish to buy plant-based chicken breasts, sausages, and minced meat.

Q15



0% 10% 20% 30% 40% 50%

Specifically, what kind of plant-based meat products do you wish you could buy in the supermarket? Please select all the options that apply. | Multiple selection | People who selected 'None': 30%

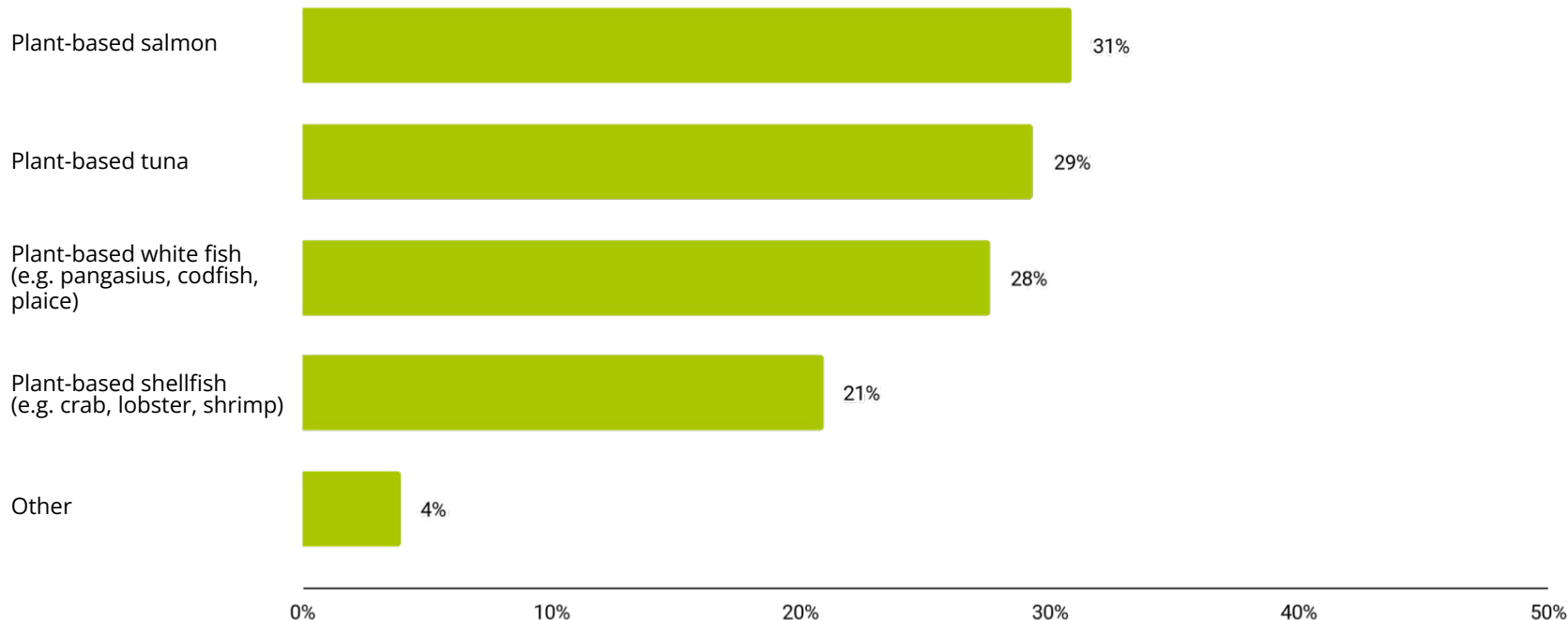
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

Q16 “What kind of plant-based fish do you wish you could buy in the supermarket? Please select all the options that apply.”

Total: Demand for plant-based fish

Q16

European consumers show high demand for plant-based salmon.



What kind of plant-based fish do you wish you could buy in the supermarket? Please select all the options that apply. | Multiple selection | People who selected 'None': 42%

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

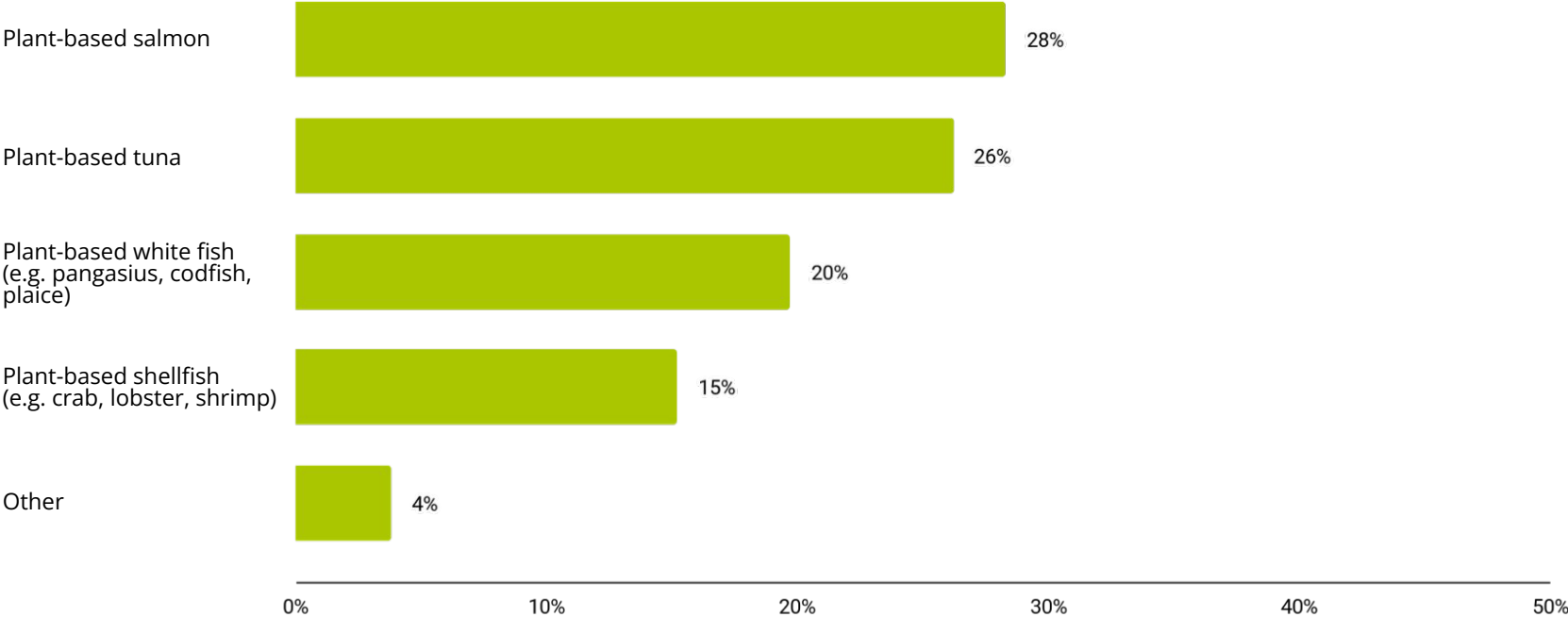


Austria: Demand for plant-based fish



Austrian Consumers would like to see more plant-based salmon and tuna.

Q16

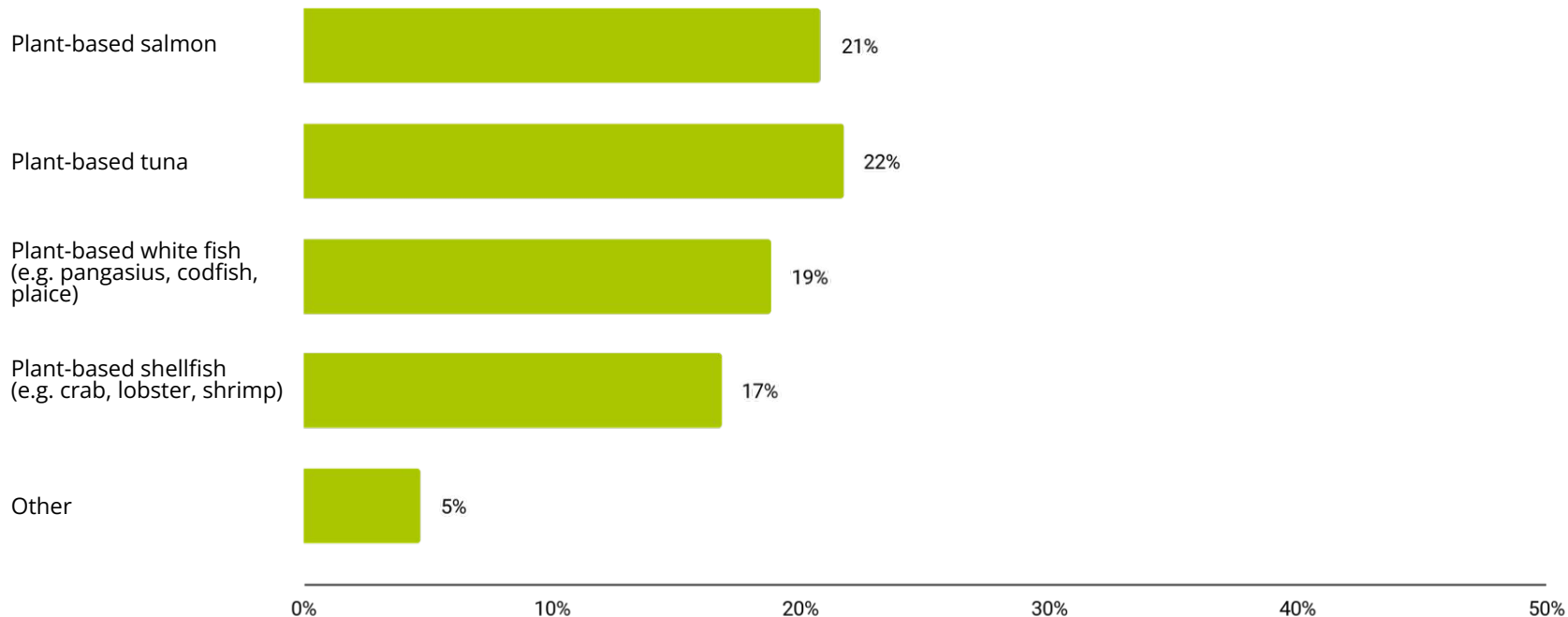




Denmark: Demand for plant-based fish

Danish consumers want more plant-based tuna and salmon.

Q16



What kind of plant-based fish do you wish you could buy in the supermarket? Please select all the options that apply. | Multiple selection | People who selected 'None': 51%

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

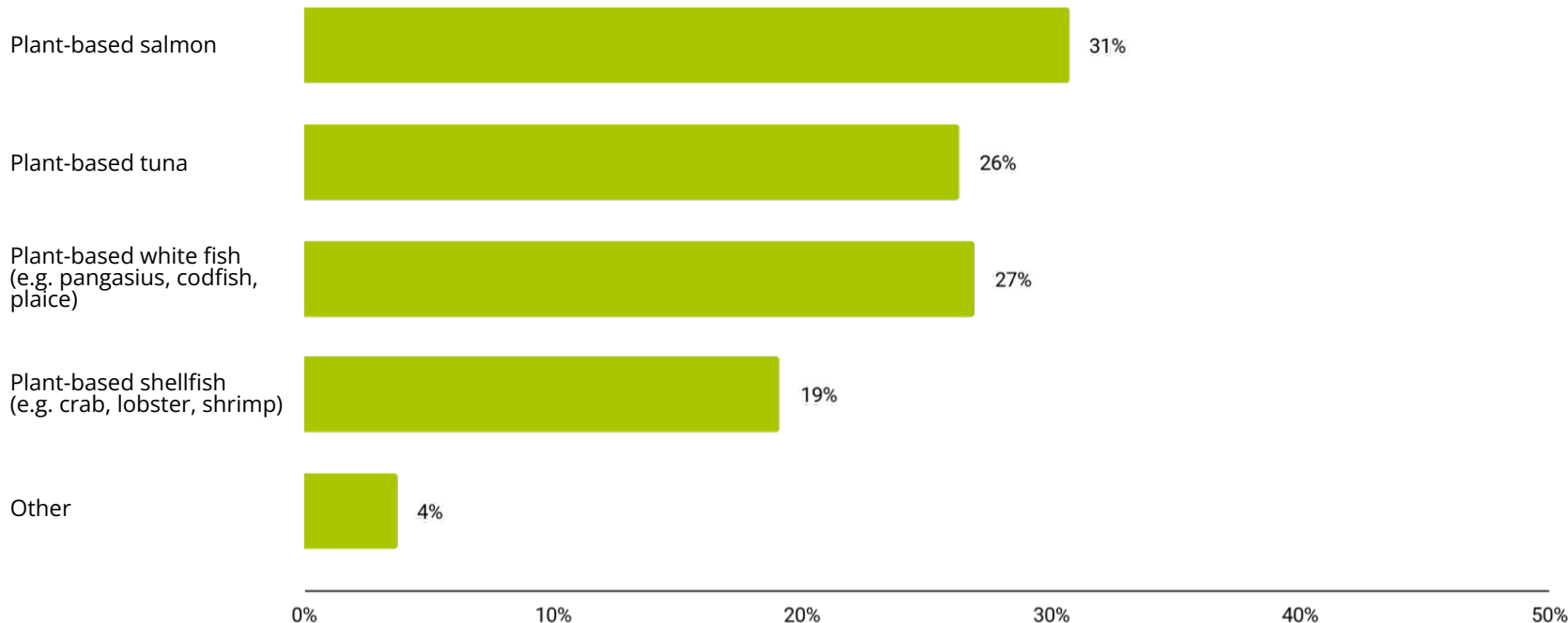


France: Demand for plant-based fish



French consumers mainly wish to find plant-based salmon, tuna, and white fish in supermarkets.

Q16



What kind of plant-based fish do you wish you could buy in the supermarket? Please select all the options that apply. | Multiple selection | People who selected 'None': 44%

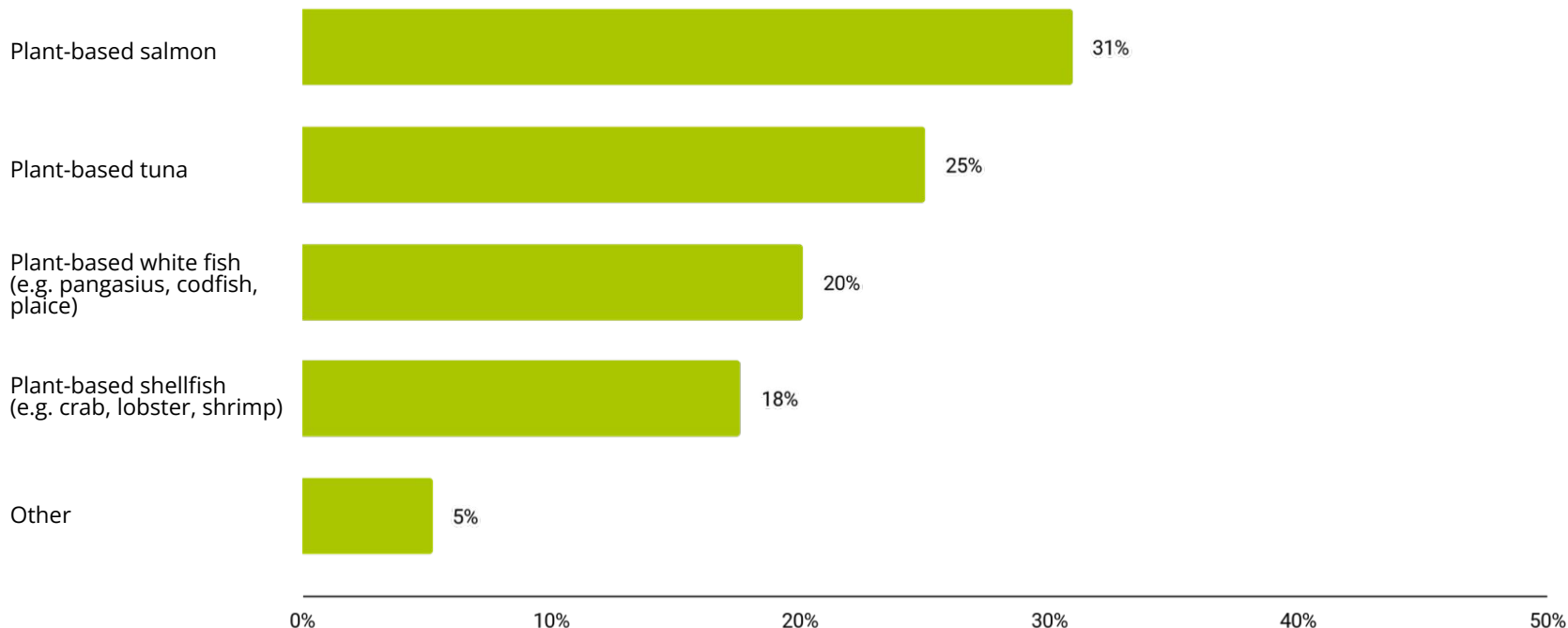
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Germany: Demand for plant-based fish

Q16

In Germany, plant-based salmon is by far the most asked-for plant-based fish alternative.



What kind of plant-based fish do you wish you could buy in the supermarket? Please select all the options that apply. | Multiple selection | People who selected 'None': 46%

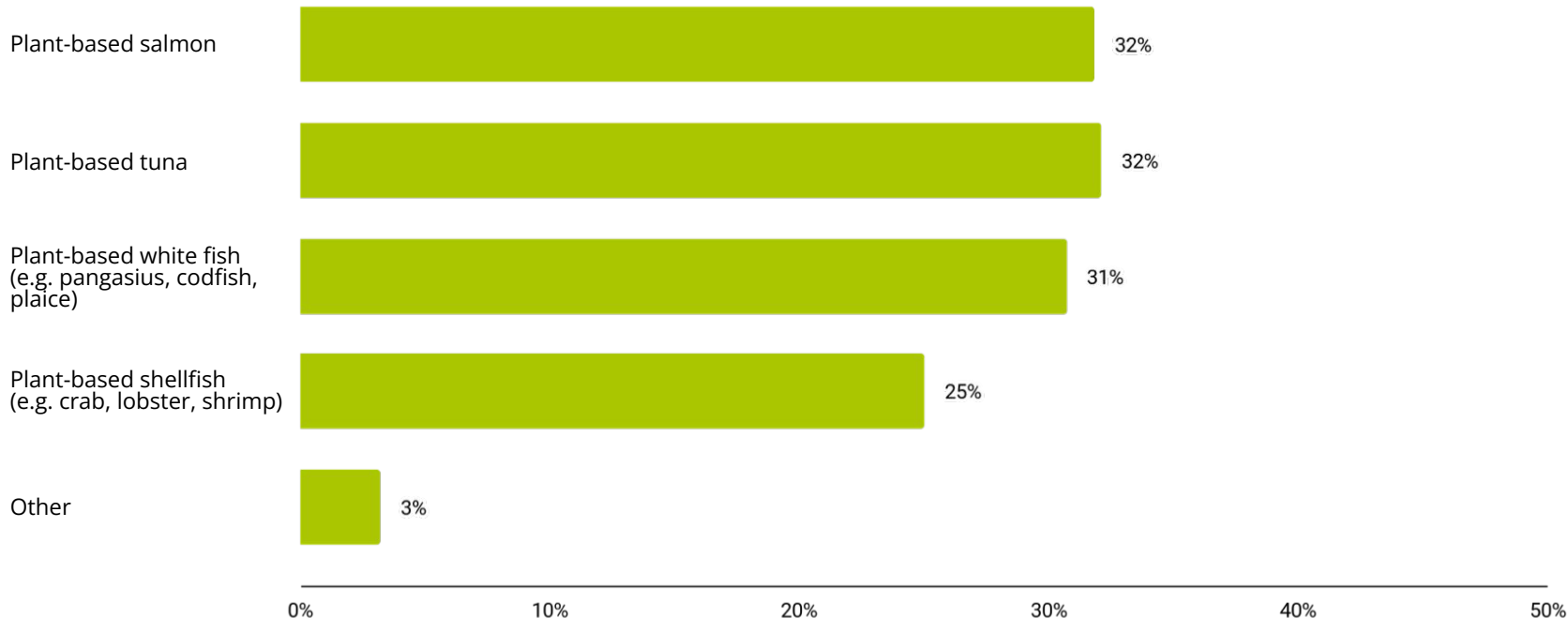
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Italy: Demand for plant-based fish

Plant-based salmon and tuna are in high demand in Italy.

Q16



What kind of plant-based fish do you wish you could buy in the supermarket? Please select all the options that apply. | Multiple selection | People who selected 'None': 37%

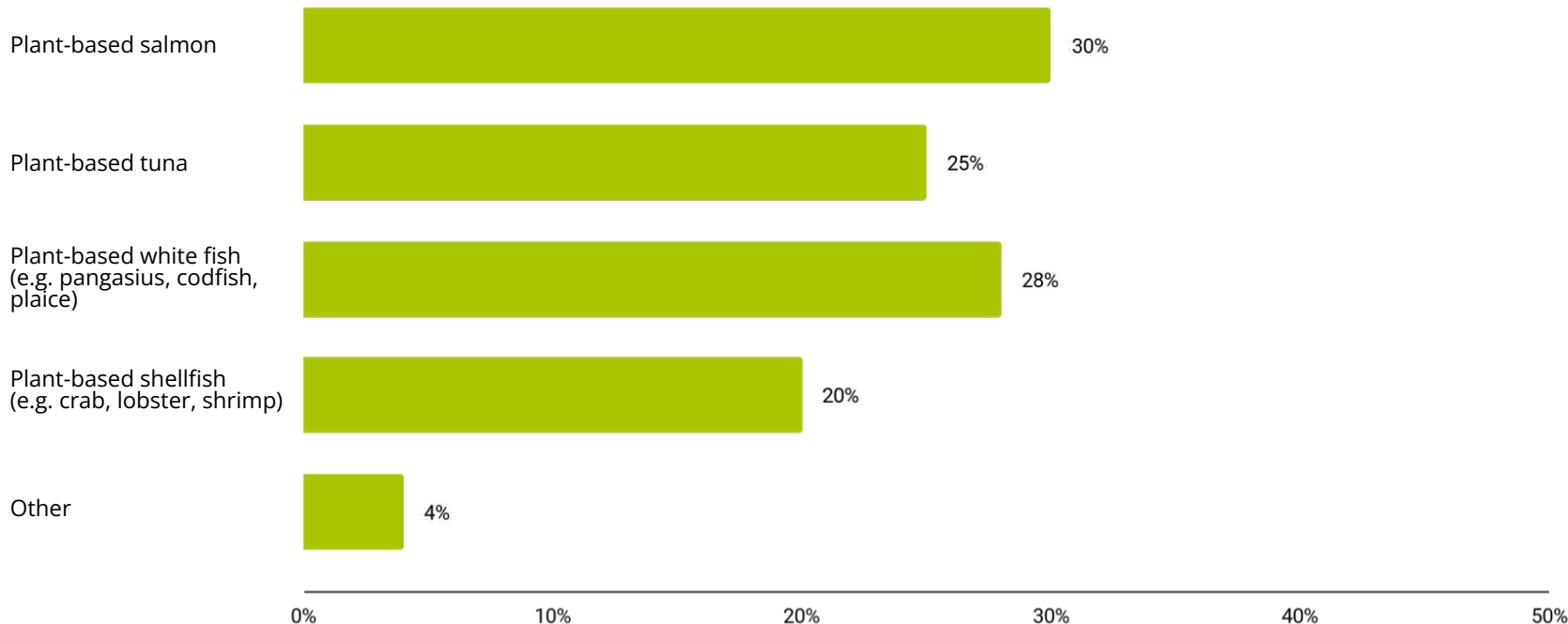
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Netherlands: Demand for plant-based fish

Danish consumers would like to see more plant-based salmon in supermarkets.

Q16



What kind of plant-based fish do you wish you could buy in the supermarket? Please select all the options that apply. | Multiple selection | People who selected 'None': 44%

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

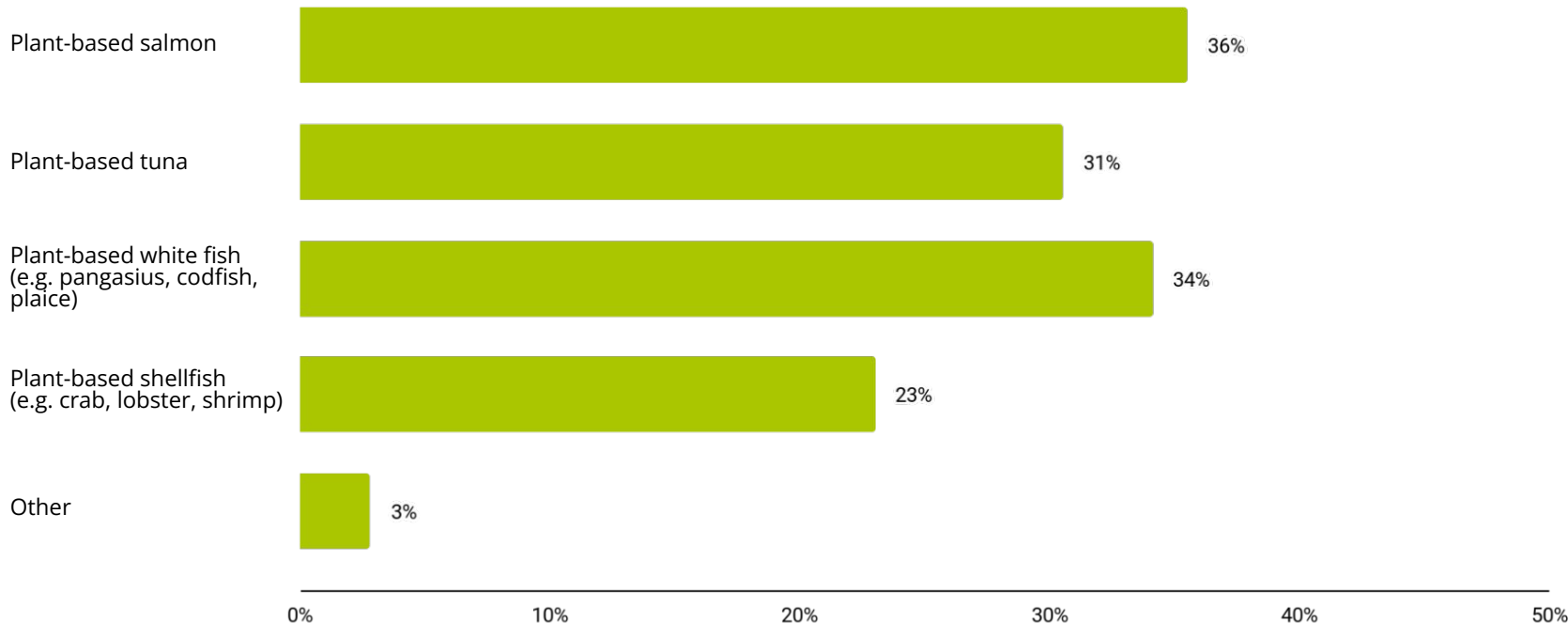


Poland: Demand for plant-based fish



Polish consumers wish for plant-based salmon and white fish.

Q16



What kind of plant-based fish do you wish you could buy in the supermarket? Please select all the options that apply. | Multiple selection | People who selected 'None': 33%

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

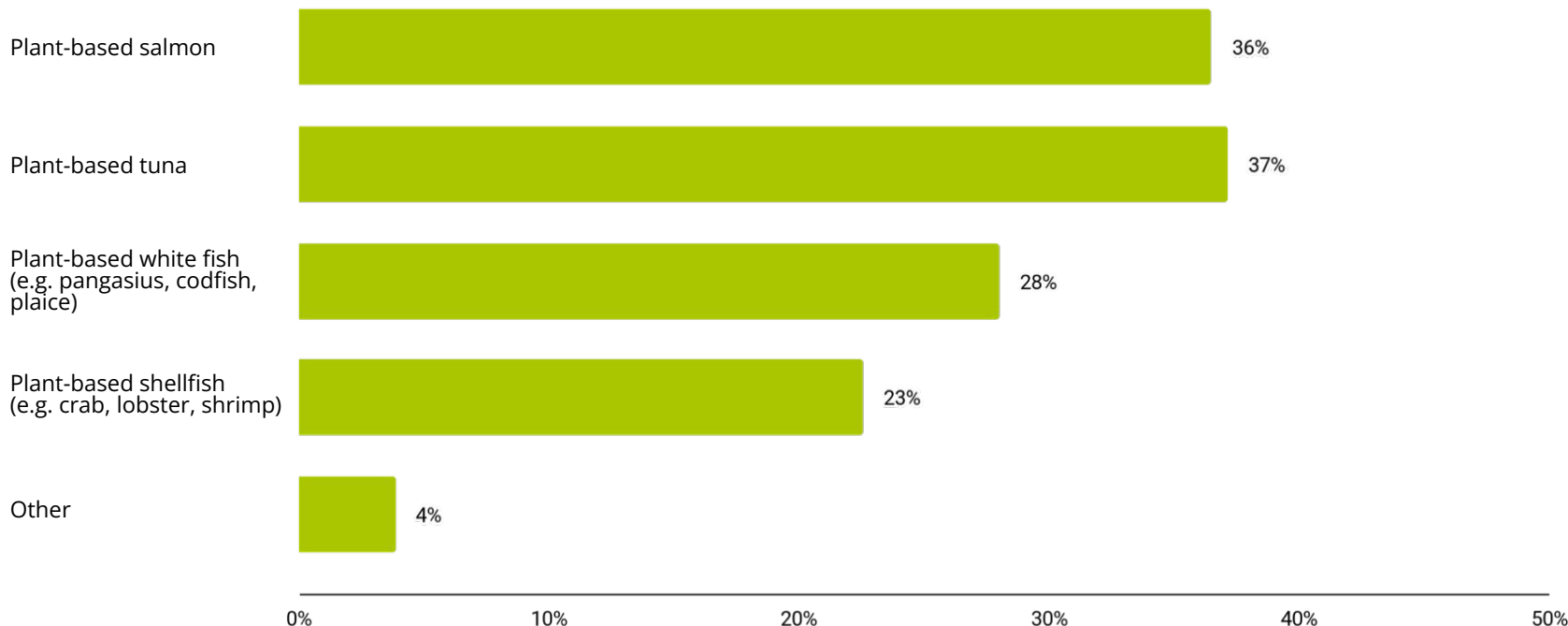


Romania: Demand for plant-based fish



Plant-based tuna and salmon are highly requested by Romanian consumers.

Q16



What kind of plant-based fish do you wish you could buy in the supermarket? Please select all the options that apply. | Multiple selection | People who selected 'None': 32%

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

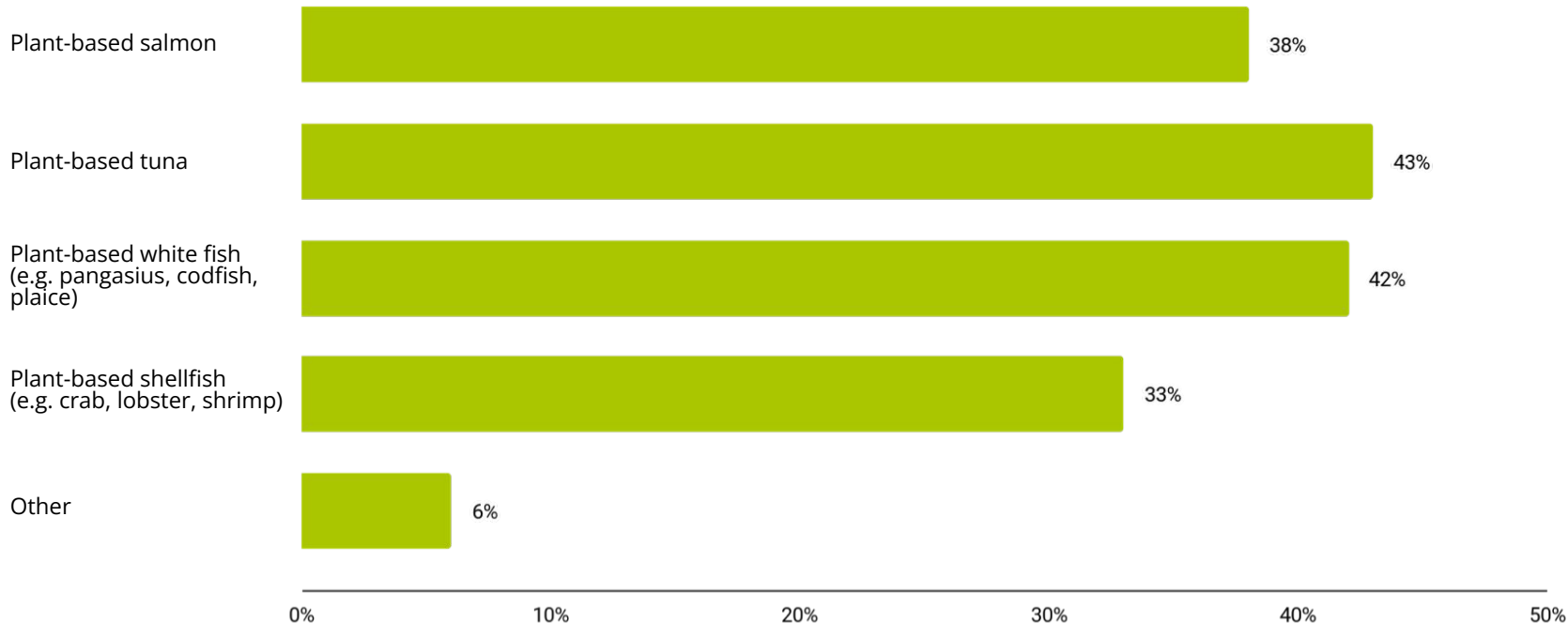


Spain: Demand for plant-based fish



Most Spanish consumers would like to see plant-based tuna and white fish in supermarkets.

Q16



What kind of plant-based fish do you wish you could buy in the supermarket? Please select all the options that apply. | Multiple selection | People who selected 'None': 29%

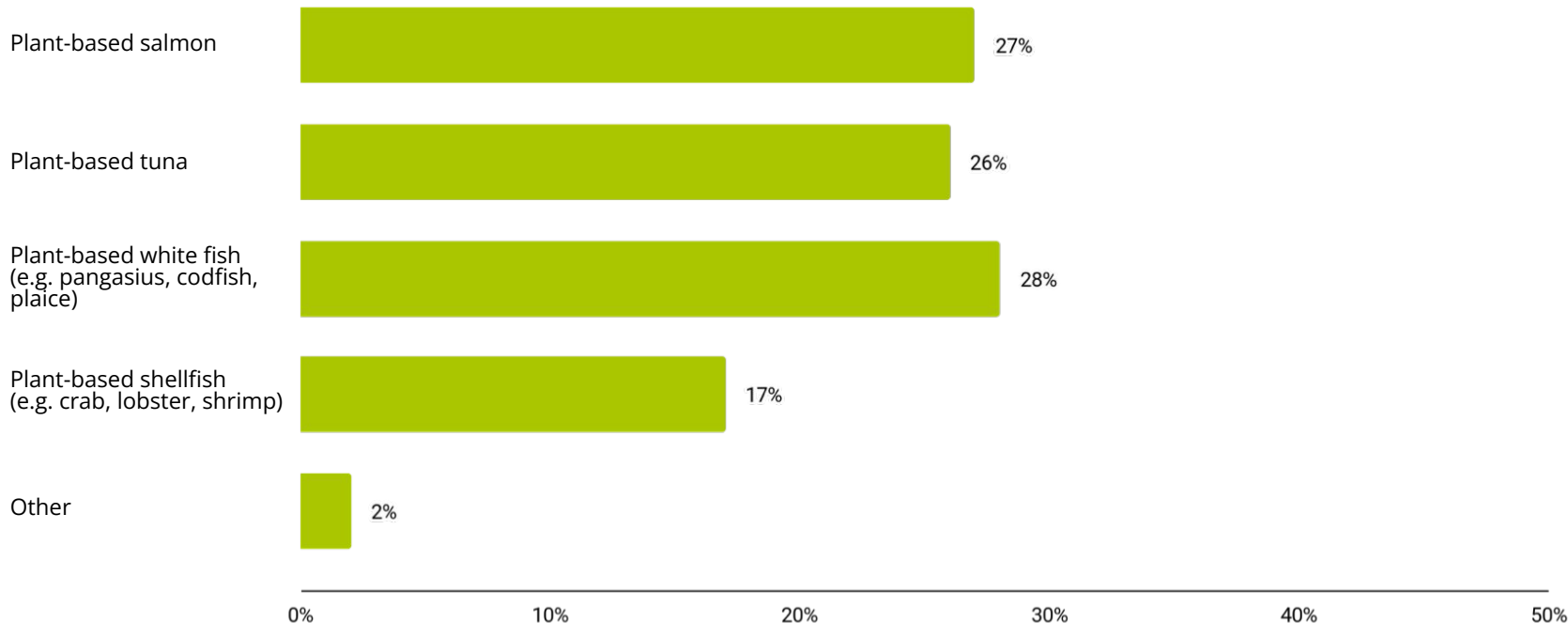
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



UK: Demand for plant-based fish

Most UK consumers would like to see plant-based white fish in supermarkets.

Q16



What kind of plant-based fish do you wish you could buy in the supermarket? Please select all the options that apply. | Multiple selection | People who selected 'None': 48%

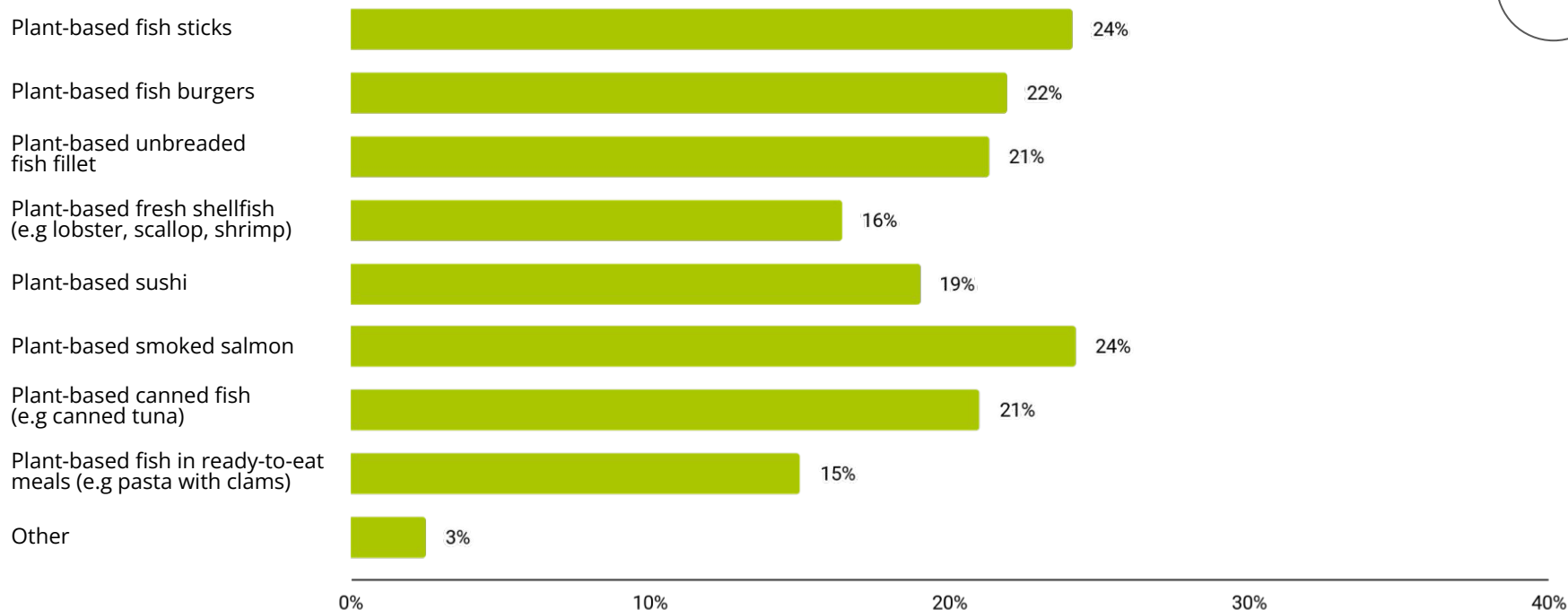
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

Q17 “Specifically, what kind of **plant-based fish products** do you wish you could buy in the supermarket? Please select all the options that apply.”

Total: Demand for specific plant-based fish products

Q17

European consumers show high demand for plant-based fish sticks and smoked salmon.



Specifically, what kind of plant-based fish products do you wish you could buy in the supermarket? Please select all the options that apply. | Multiple selection | People who selected 'None': 39%

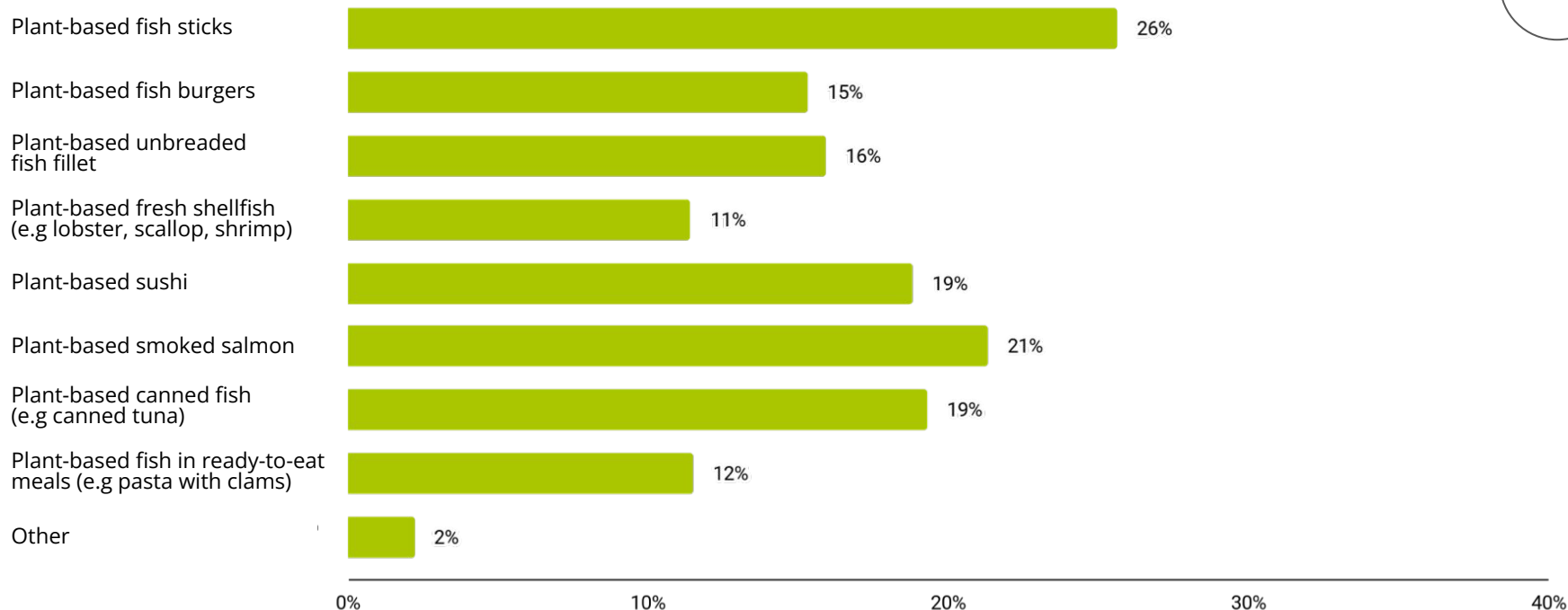
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Austria: Demand for specific plant-based fish products

Austrian consumers would like to see plant-based fish sticks, smoked salmon, sushi, and canned fish in the supermarket.

Q17



Specifically, what kind of plant-based fish products do you wish you could buy in the supermarket? Please select all the options that apply. | Multiple selection | People who selected 'None': 48%

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

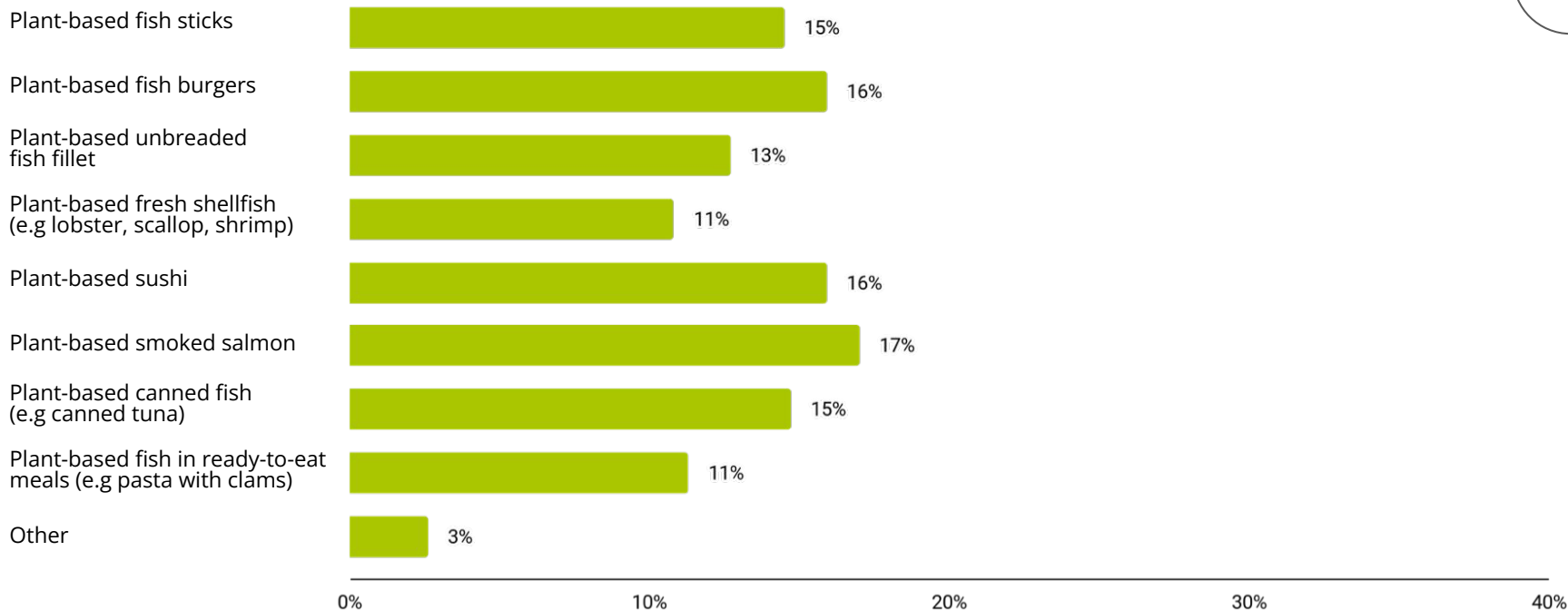


Denmark: Demand for specific plant-based fish products



Danish consumers would like to see smoked salmon, plant-based fish burgers, and sushi in supermarkets.

Q17



Specifically, what kind of plant-based fish products do you wish you could buy in the supermarket? Please select all the options that apply. | Multiple selection | People who selected 'None': 48%

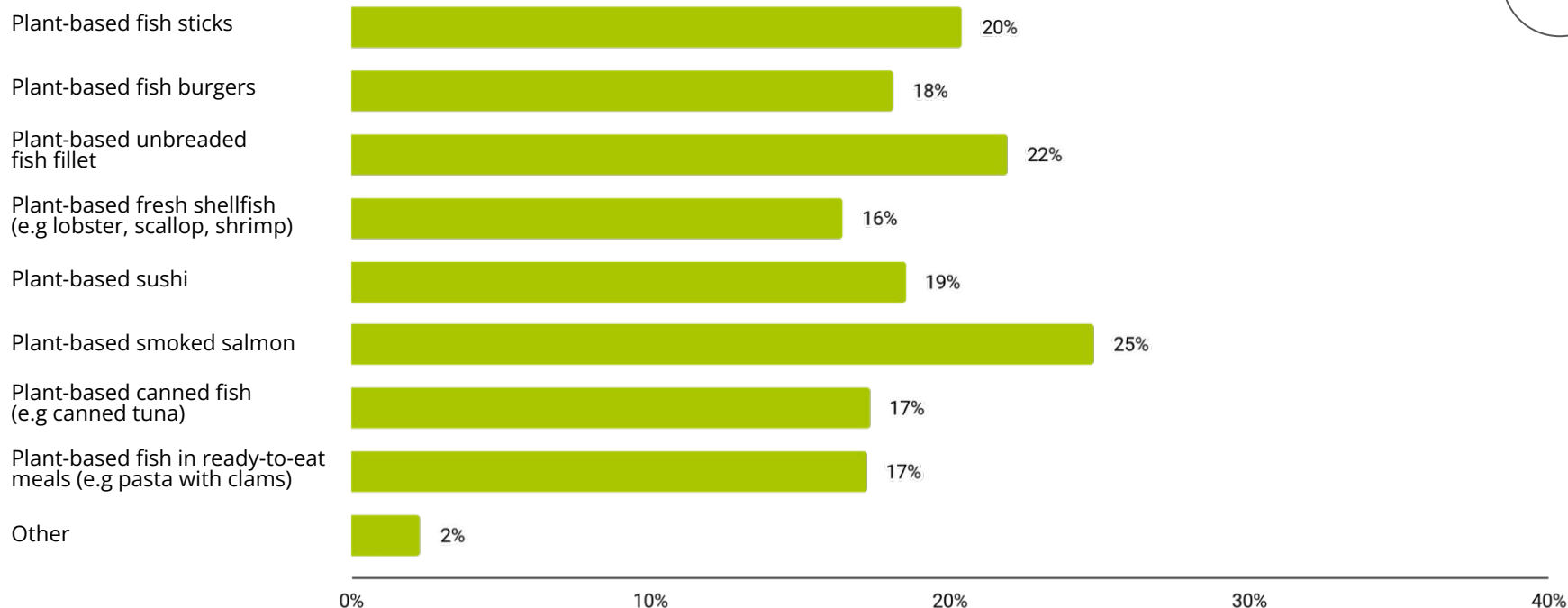
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



France: Demand for specific plant-based fish products

French consumers would like to see plant-based smoked salmon, unbreaded fish fillet, and fish sticks in supermarket.

Q17



Specifically, what kind of plant-based fish products do you wish you could buy in the supermarket? Please select all the options that apply. | Multiple selection | People who selected 'None': 42%

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

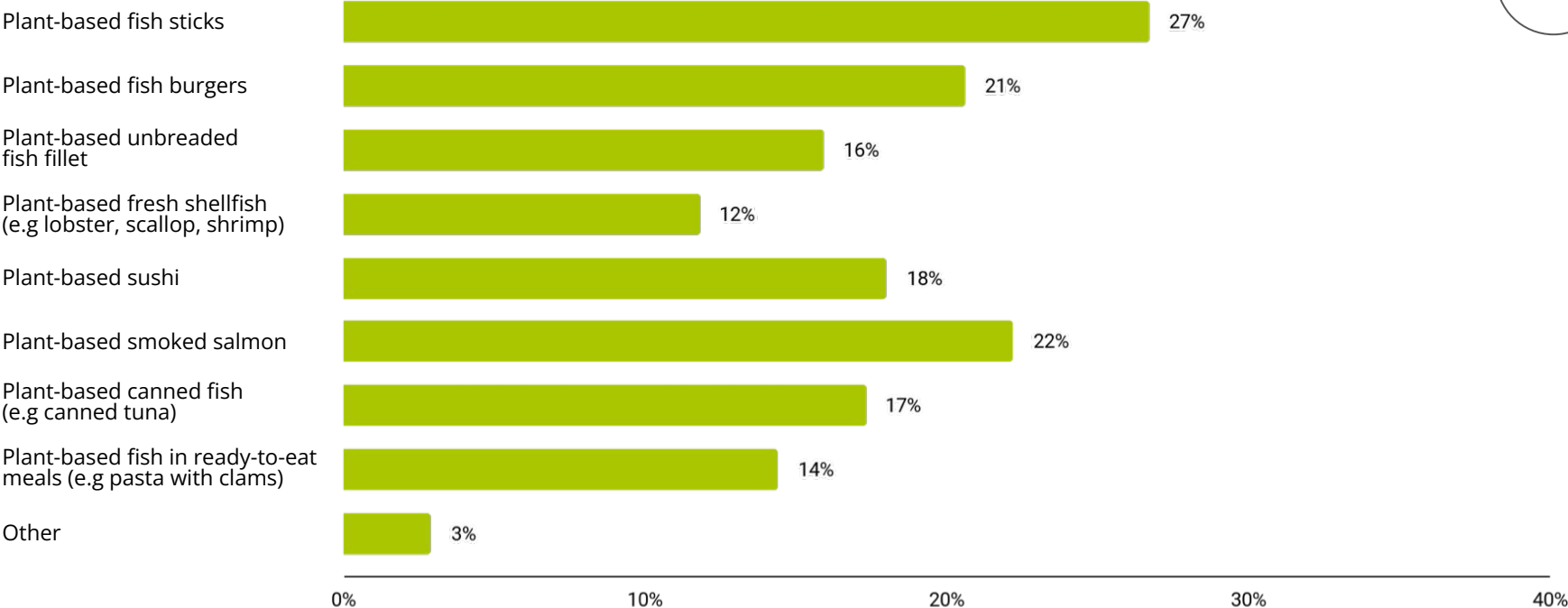


Germany: Demand for specific plant-based fish products



German consumers would like to see plant-based fish sticks, fish burgers, and smoked salmon in supermarkets.

Q17

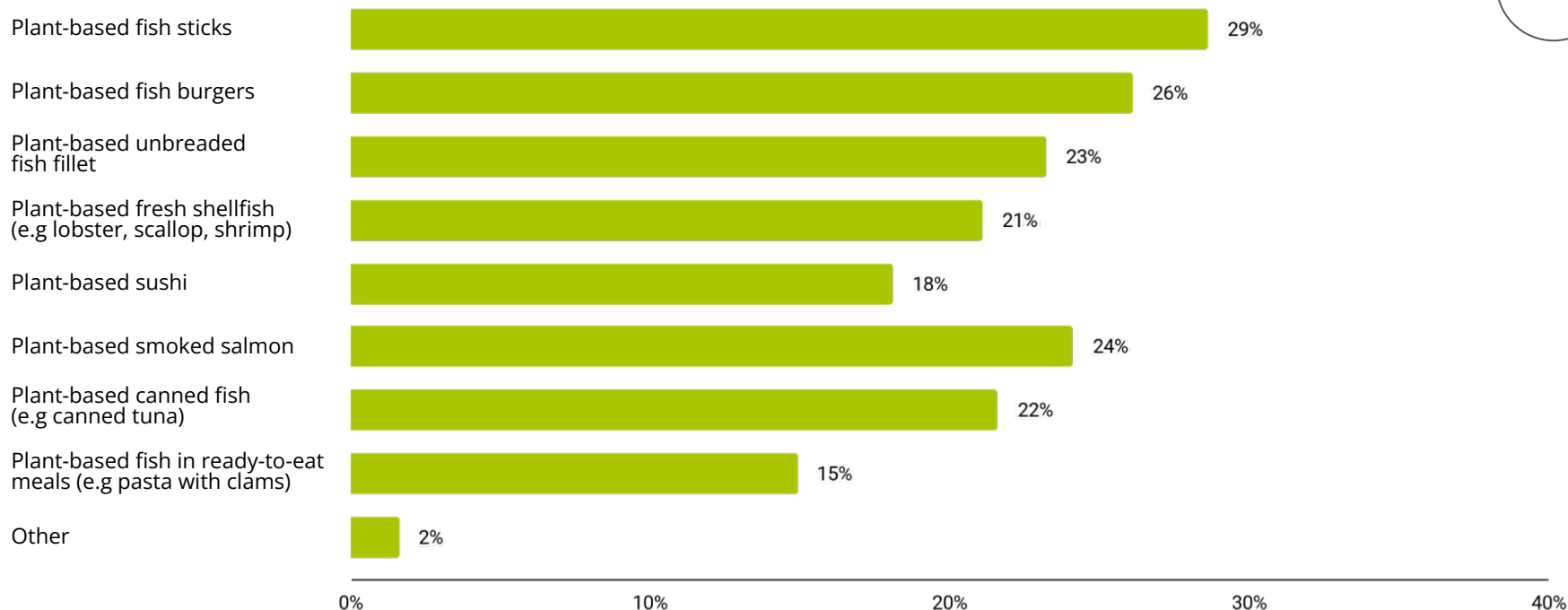




Italy: Demand for specific plant-based fish products

Q17

Italian consumers would like to see plant-based fish sticks, fish burgers, smoked salmon, and unbreaded fish fillets in supermarkets.



Specifically, what kind of plant-based fish products do you wish you could buy in the supermarket? Please select all the options that apply. | Multiple selection | People who selected 'None': 35%

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

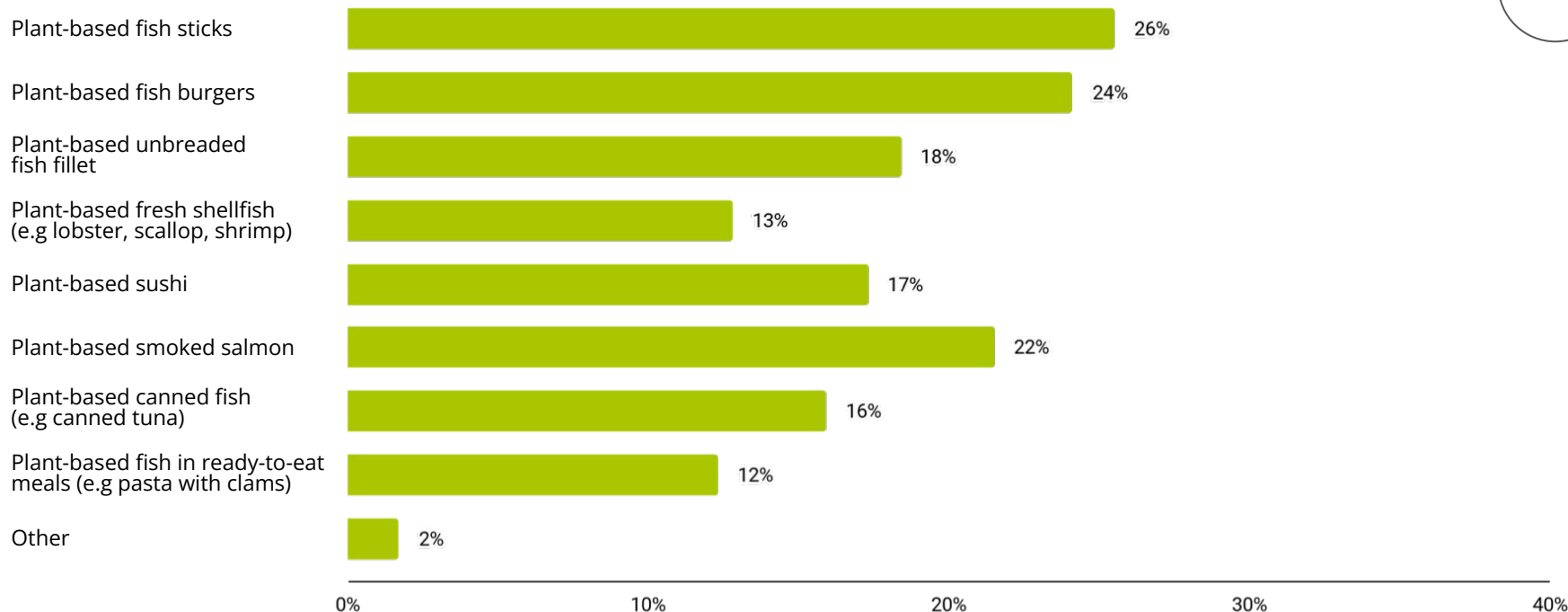


Netherlands: Demand for specific plant-based fish products



Dutch consumers would like to see plant-based fish sticks, fish burgers, and smoked salmon in supermarkets.

Q17



Specifically, what kind of plant-based fish products do you wish you could buy in the supermarket? Please select all the options that apply. | Multiple selection | People who selected 'None': 42%

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

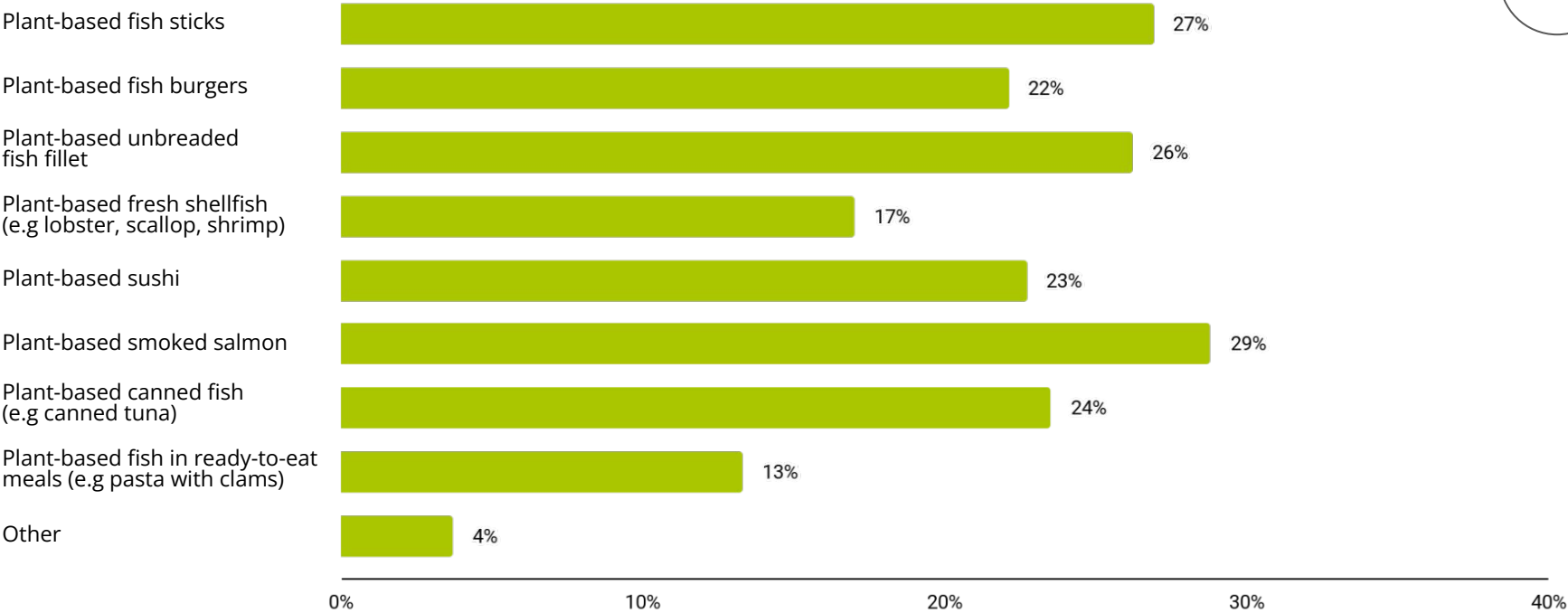


Poland: Demand for specific plant-based fish products



Polish consumers would like to see smoked salmon, plant-based fish sticks, and unbreaded fish fillet in supermarkets.

Q17



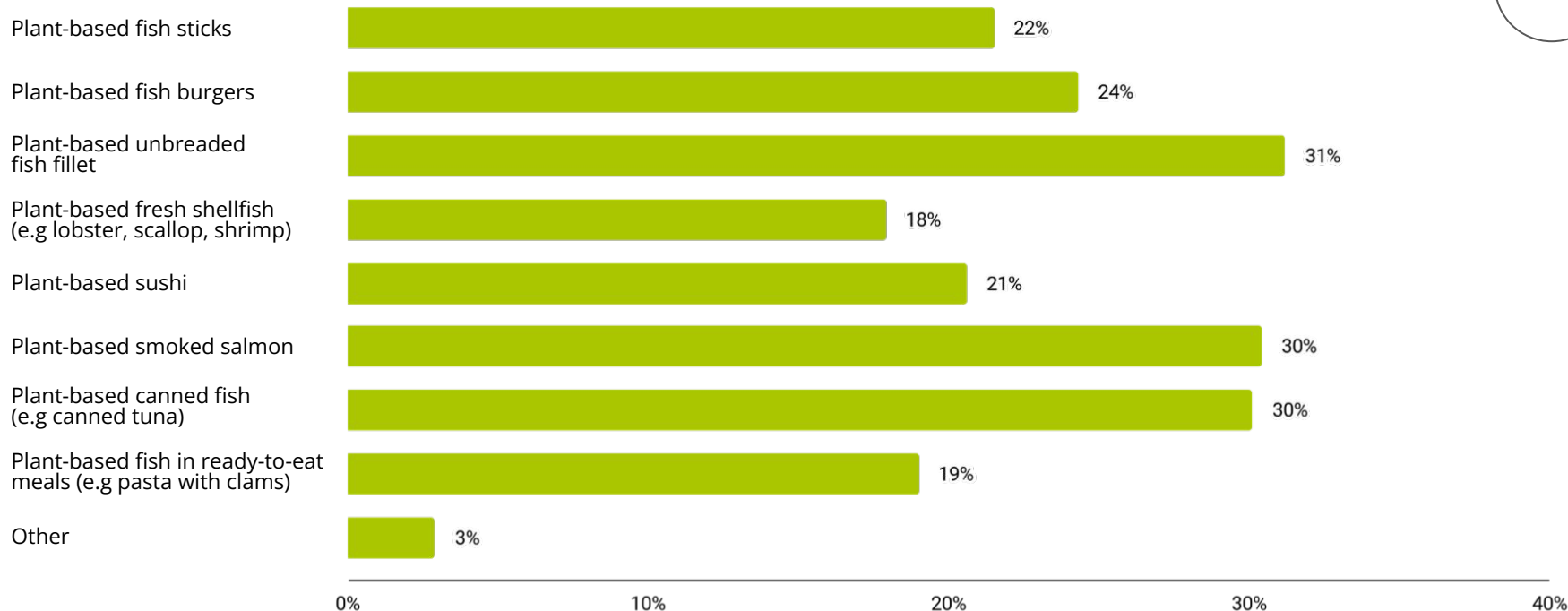


Romania: Demand for specific plant-based fish products



Romanian consumers would like to see plant-based unbreaded fish fillet, smoked salmon, and canned fish in supermarkets.

Q17



Specifically, what kind of plant-based fish products do you wish you could buy in the supermarket? Please select all the options that apply. | Multiple selection | People who selected 'None': 29%

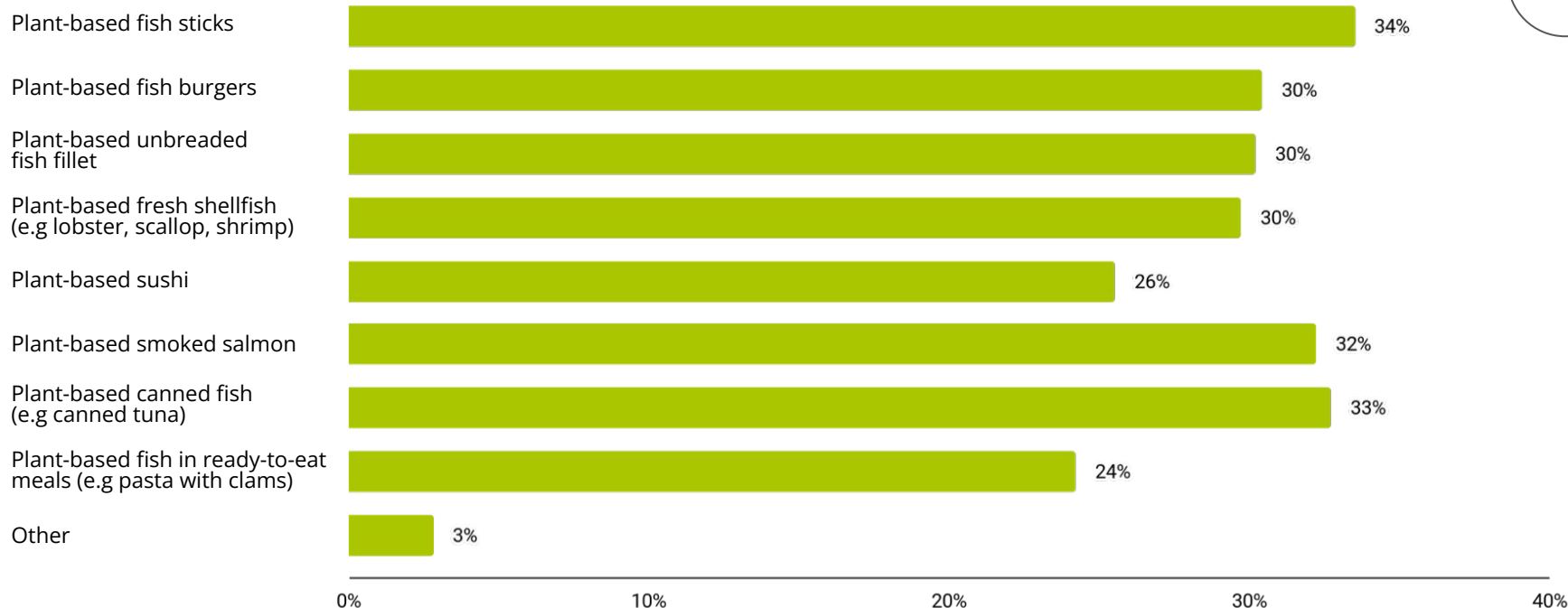
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Spain: Demand for specific plant-based fish products

Spanish consumers would like to see plant-based fish sticks, canned fish, and smoked salmon in supermarkets.

Q17



Specifically, what kind of plant-based fish products do you wish you could buy in the supermarket? Please select all the options that apply. | Multiple selection | People who selected 'None': 26%

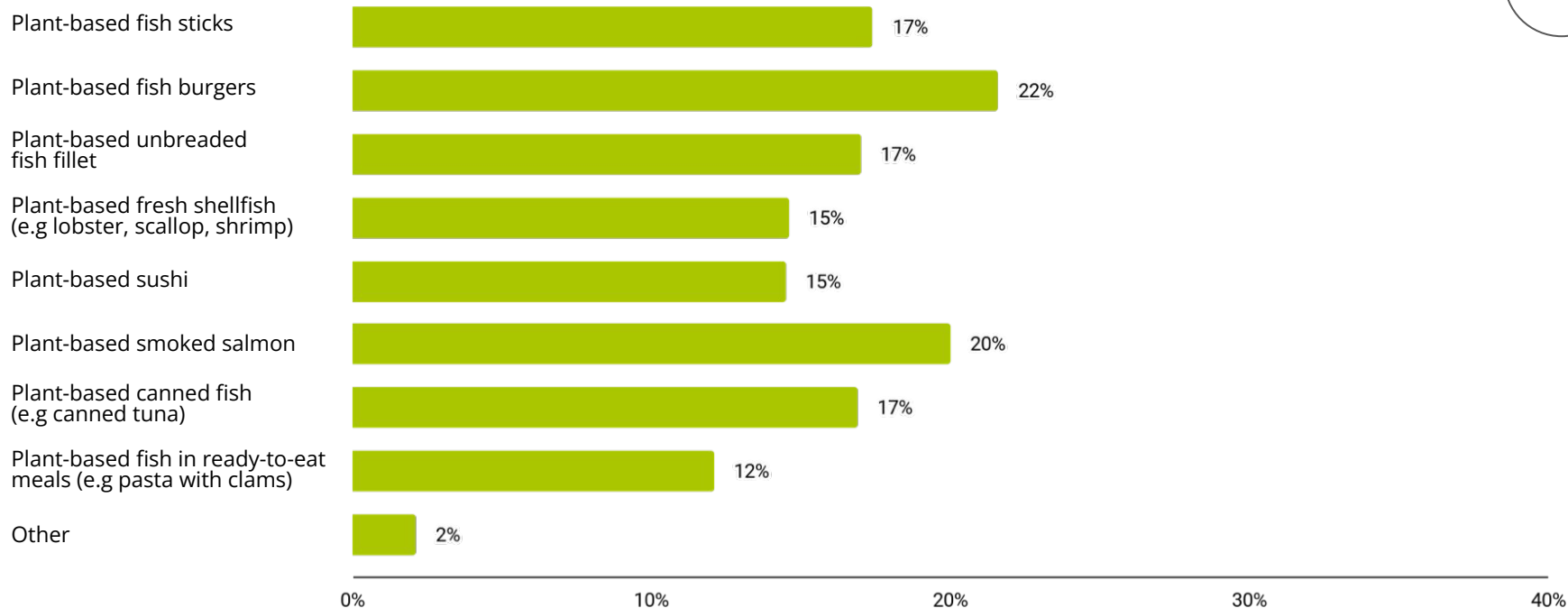
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



UK: Demand for specific plant-based fish products

UK consumers would like to see plant-based fish burgers, smoked salmon, fish sticks, and canned fish in supermarkets.

Q17



Specifically, what kind of plant-based fish products do you wish you could buy in the supermarket? Please select all the options that apply. | Multiple selection | People who selected 'None': 47%

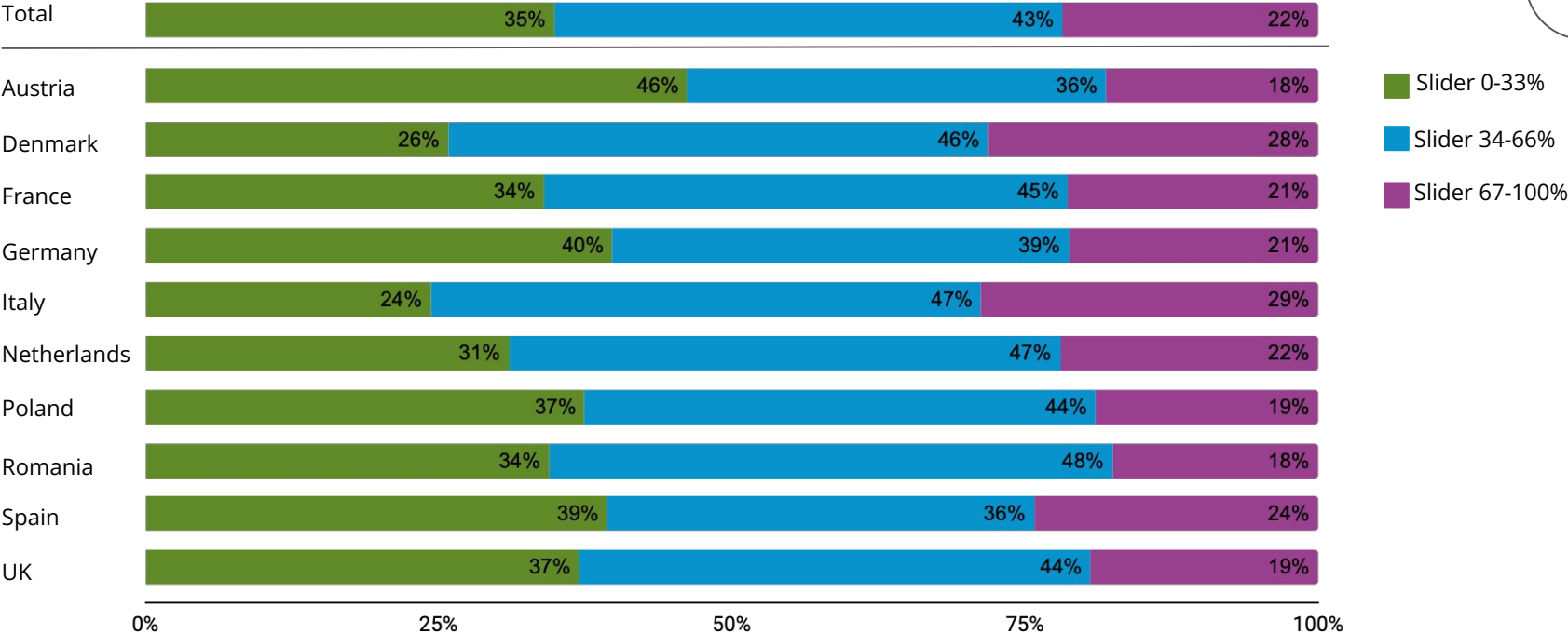
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

Q18 “To what extent do you eat plant-based cheese products (e.g. plant-based sliced cheese/grated cheese) instead of conventional cheese products?”

Extent of eating plant-based cheese products instead of conventional cheese products

Consumers in Italy, Denmark, and Spain are the most likely to eat plant-based cheese products instead of conventional cheese products.

Q18



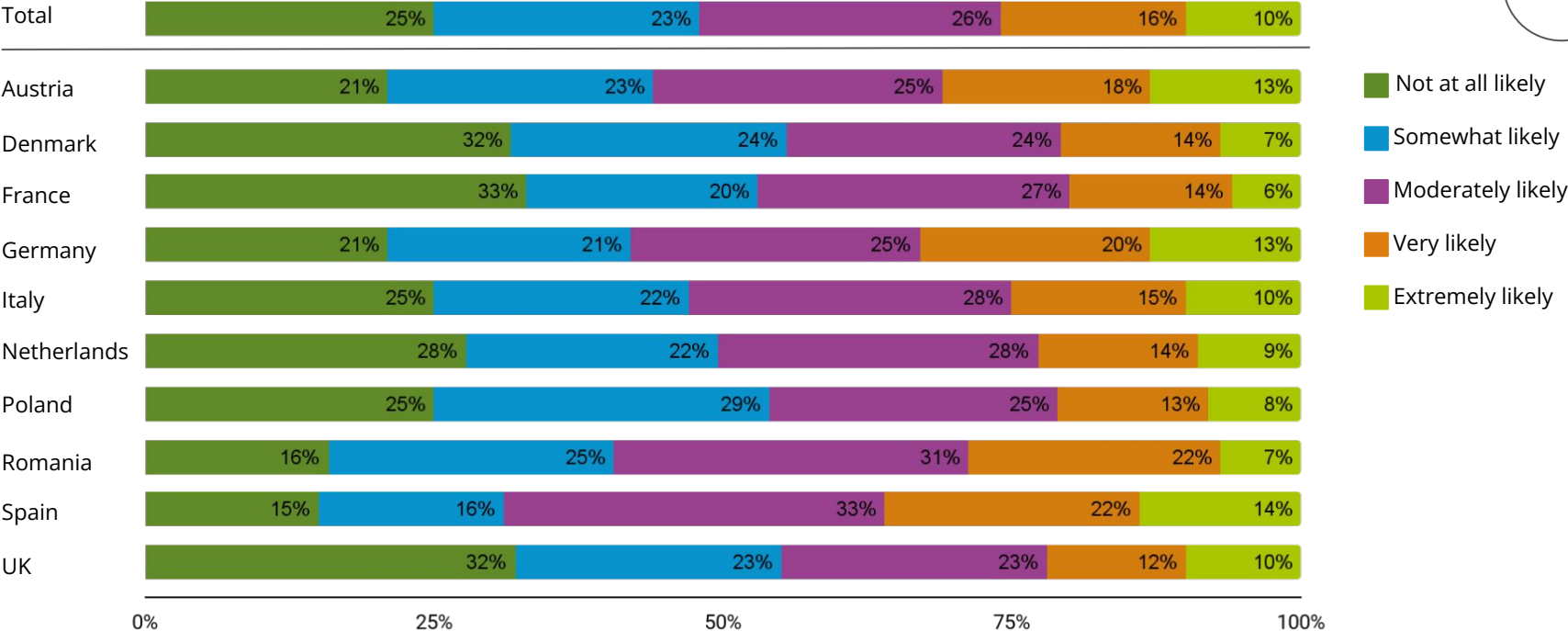
To what extent do you eat plant-based cheese products (e.g. plant-based sliced cheese/grated cheese) instead of conventional cheese products? | Only people who eat plant-based cheese
Slider: 0% (I always eat conventional cheese products) - 100% (I always eat plant-based cheese products)

Q19a “Imagine that you've had the opportunity to try plant-based cheese products, and the taste and texture were identical to conventional cheese products. **How likely are you to eat plant-based cheese products instead of conventional cheese products?**”

Likelihood of eating plant-based cheese instead of conventional cheese products

Spain, Germany, Austria, and Romania are the most likely to replace conventional cheese with plant-based cheese.

Q19a



Imagine that you've had the opportunity to try plant-based cheese products, and the taste and texture were identical to conventional cheese products. How likely are you to eat plant-based cheese products instead of conventional cheese products? | Single selection

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

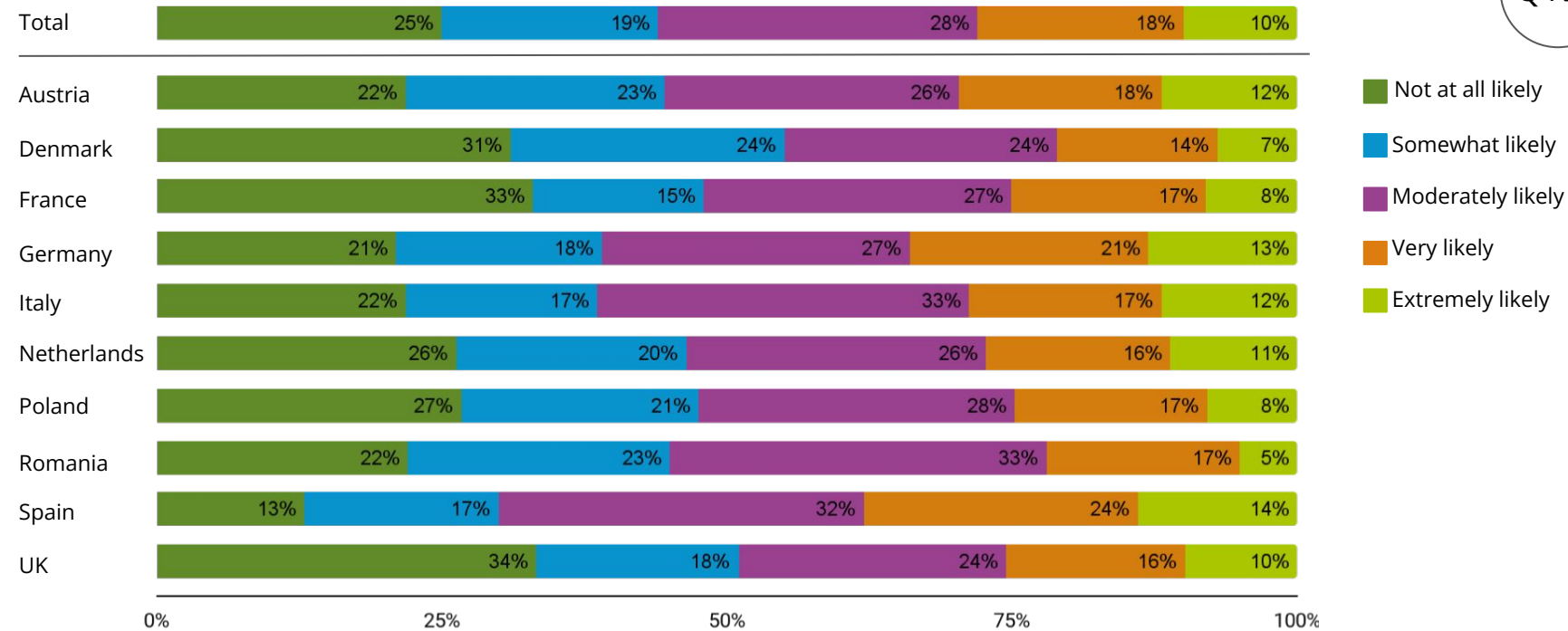
Q19b “Imagine that you've had the opportunity to try plant-based cheese products, and the taste and texture were identical to conventional cheese products.
How likely are you to purchase plant-based cheese products regularly?



Likelihood of purchasing plant-based cheese regularly

Spain and Germany are the most likely to purchase plant-based cheese on a regular basis.

Q19b

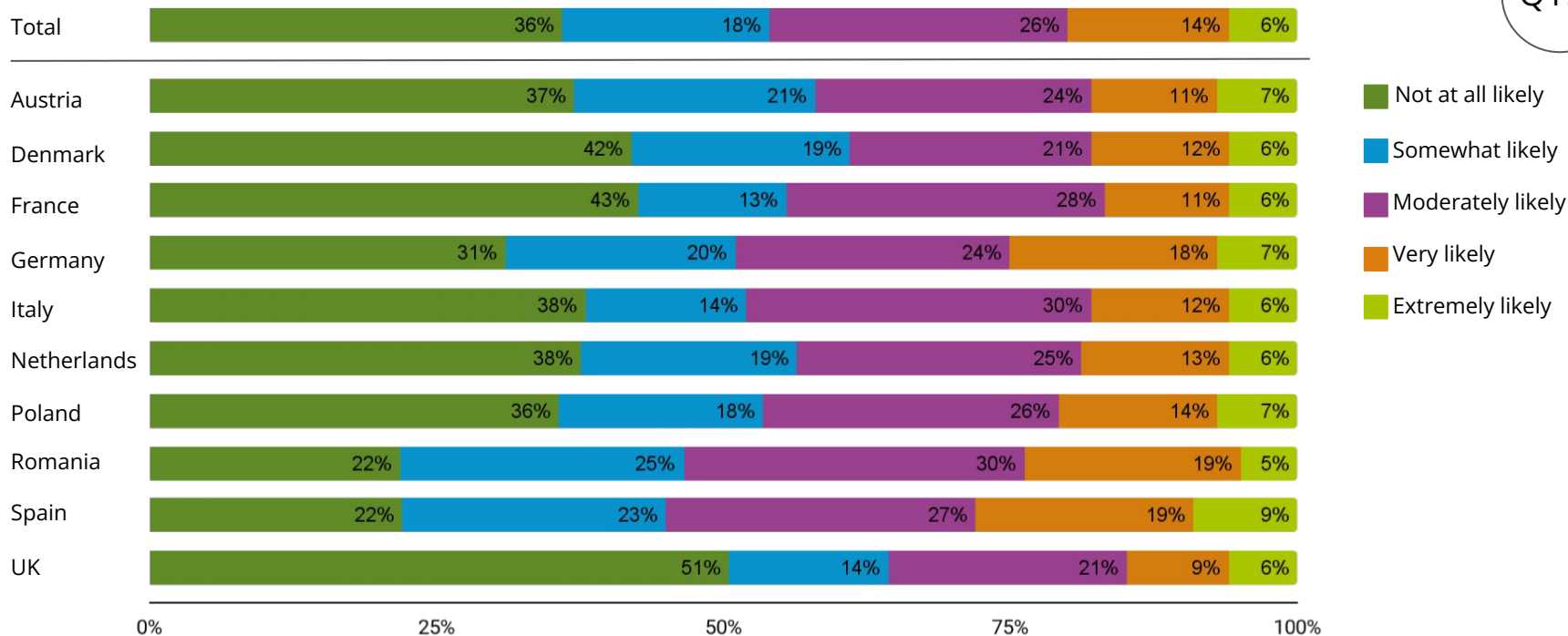


Q19c “Imagine that you've had the opportunity to try plant-based cheese products, and the taste and texture were identical to conventional cheese products. **How likely are you to pay a higher price for plant-based cheese products than for conventional cheese products?**”

Likelihood of paying a higher price for plant-based cheese

Spain and Germany show the highest willingness to pay a higher price for plant-based instead of conventional cheese.

Q19c



Imagine that you've had the opportunity to try plant-based cheese products, and the taste and texture were identical to conventional cheese products. How likely are you to pay a higher price for plant-based cheese products than for conventional cheese products? | Single selection

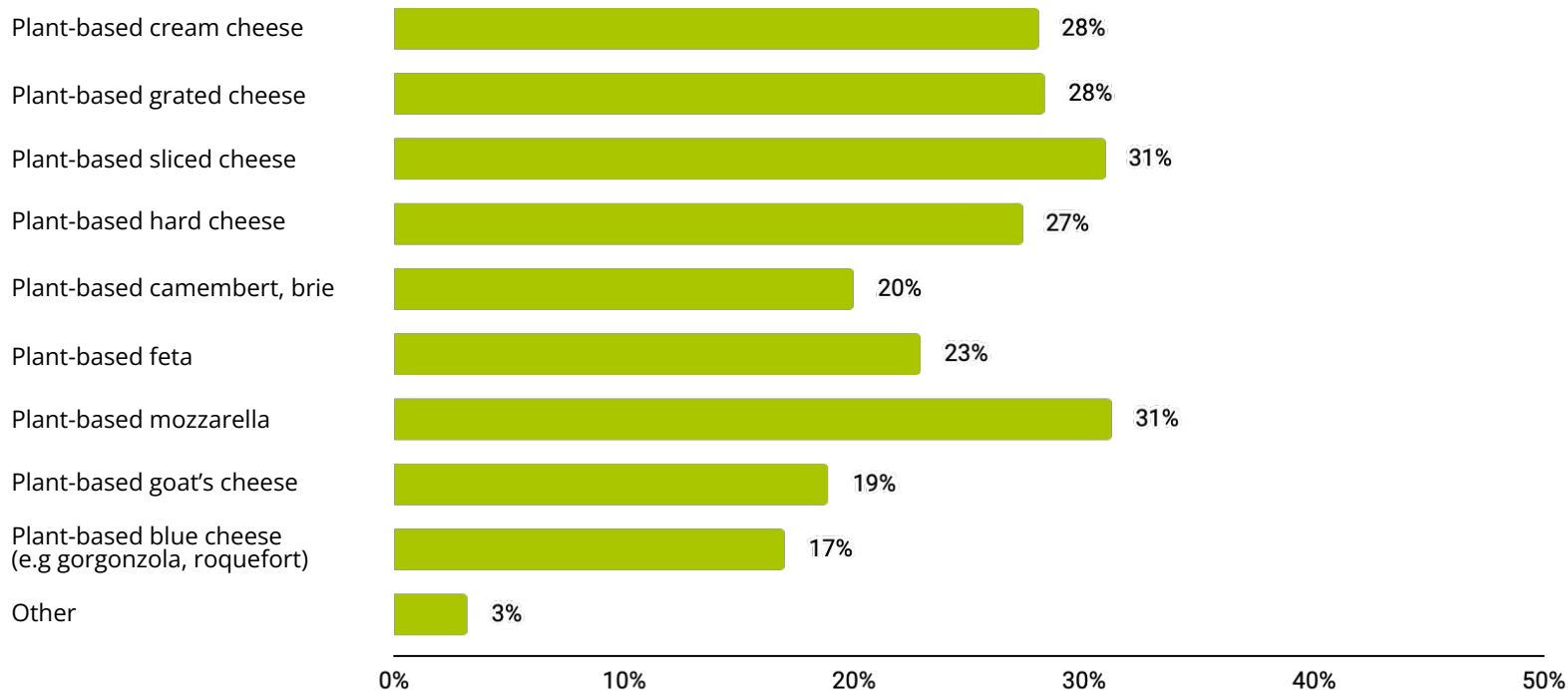
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

Q20 “What kind of plant-based cheese products do you wish you could buy in the supermarket? Please select all the options that apply.”

Total: Demand for plant-based cheese products

European consumers show high demand for plant-based sliced cheese and mozzarella.

Q20



What kind of plant-based cheese products do you wish you could buy in the supermarket? Please select all the options that apply. | Multiple selection | People who selected 'None': 31%

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

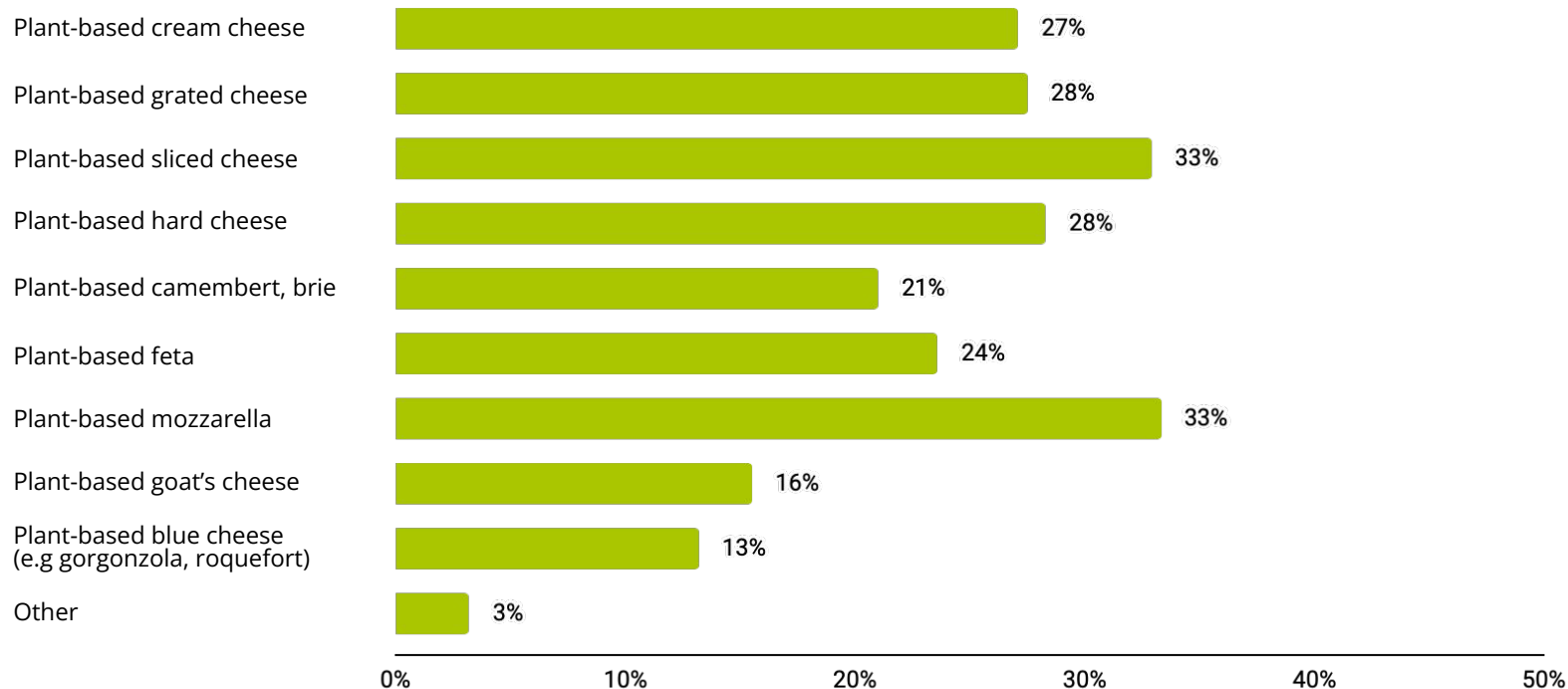


Austria: Demand for plant-based cheese products



Austrian consumers show high demand for plant-based sliced cheese and mozzarella.

Q20



What kind of plant-based cheese products do you wish you could buy in the supermarket? Please select all the options that apply. | Multiple selection | People who selected 'None': 38%

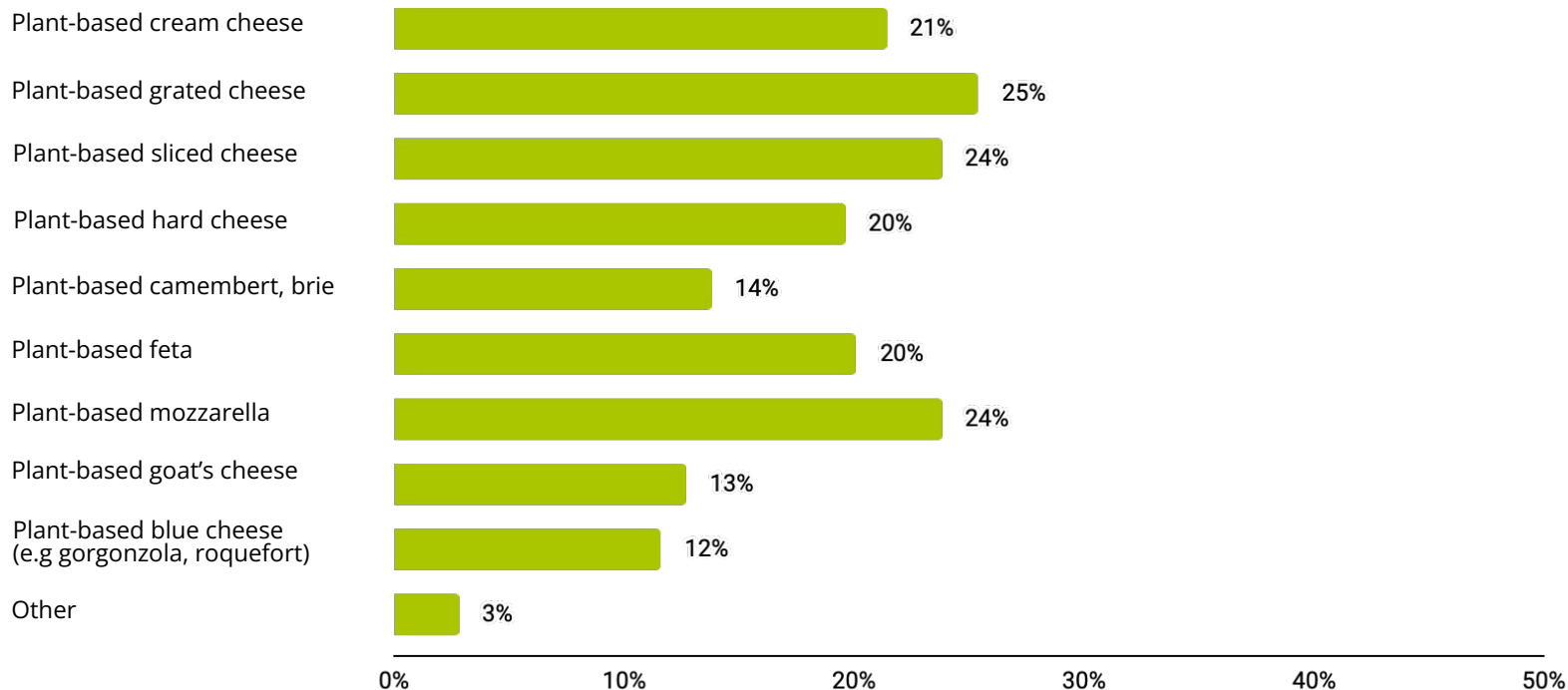
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Denmark: Demand for plant-based cheese products

Danish consumers show high demand for plant-based grated, sliced cheese, and mozzarella.

Q20



What kind of plant-based cheese products do you wish you could buy in the supermarket? Please select all the options that apply. | Multiple selection | People who selected 'None': 38%

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

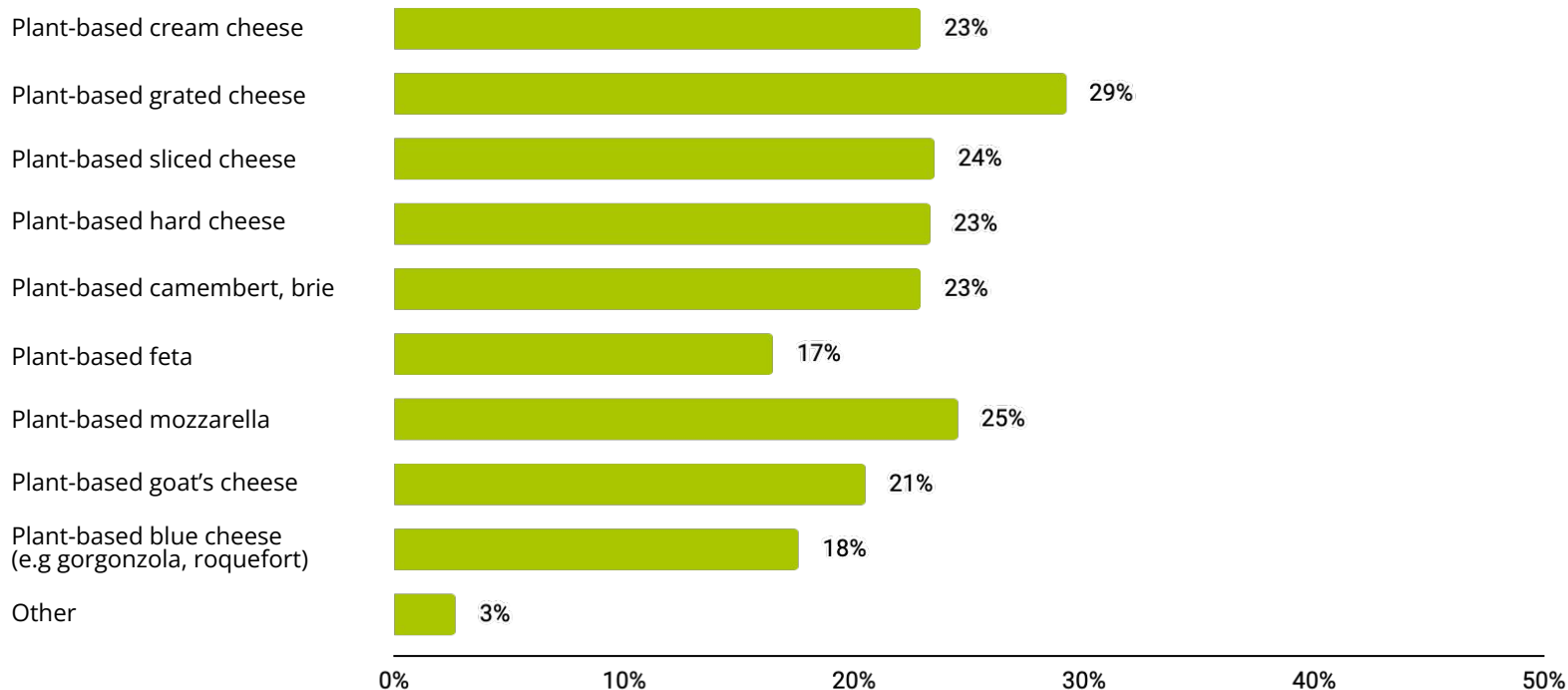


France: Demand for plant-based cheese products



French consumers show high demand for plant-based grated cheese, and mozzarella.

Q20



What kind of plant-based cheese products do you wish you could buy in the supermarket? Please select all the options that apply. | Multiple selection | People who selected 'None': 37%

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

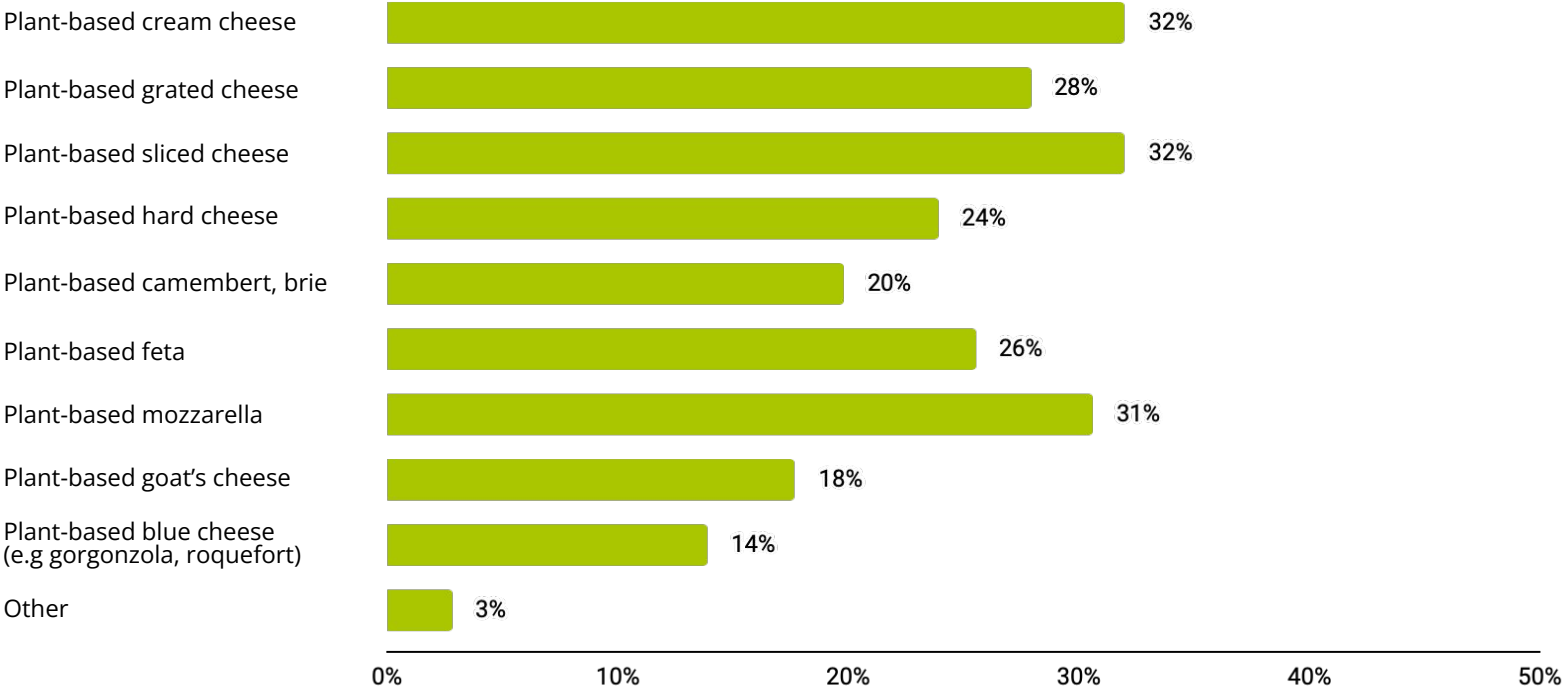


Germany: Demand for plant-based cheese products



German consumers show high demand for plant-based cream cheese, sliced cheese, and mozzarella.

Q20



What kind of plant-based cheese products do you wish you could buy in the supermarket? Please select all the options that apply. | Multiple selection | People who selected 'None': 36%

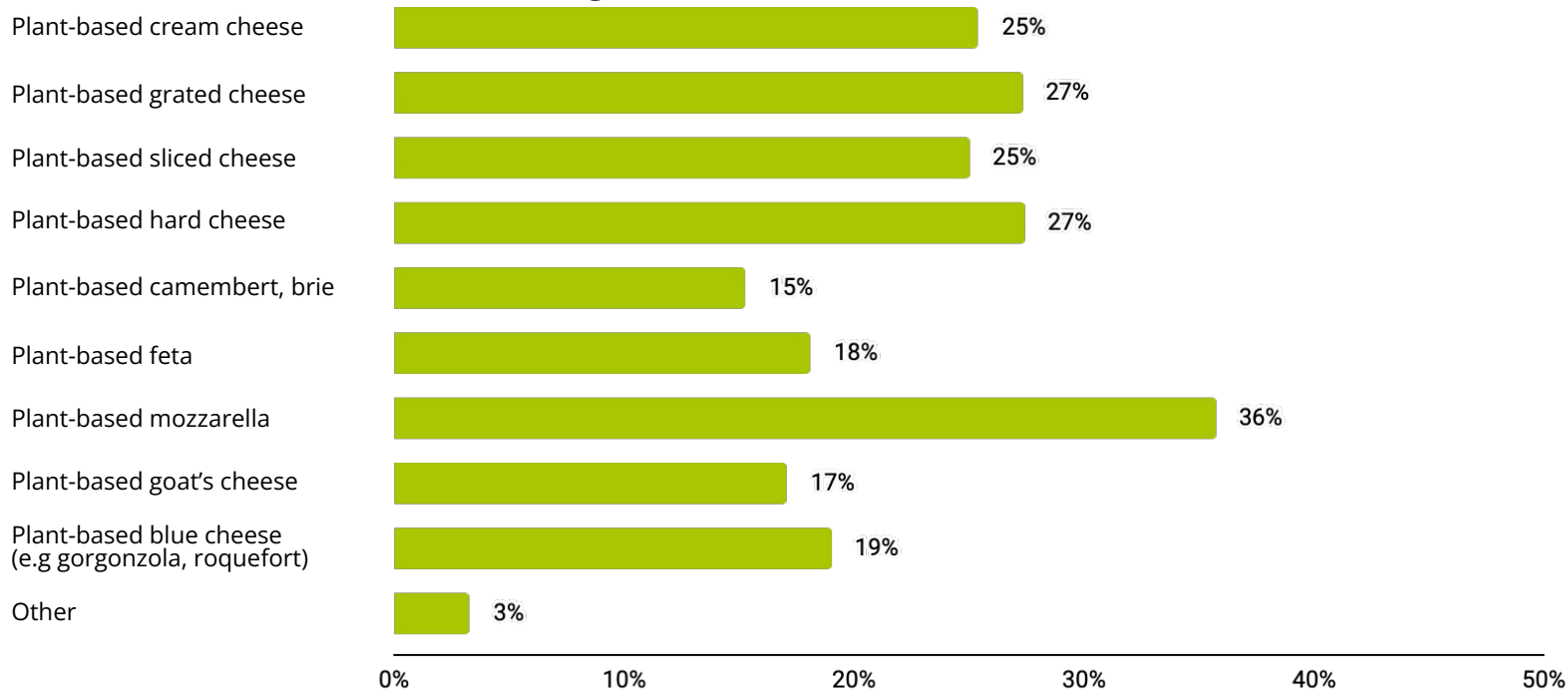


Italy: Demand for plant-based cheese products



Italian consumers show high demand for plant-based mozzarella, grated cheese, and hard cheese.

Q20



What kind of plant-based cheese products do you wish you could buy in the supermarket? Please select all the options that apply. | Multiple selection | People who selected 'None': 27%

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

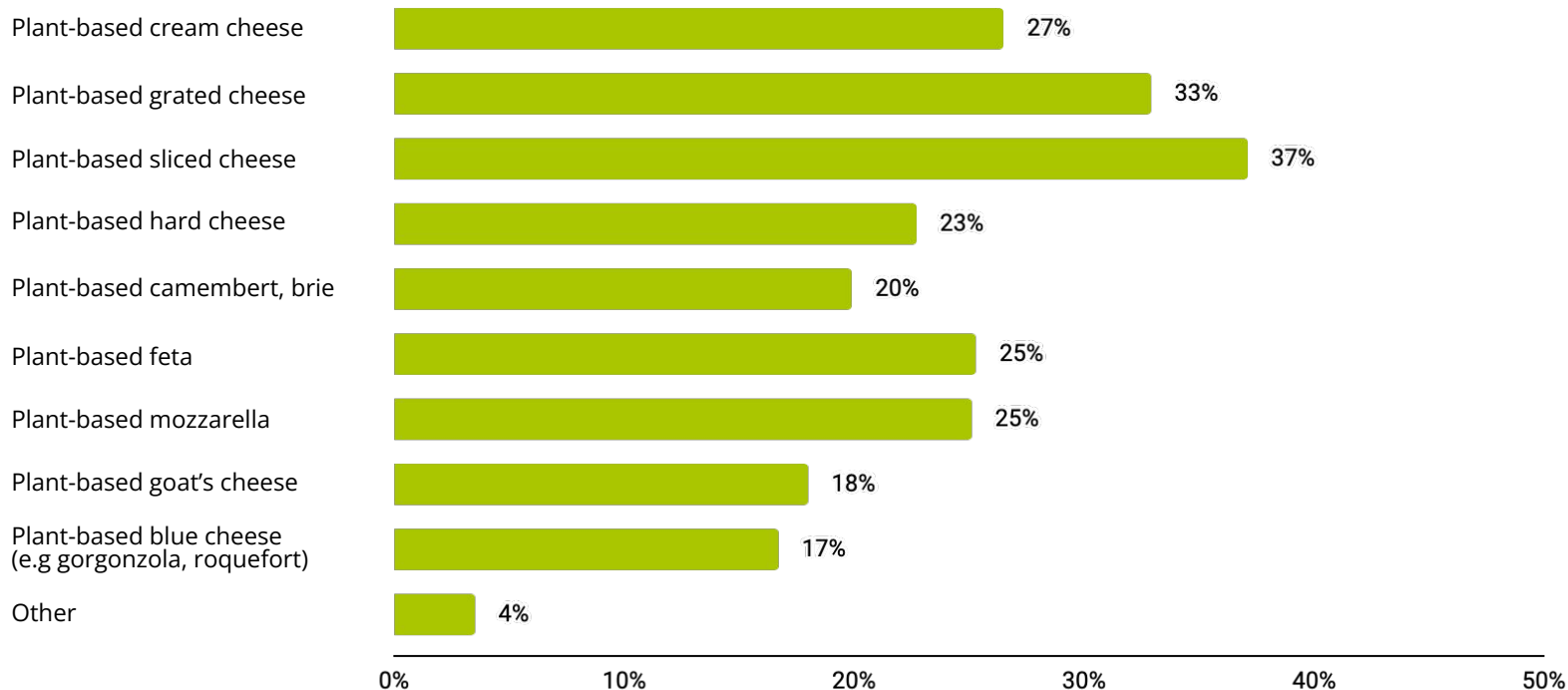


Netherlands: Demand for plant-based cheese products



Dutch consumers show high demand for plant-based sliced cheese and grated cheese.

Q20



What kind of plant-based cheese products do you wish you could buy in the supermarket? Please select all the options that apply. | Multiple selection | People who selected 'None': 31%

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

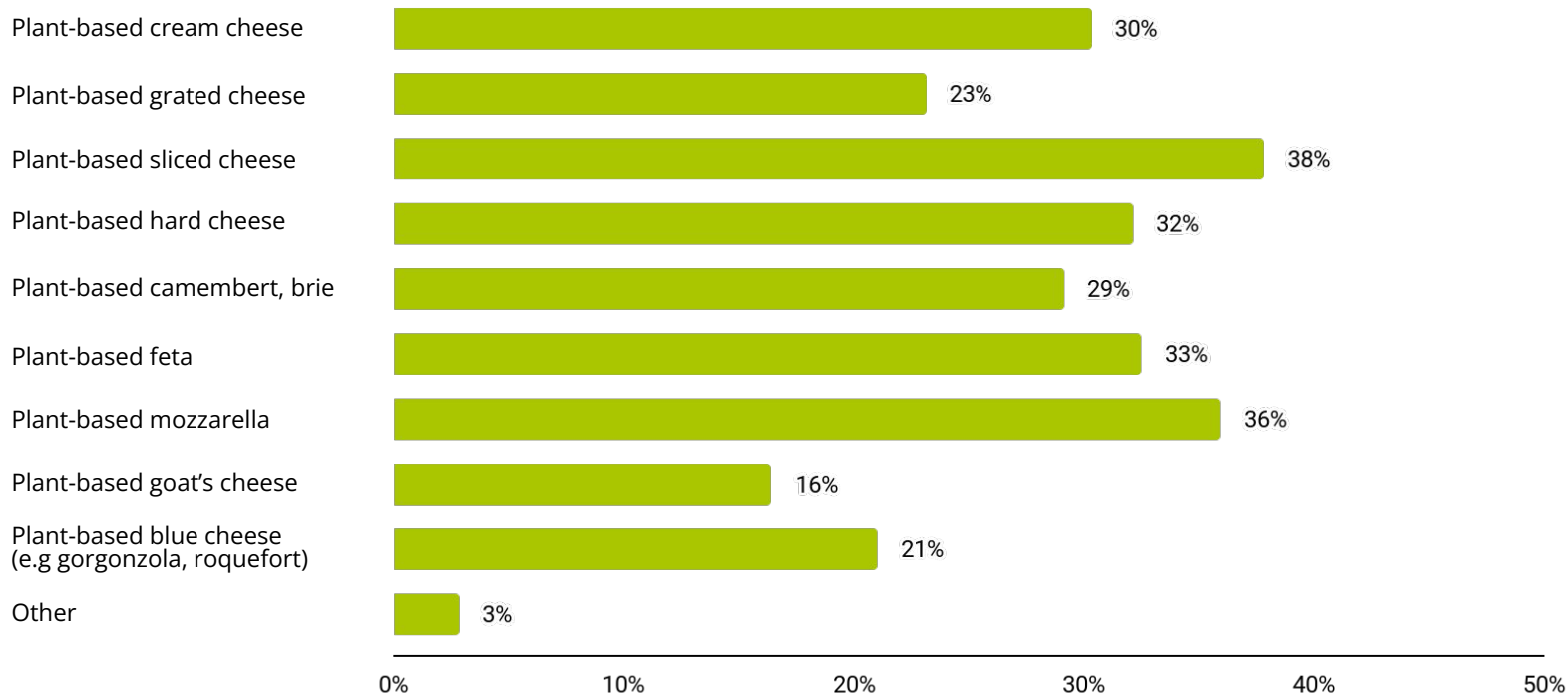


Poland: Demand for plant-based cheese products



Polish consumers show high demand for plant-based mozzarella and sliced cheese.

Q20



What kind of plant-based cheese products do you wish you could buy in the supermarket? Please select all the options that apply. | Multiple selection | People who selected 'None': 24%

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

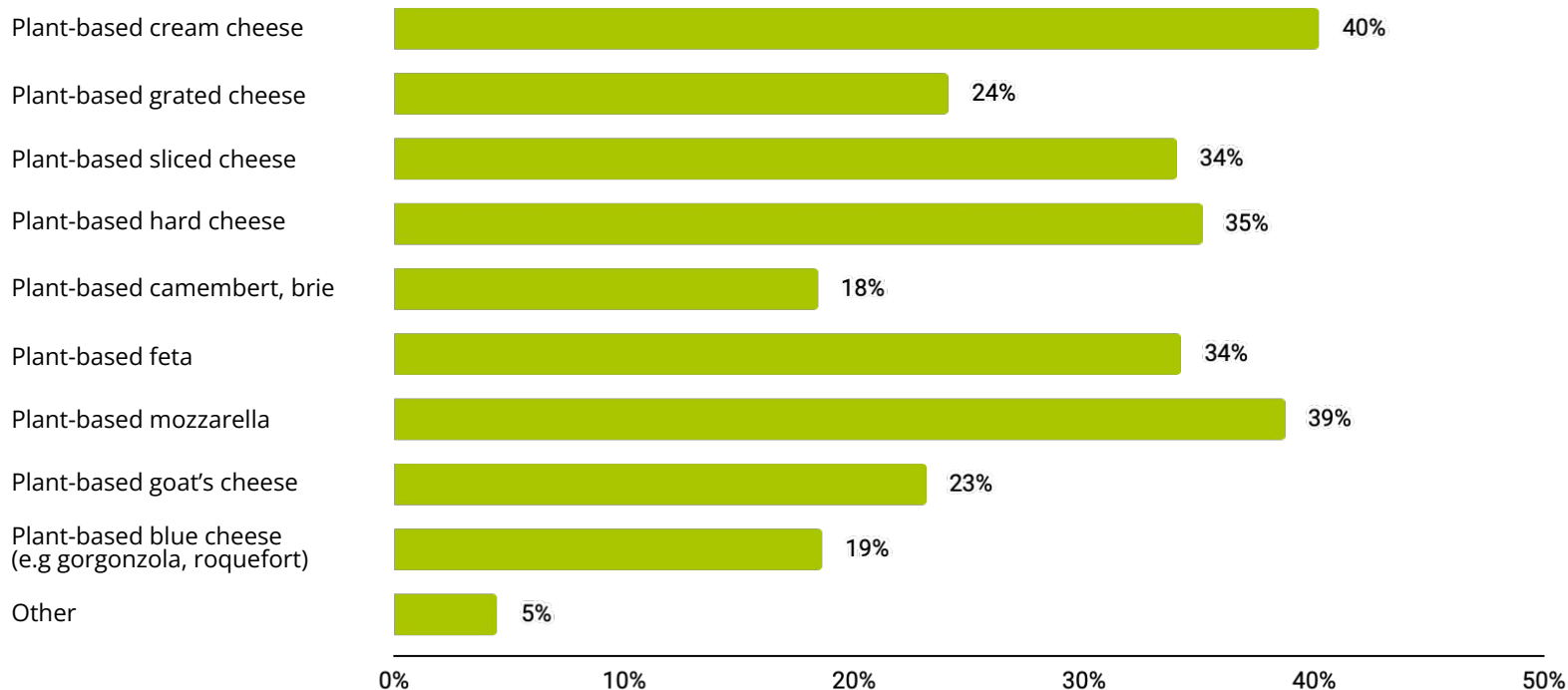


Romania: Demand for plant-based cheese products



Q20

Romanian consumers show high demand for plant-based cream cheese and mozzarella.



What kind of plant-based cheese products do you wish you could buy in the supermarket? Please select all the options that apply. | Multiple selection | People who selected 'None': 20%

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

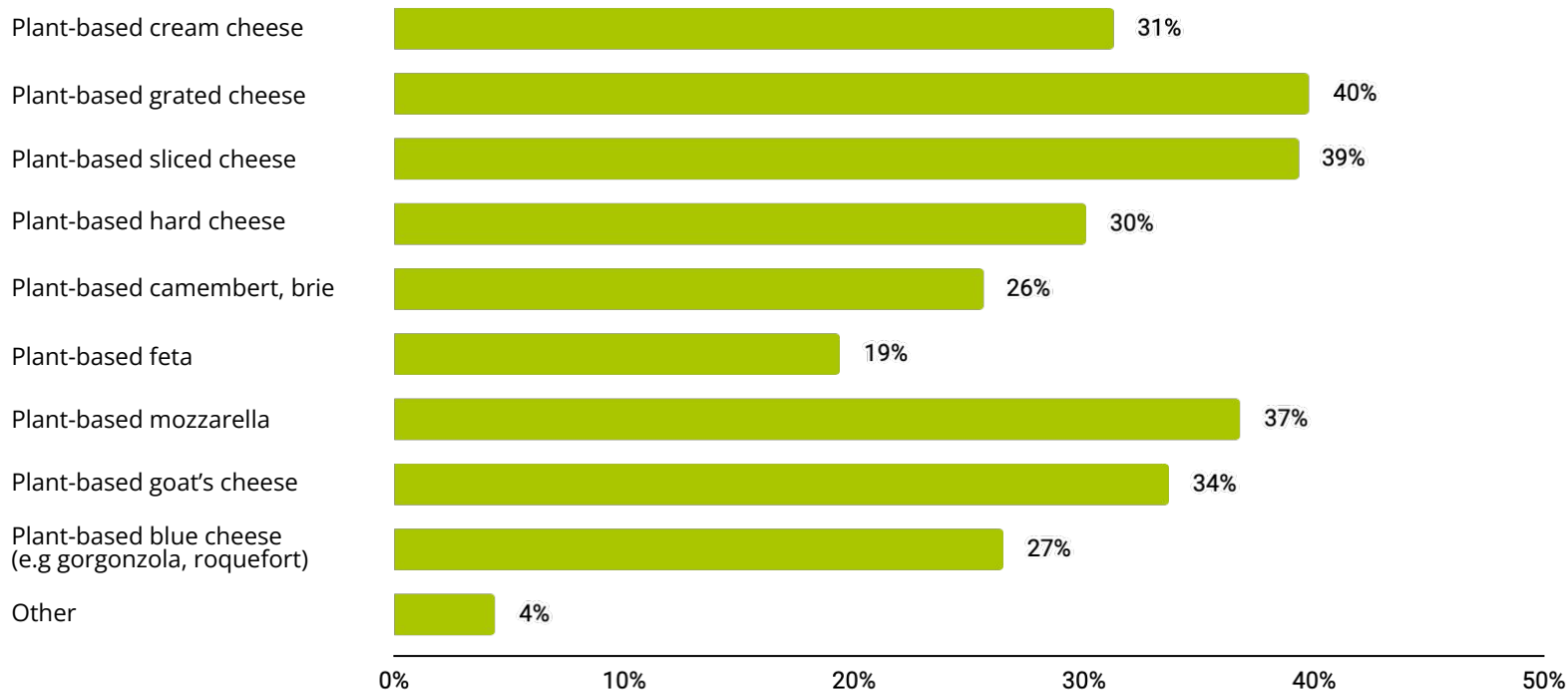


Spain: Demand for plant-based cheese products



Q20

Spanish consumers show high demand for plant-based grated cheese and sliced cheese.



What kind of plant-based cheese products do you wish you could buy in the supermarket? Please select all the options that apply. | Multiple selection | People who selected 'None': 24%

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

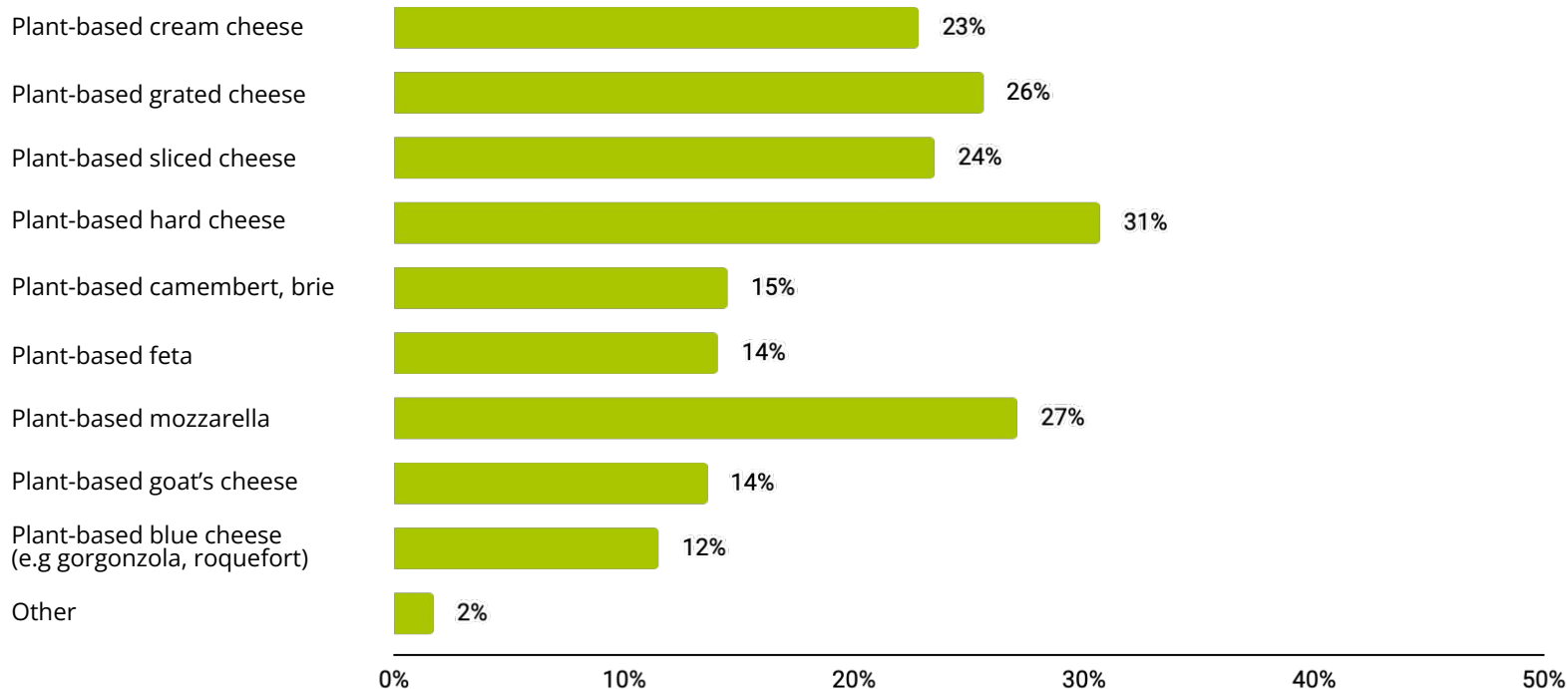


UK: Demand for plant-based cheese products



UK consumers show high demand for plant-based hard cheese, grated cheese, and mozzarella.

Q20



What kind of plant-based cheese products do you wish you could buy in the supermarket? Please select all the options that apply. | Multiple selection | People who selected 'None': 38%

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

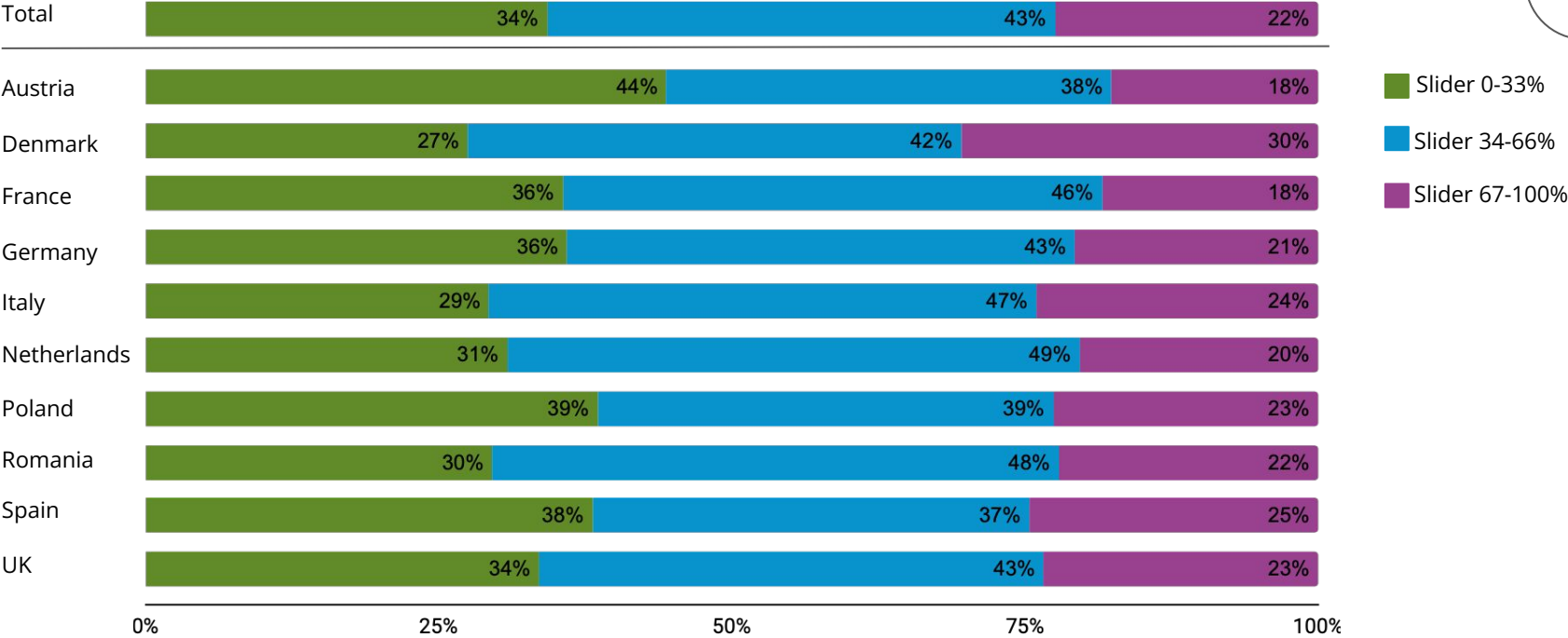
Q21 “To what extent do you eat vegan baked goods (e.g. bread or cookies made without eggs or butter) instead of conventional baked goods?”

Extent of eating **vegan baked goods** instead of conventional baked goods



Q21

Consumers in Denmark, Spain, and Italy are the most likely to eat vegan baked goods instead of conventional baked goods.



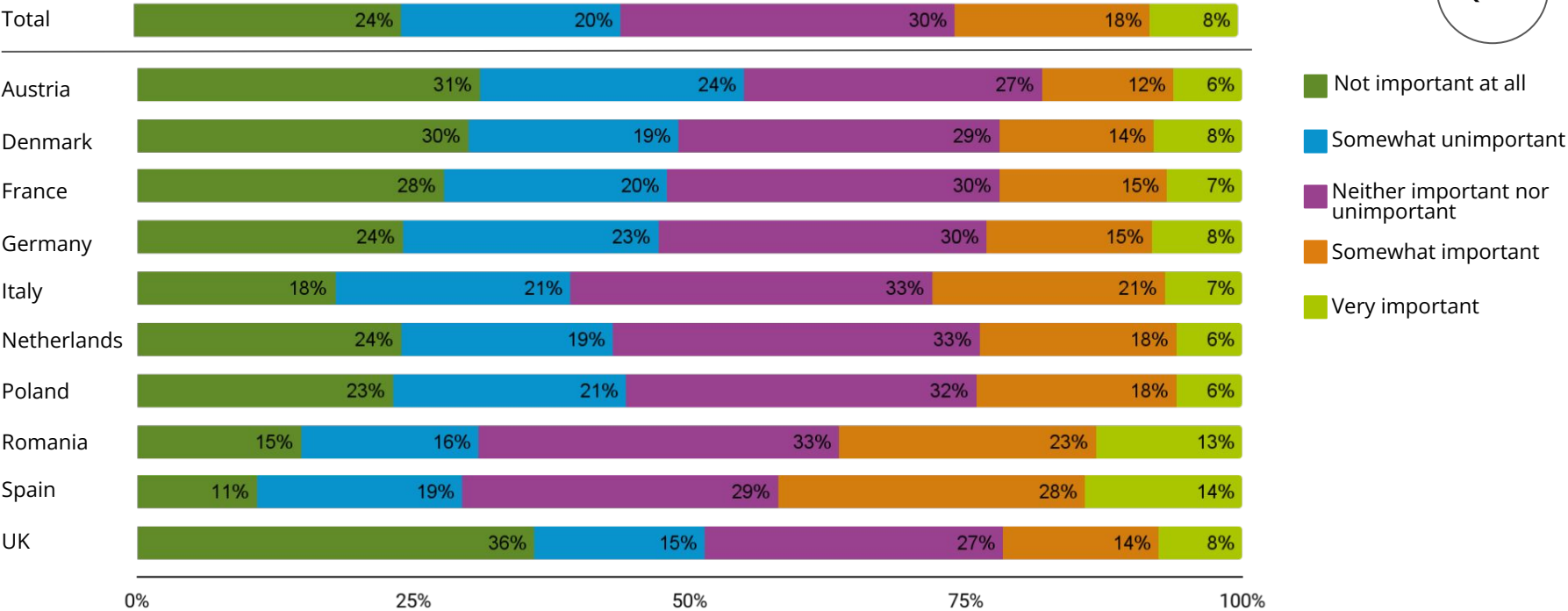
To what extent do you eat vegan baked goods (e.g. bread or cookies made without eggs or butter) instead of conventional baked goods? | Only people who eat plant-based pastries/cakes/cookies
Slider: 0% (I always eat conventional baked goods) - 100% (I always eat vegan baked goods)

Q22 “How important is it for you that baked goods (e.g. bread or cookies) exclude animal-based ingredients such as eggs or butter?”

Importance of **exclusion of animal-based ingredients** in baked goods

Spain, Romania, and Italy especially think that baked goods should exclude animal-based ingredients.

Q22



How important is it for you that baked goods (e.g. bread or cookies) exclude animal-based ingredients such as eggs or butter? | Single selection

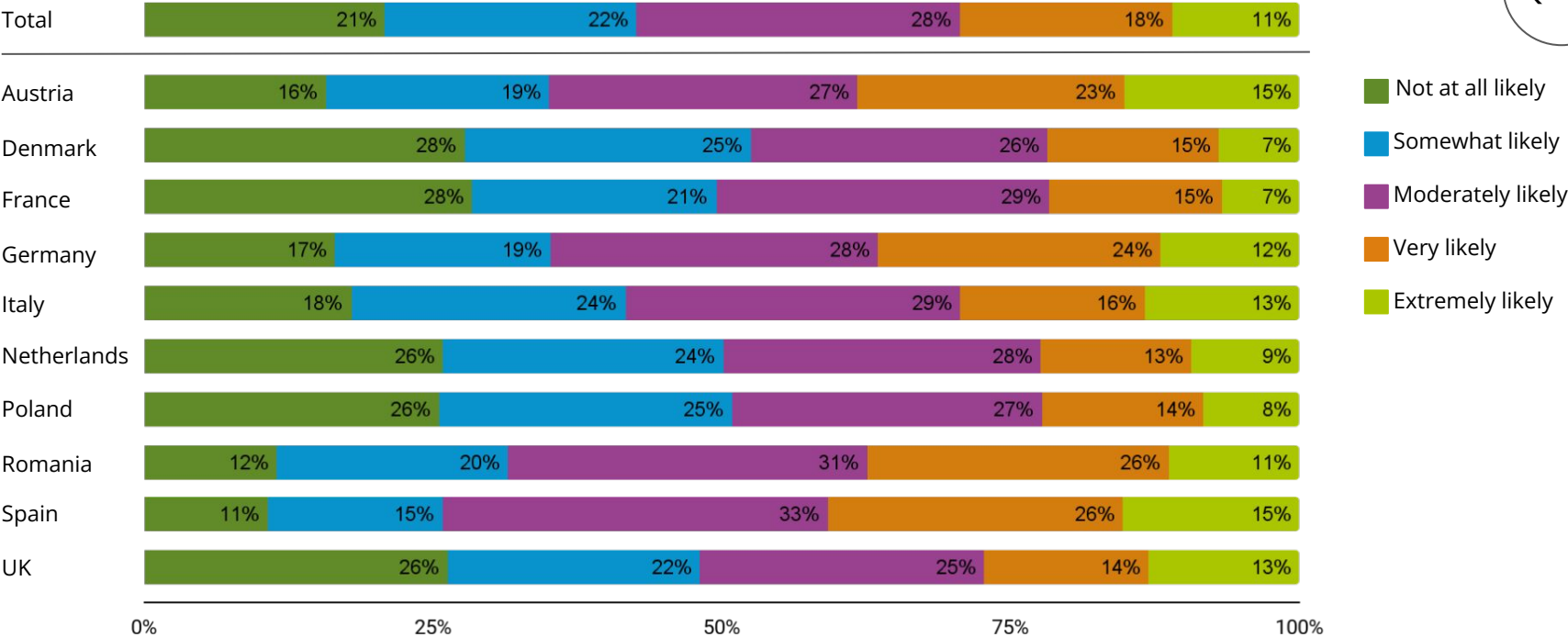
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

Q23a “Imagine that you've had the opportunity to try vegan baked goods (e.g. bread or cookies made without eggs or butter) with exactly the same taste and texture as conventional baked goods.
How likely are you to eat vegan baked goods instead of conventional baked goods?”

Likelihood of eating **vegan** vs. **conventional** baked goods

Spain and Austria are most likely to eat vegan rather than conventional baked goods.

Q23a



Imagine that you've had the opportunity to try vegan baked goods (e.g. bread or cookies made without eggs or butter) with exactly the same taste and texture as conventional baked goods. How likely are you to eat vegan baked goods instead of conventional baked goods? | Single selection

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

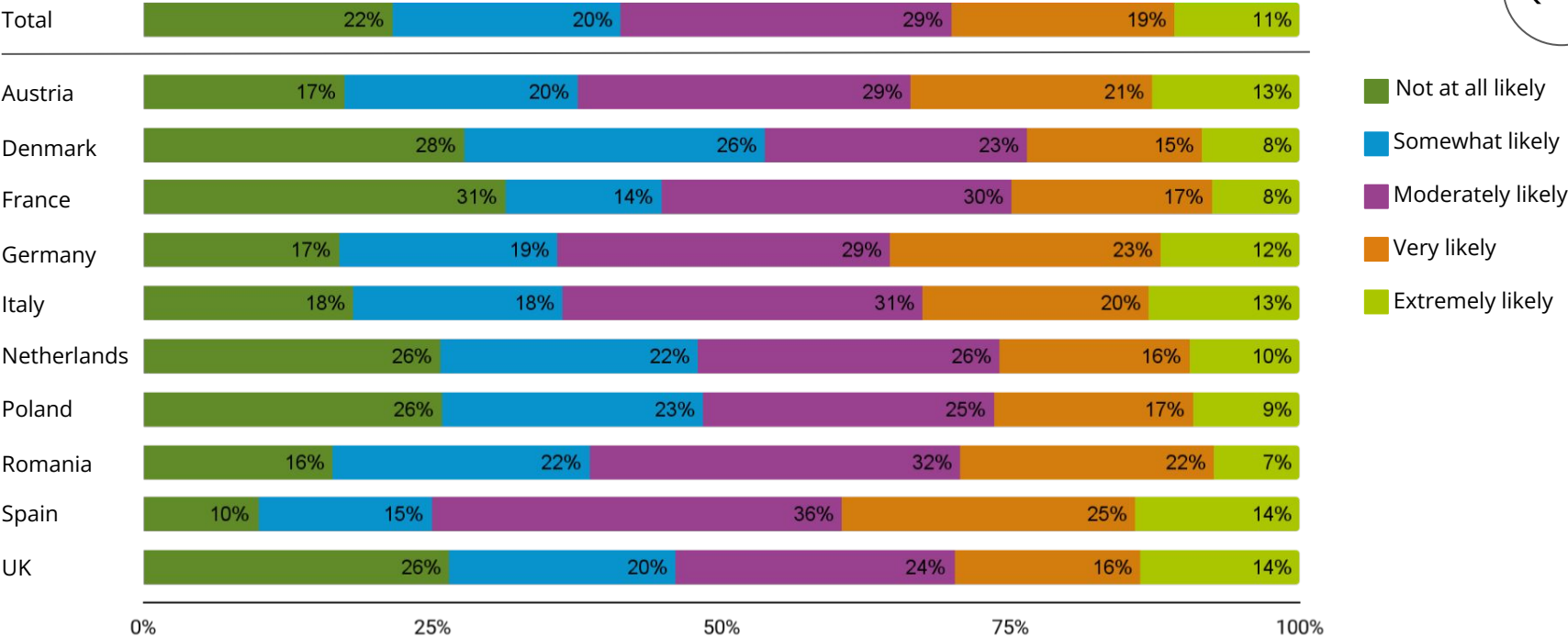
Q23b “Imagine that you've had the opportunity to try vegan baked goods (e.g. bread or cookies made without eggs or butter) with exactly the same taste and texture as conventional baked goods.

How likely are you to purchase vegan baked goods regularly?”

Likelihood of purchasing vegan baked goods regularly

Q23b

Spain and Germany are the most likely to purchase vegan baked goods on a regular basis.



Imagine that you've had the opportunity to try vegan baked goods (e.g. bread or cookies made without eggs or butter) with exactly the same taste and texture as conventional baked goods. How likely are you to purchase vegan baked goods regularly? | Single selection

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

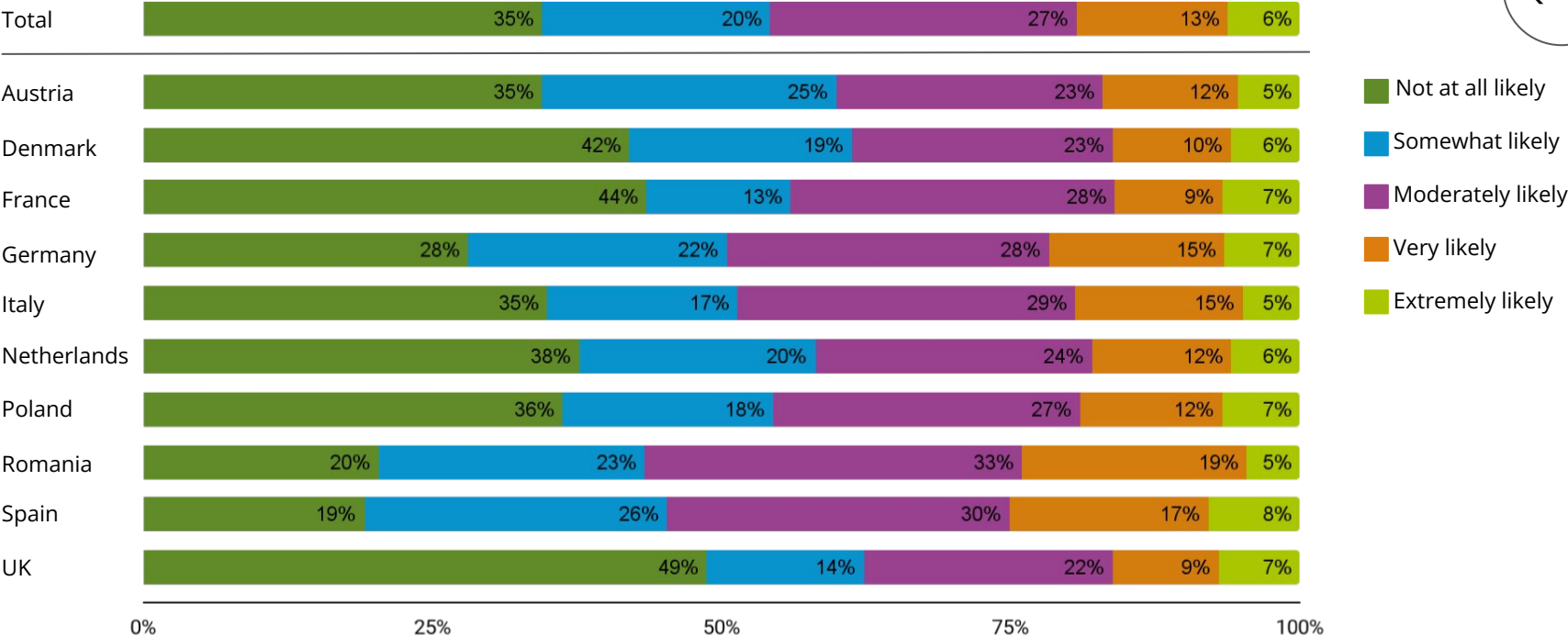
Q23c “Imagine that you've had the opportunity to try vegan baked goods (e.g. bread or cookies made without eggs or butter) with exactly the same taste and texture as conventional baked goods.

How likely are you to pay a higher price for vegan bakery products instead of conventional baked goods?”

Likelihood of **paying a higher price for vegan** instead of conventional **baked goods**

Spain and Romania are the most likely to pay a higher price for vegan rather than conventional baked goods.

Q23c



Imagine that you've had the opportunity to try vegan baked goods (e.g. bread or cookies made without eggs or butter) with exactly the same taste and texture as conventional baked goods. How likely are you to pay a higher price for vegan baked goods instead of conventional baked goods? | Single selection

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

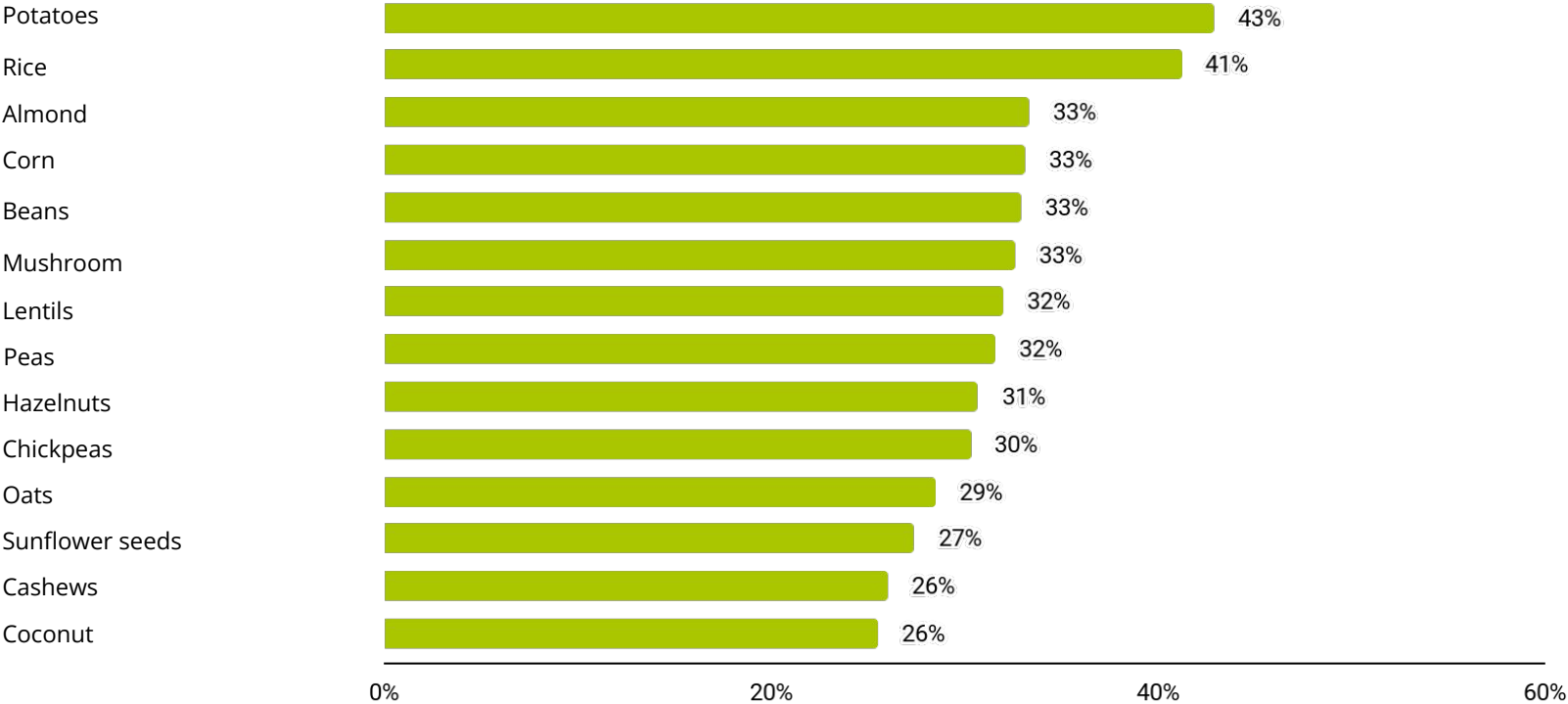
Q24 “Which of the following would you like to have as a main ingredient in plant-based food? Please select all that apply.”

Total: Main ingredient in plant-based food (1/2)



European consumers would like to have potatoes and rice as a main ingredient in plant-based food.

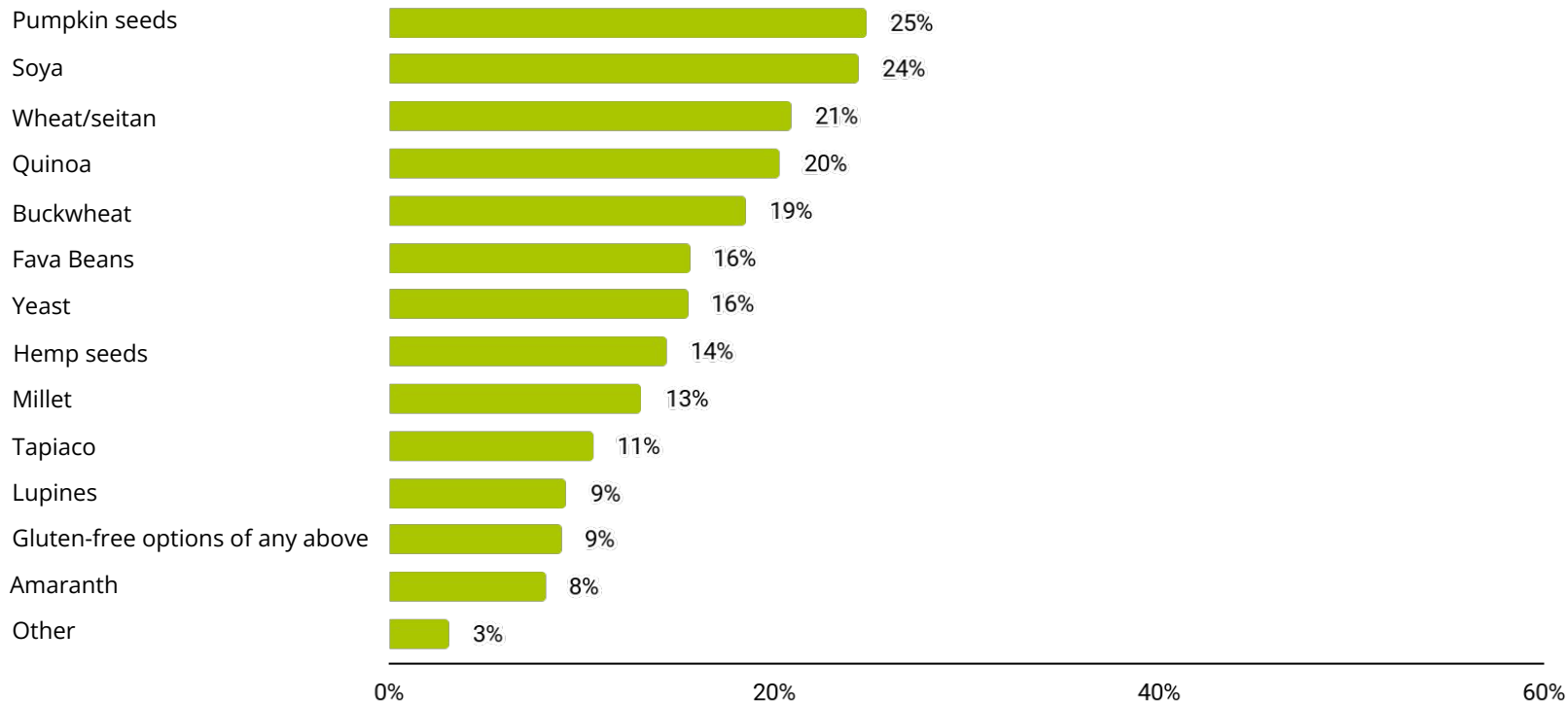
Q24



Total: Main ingredient in plant-based food (2/2)

European consumers would like to have potatoes and rice as a main ingredient in plant-based food.

Q24



Which of the following would you like to have as a main ingredient in plant-based food? Please select all that apply. | Multiple selection | People who selected 'None': 16%

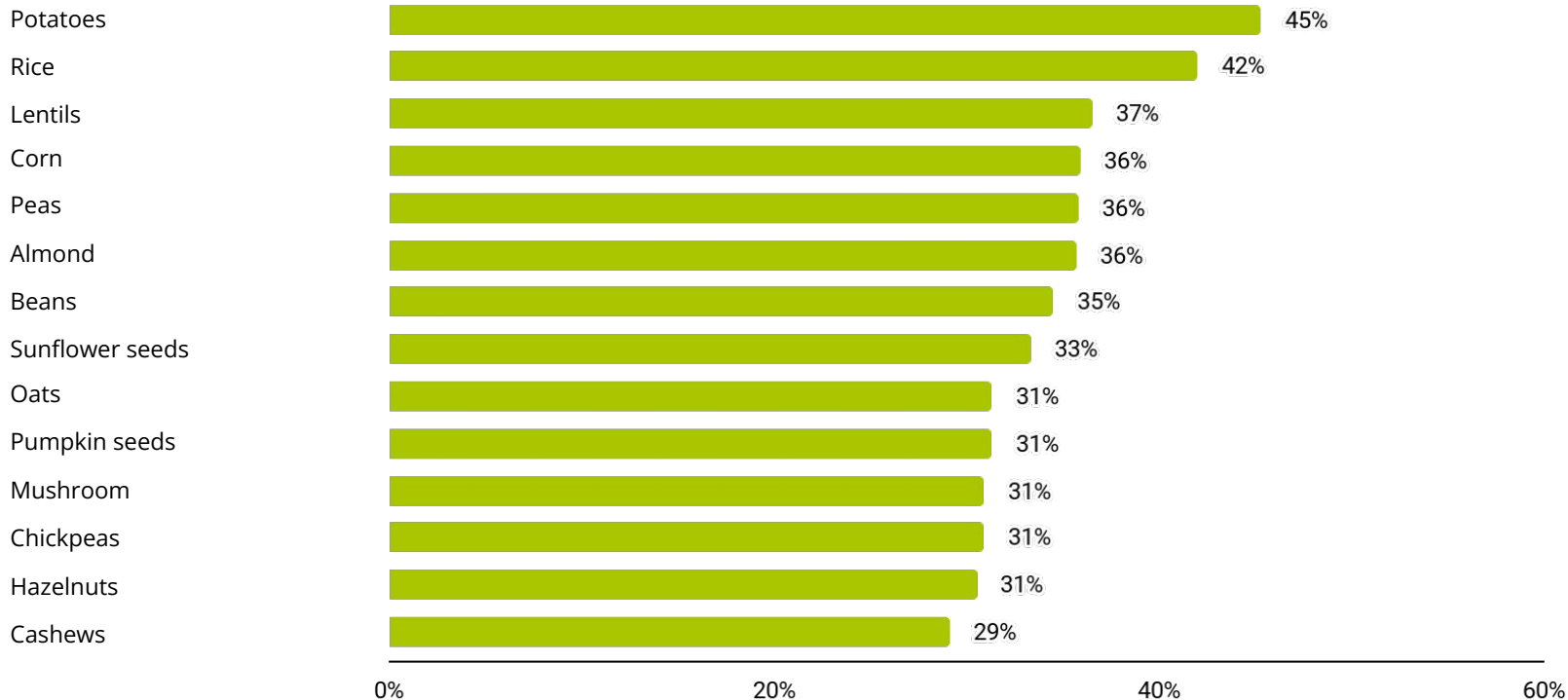
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Austria: Main ingredient in plant-based food (1/2)

Austrian consumers would like to have potatoes, rice, and lentils as a main ingredient in plant-based food

Q24



Which of the following would you like to have as a main ingredient in plant-based food? Please select all that apply. | Multiple selection | People who selected 'None': 16%

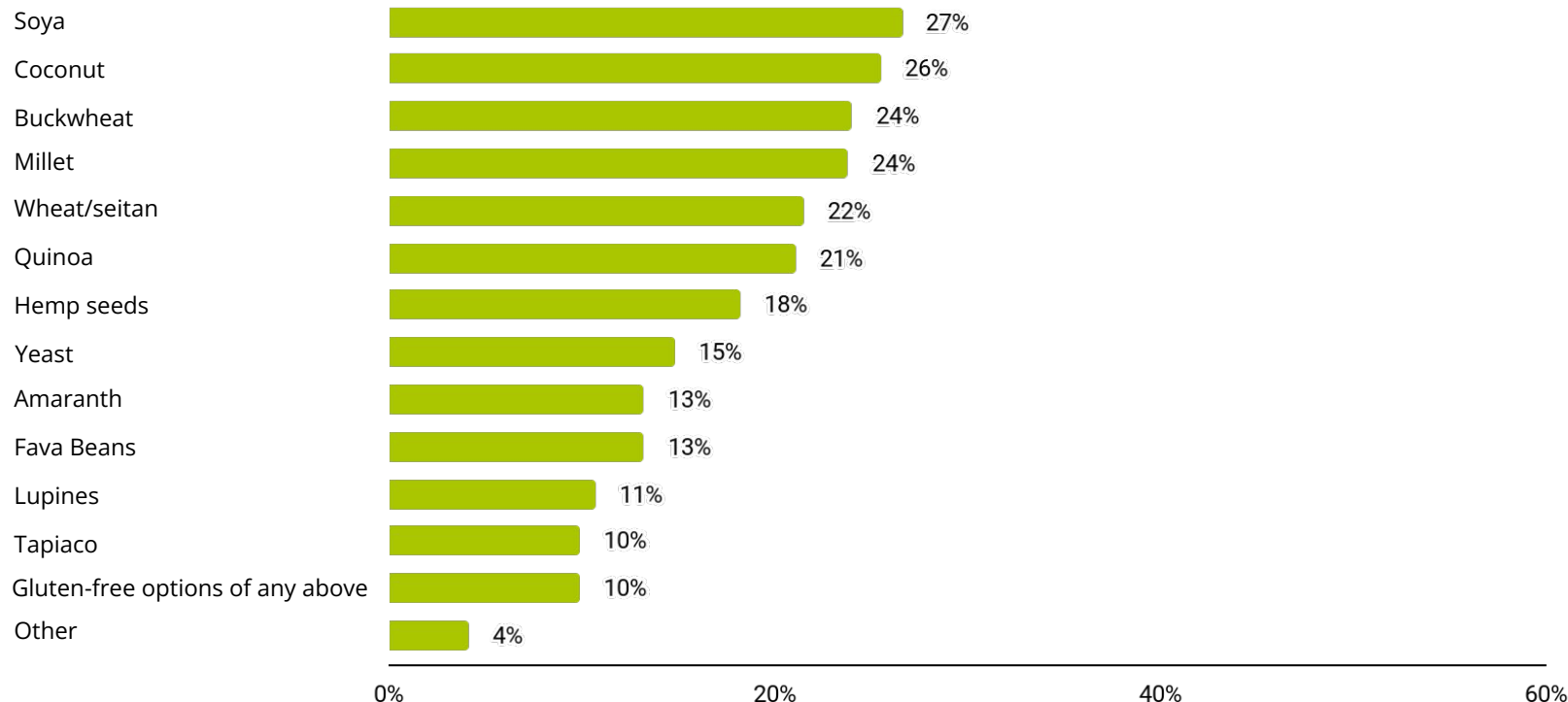
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Austria: Main ingredient in plant-based food (2/2)

Austrian consumers would like to have potatoes, rice, and lentils as a main ingredient in plant-based food

Q24



Which of the following would you like to have as a main ingredient in plant-based food? Please select all that apply. | Multiple selection | People who selected 'None': 16%

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

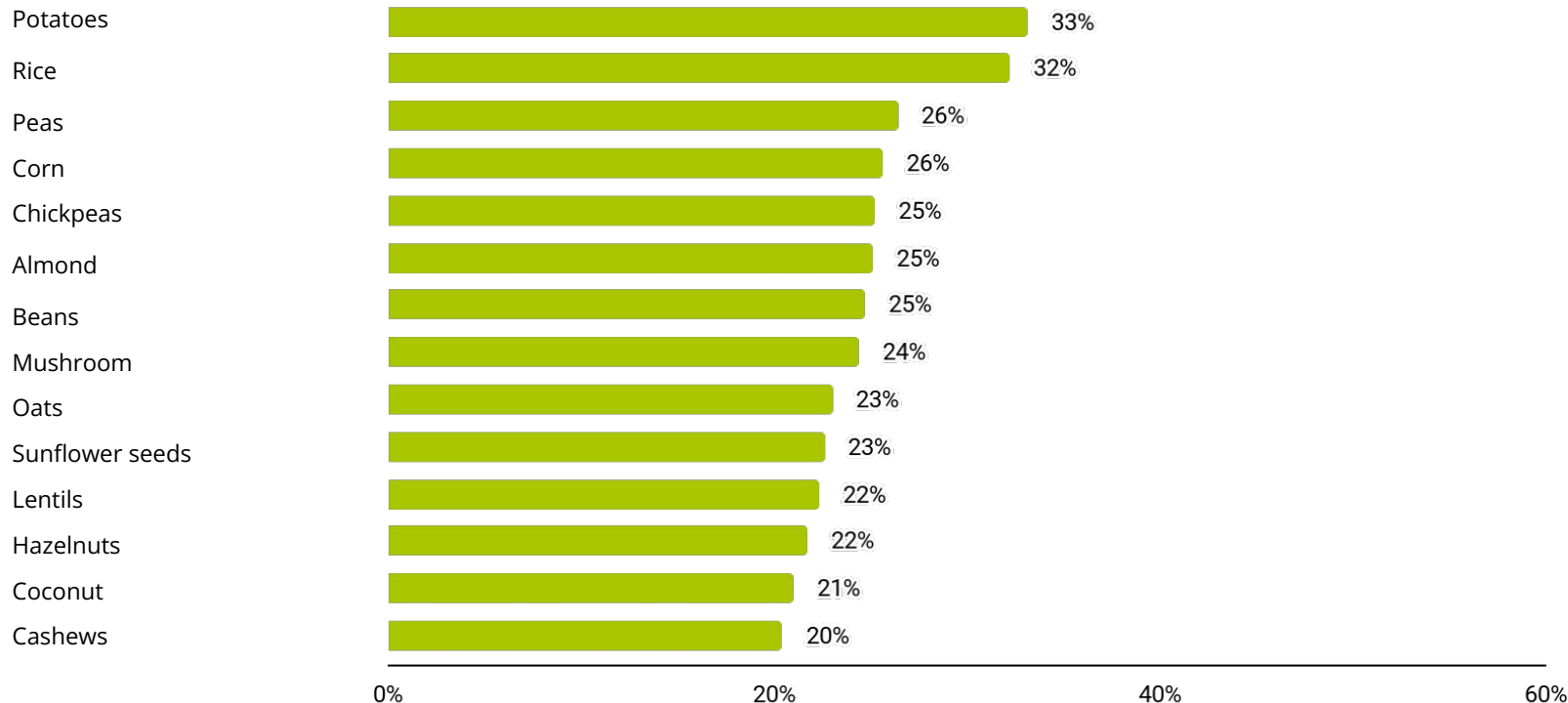


Denmark: Main ingredient in plant-based food (1/2)



Danish consumers would like to have potatoes, rice, and peas as a main ingredient in plant-based food.

Q24



Which of the following would you like to have as a main ingredient in plant-based food? Please select all that apply. | Multiple selection | People who selected 'None': 21%

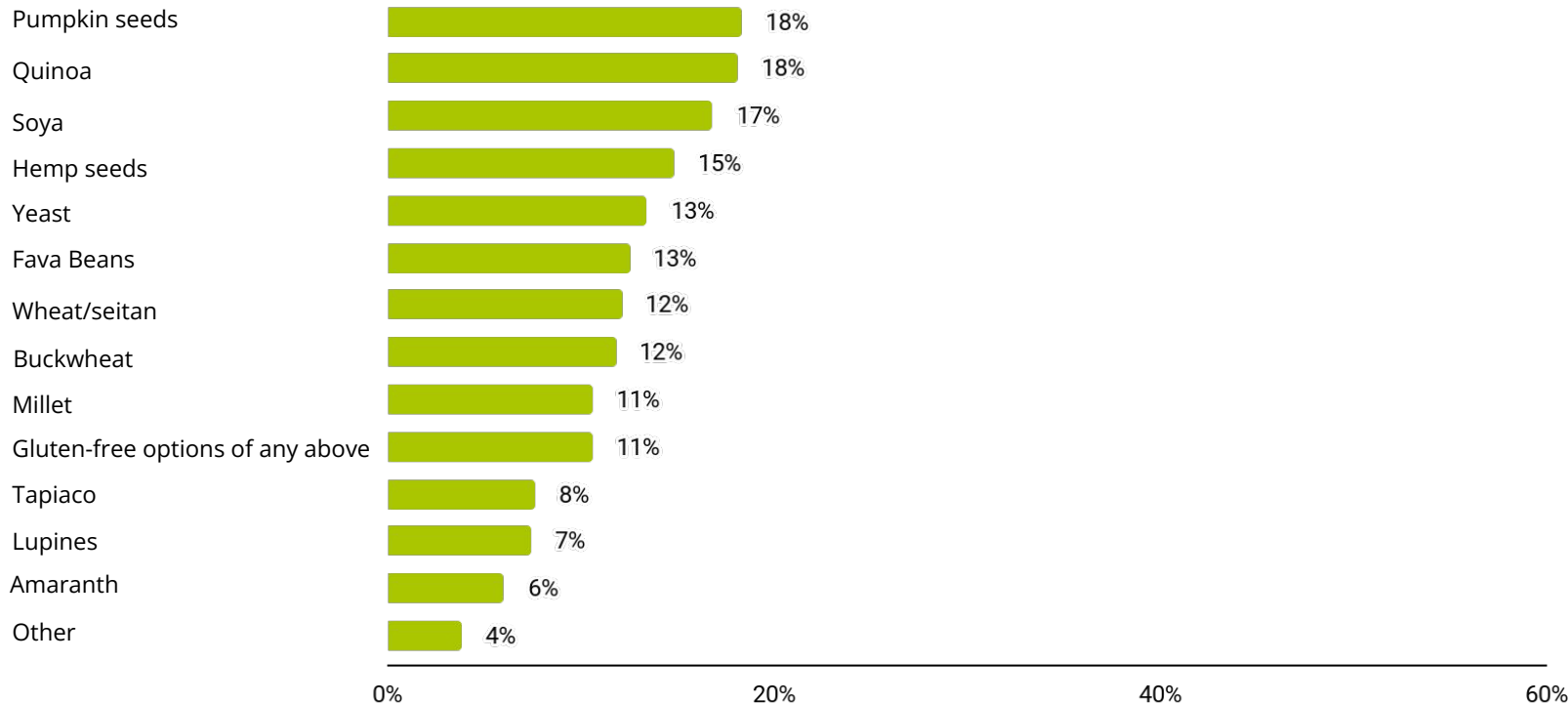
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Denmark: Main ingredient in plant-based food (2/2)

Danish consumers would like to have potatoes, rice, and peas as a main ingredient in plant-based food.

Q24



Which of the following would you like to have as a main ingredient in plant-based food? Please select all that apply. | Multiple selection | People who selected 'None': 21%

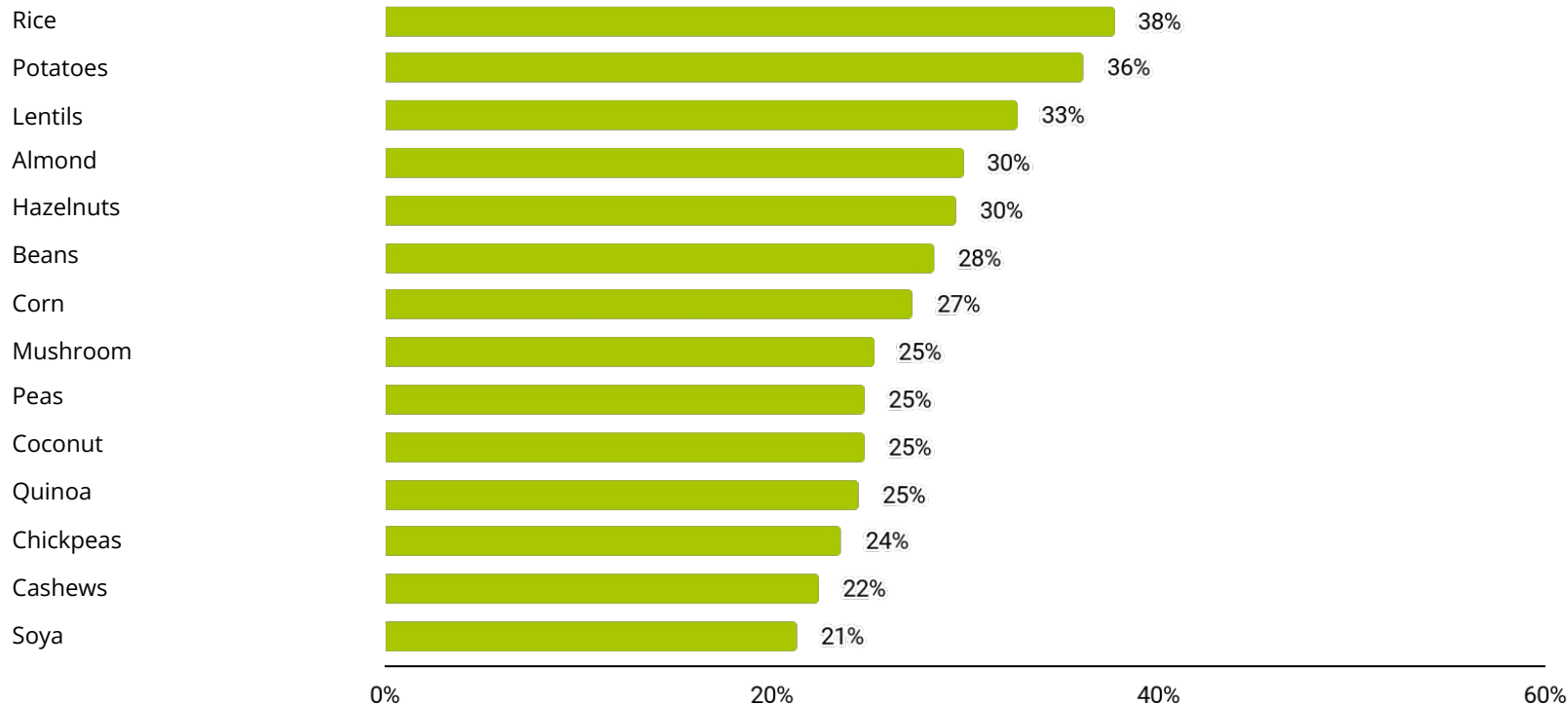
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



France: Main ingredient in plant-based food (1/2)

French consumers would like to have rice, potatoes, and lentils as a main ingredient in plant-based food.

Q24



Which of the following would you like to have as a main ingredient in plant-based food? Please select all that apply. | Multiple selection | People who selected 'None': 22%

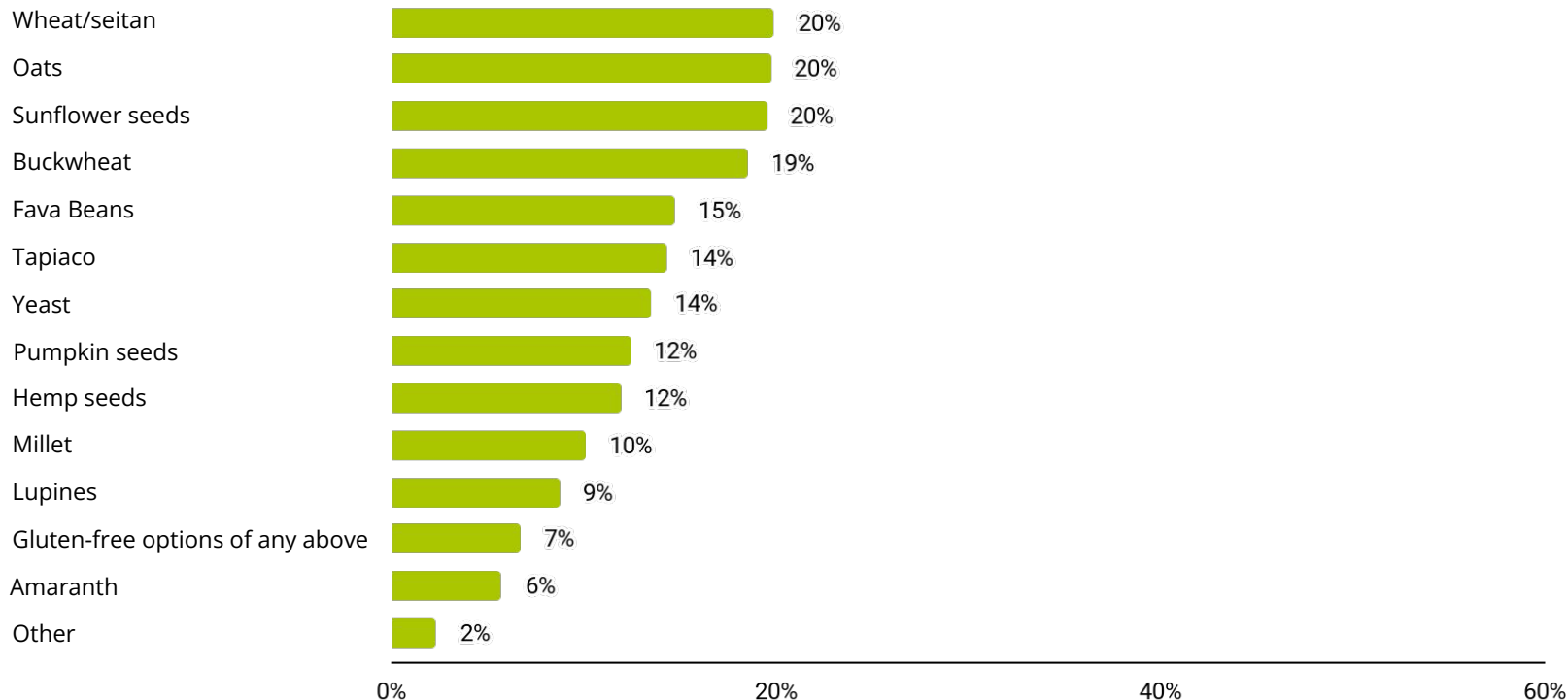
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



France: Main ingredient in plant-based food (2/2)

French consumers would like to have rice, potatoes, and lentils as a main ingredient in plant-based food.

Q24



Which of the following would you like to have as a main ingredient in plant-based food? Please select all that apply. | Multiple selection | People who selected 'None': 22%

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

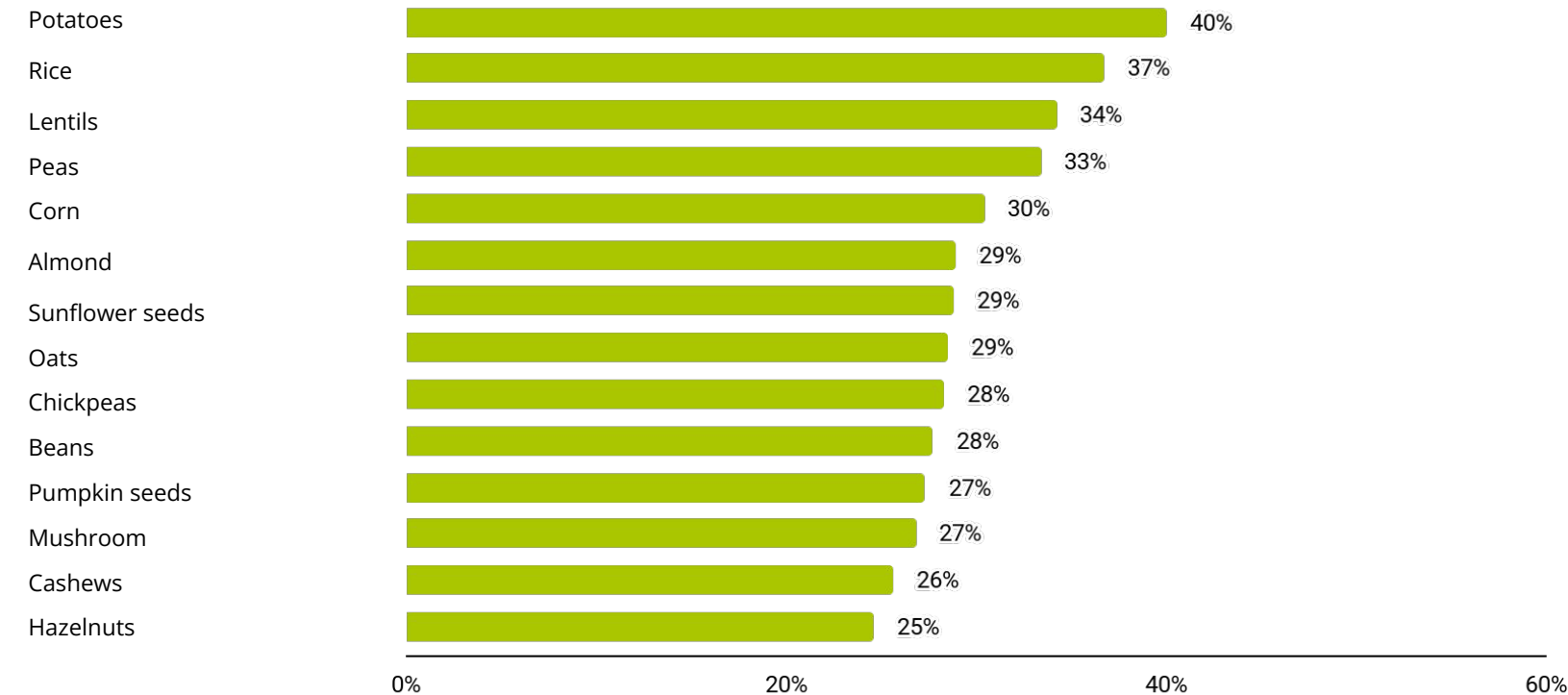


Germany: Main ingredient in plant-based food (1/2)



German consumers would like to have potatoes, rice, and lentils as a main ingredient in plant-based food.

Q24



Which of the following would you like to have as a main ingredient in plant-based food? Please select all that apply. | Multiple selection | People who selected 'None': 17%

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

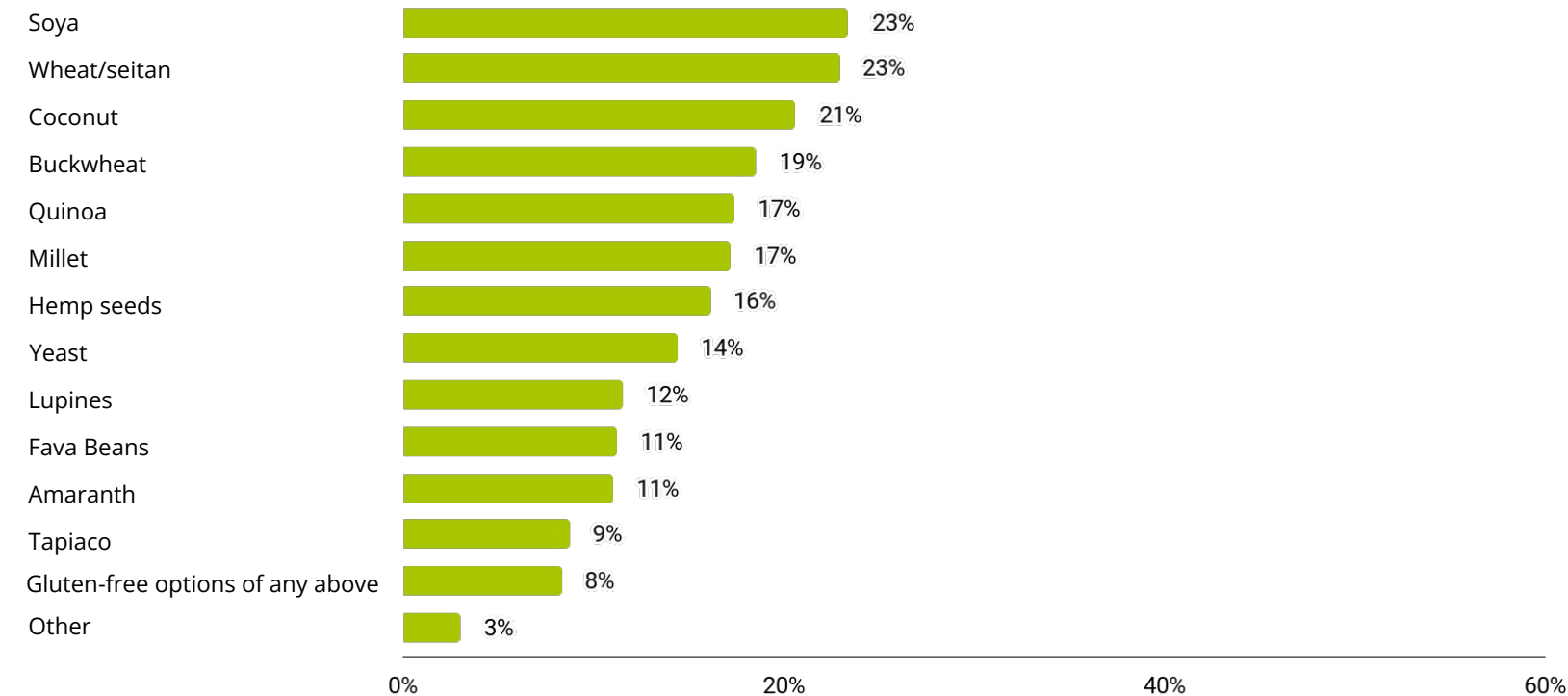


Germany: Main ingredient in plant-based food (2/2)



German consumers would like to have potatoes, rice, and lentils as a main ingredient in plant-based food.

Q24

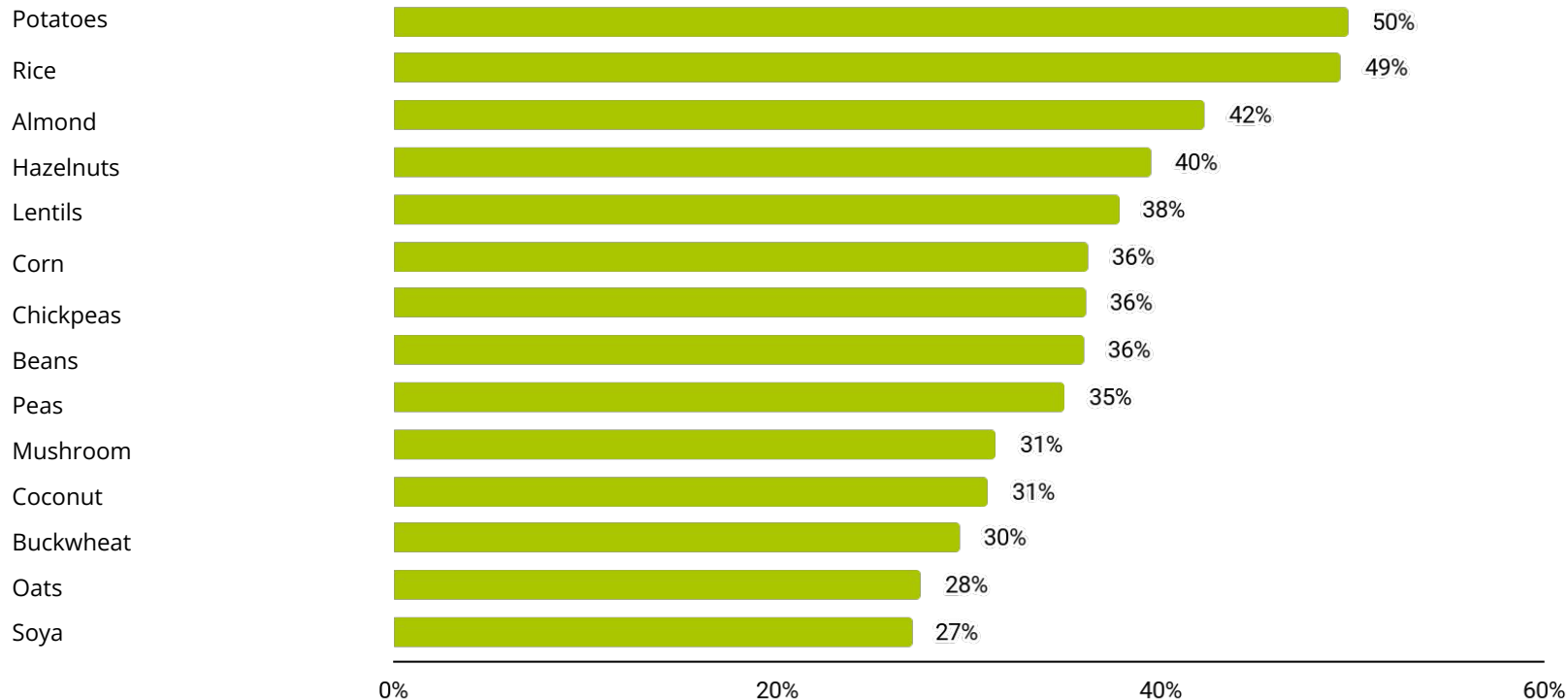




Italy: Main ingredient in plant-based food (1/2)

Italian consumers would like to have potatoes, rice, and almonds as a main ingredient in plant-based food.

Q24



Which of the following would you like to have as a main ingredient in plant-based food? Please select all that apply. | Multiple selection | People who selected 'None': 11%

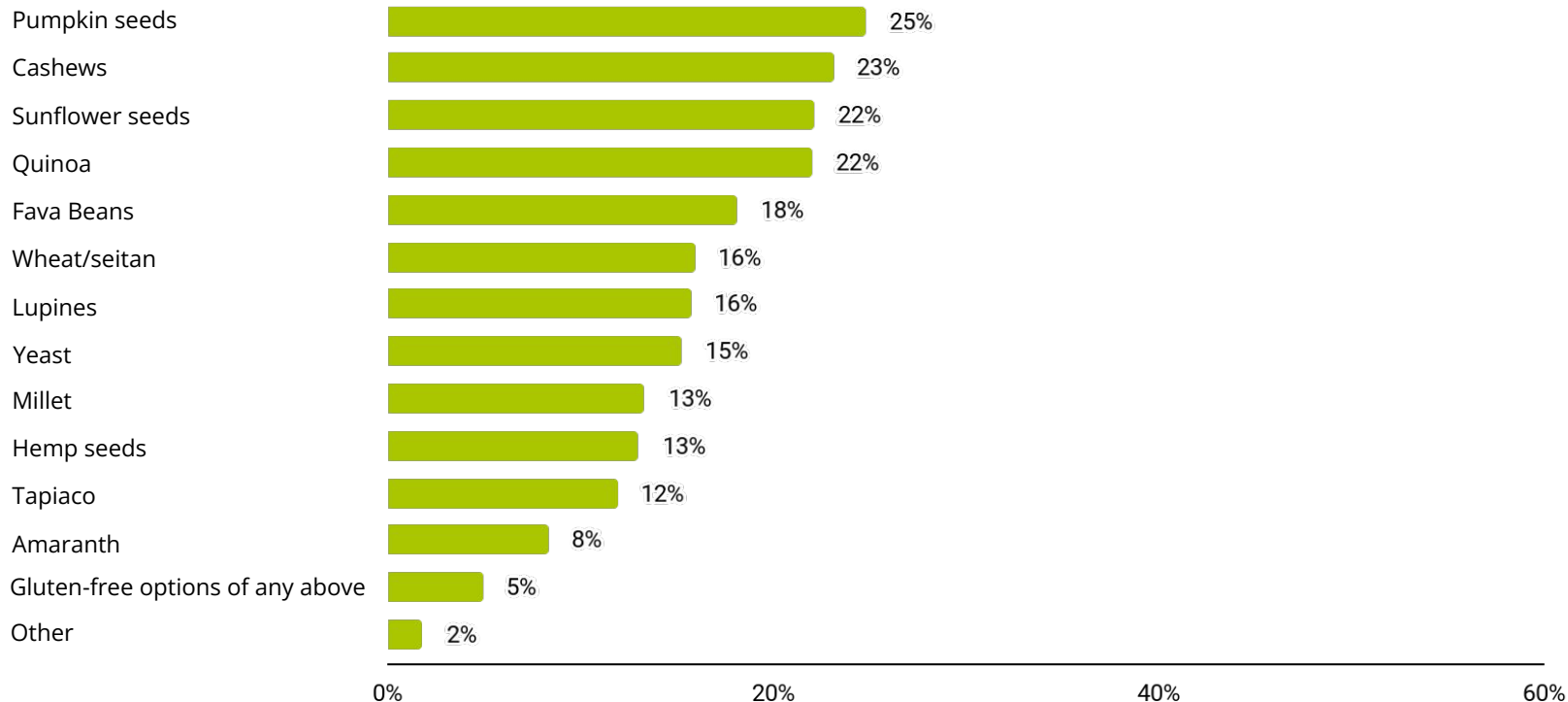
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Italy: Main ingredient in plant-based food (2/2)

Italian consumers would like to have potatoes, rice, and almonds as a main ingredient in plant-based food.

Q24



Which of the following would you like to have as a main ingredient in plant-based food? Please select all that apply. | Multiple selection | People who selected 'None': 11%

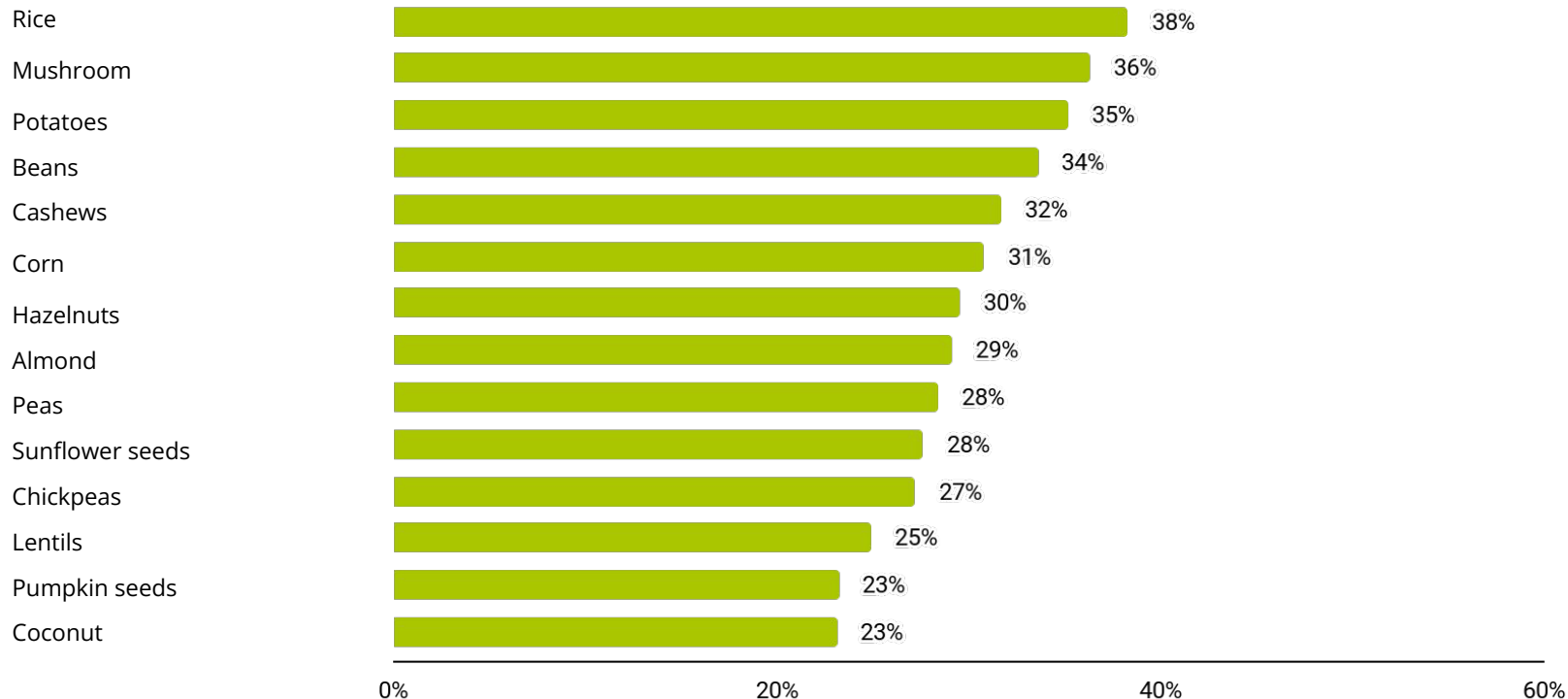
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Netherlands: Main ingredient in plant-based food (1/2)

Dutch consumers would like to have rice, mushroom, and potatoes as a main ingredient in plant-based food.

Q24



Which of the following would you like to have as a main ingredient in plant-based food? Please select all that apply. | Multiple selection | People who selected 'None': 14%

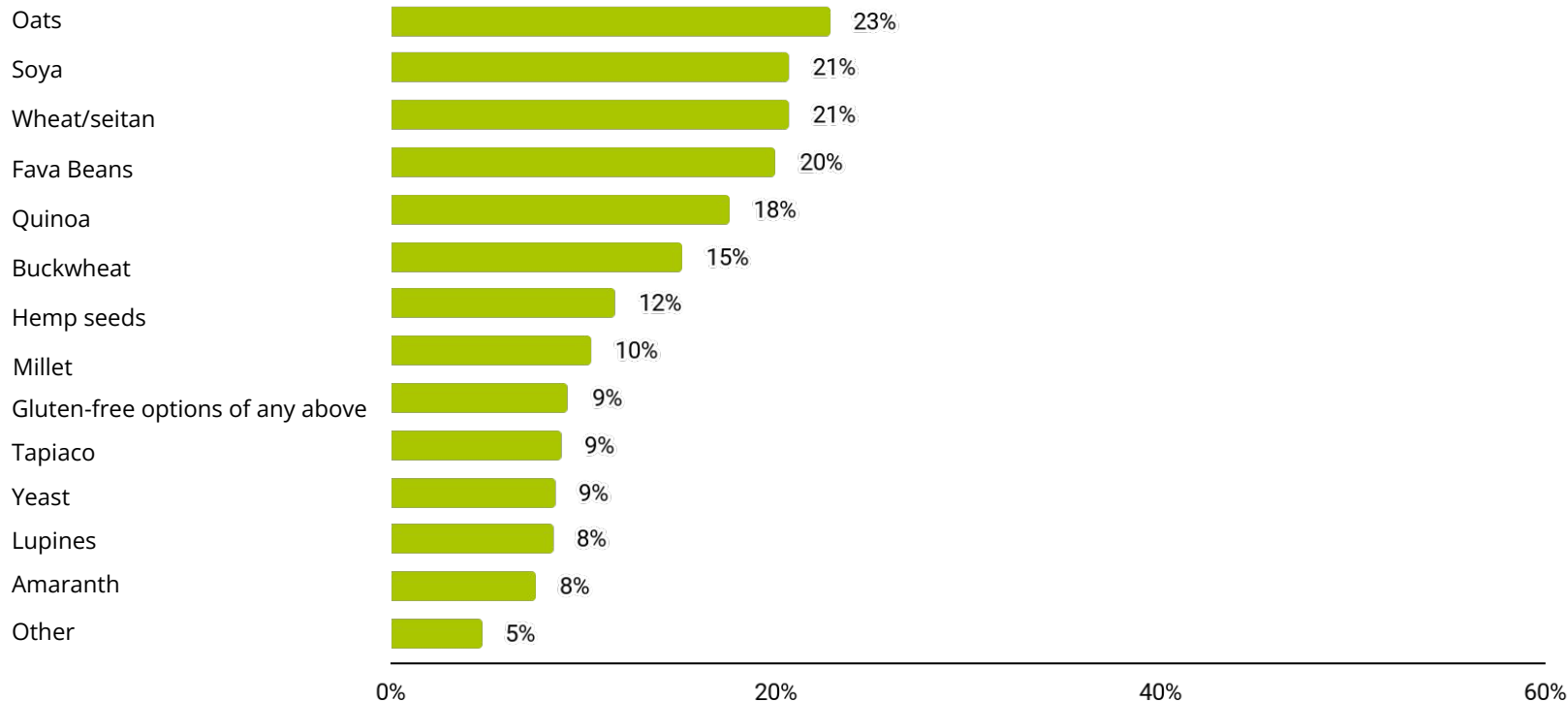
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Netherlands: Main ingredient in plant-based food (2/2)

Dutch consumers would like to have rice, mushroom, and potatoes as a main ingredient in plant-based food.

Q24



Which of the following would you like to have as a main ingredient in plant-based food? Please select all that apply. | Multiple selection | People who selected 'None': 14%

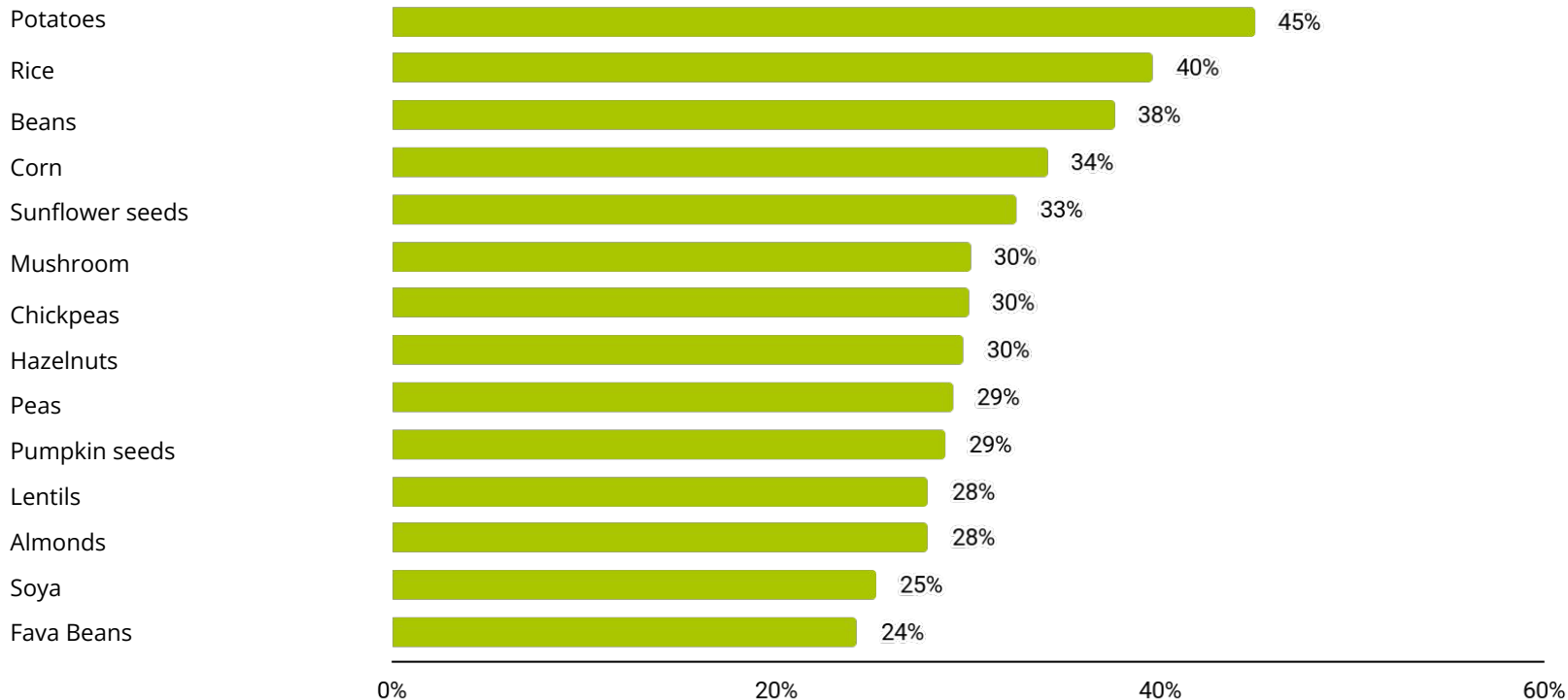
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Poland: Main ingredient in plant-based food (1/2)

Polish consumers would like to have potatoes, rice, and beans as a main ingredient in plant-based food.

Q24



Which of the following would you like to have as a main ingredient in plant-based food? Please select all that apply. | Multiple selection | People who selected 'None': 14%

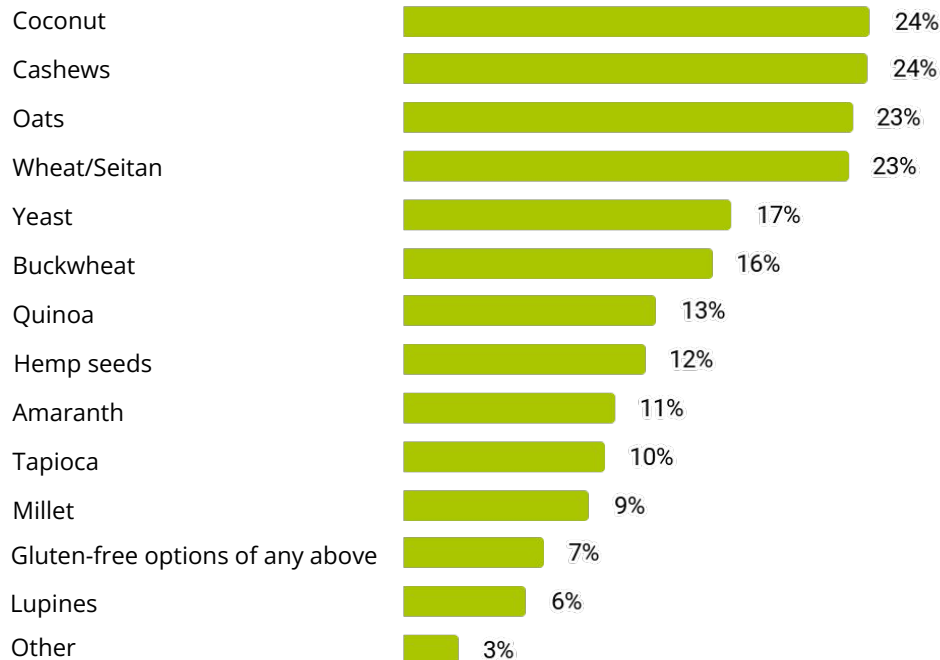
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Poland: Main ingredient in plant-based food (2/2)

Polish consumers would like to have potatoes, rice, and beans as a main ingredient in plant-based food.

Q24



0%

20%

40%

60%

Which of the following would you like to have as a main ingredient in plant-based food? Please select all that apply. | Multiple selection | People who selected 'None': 14%

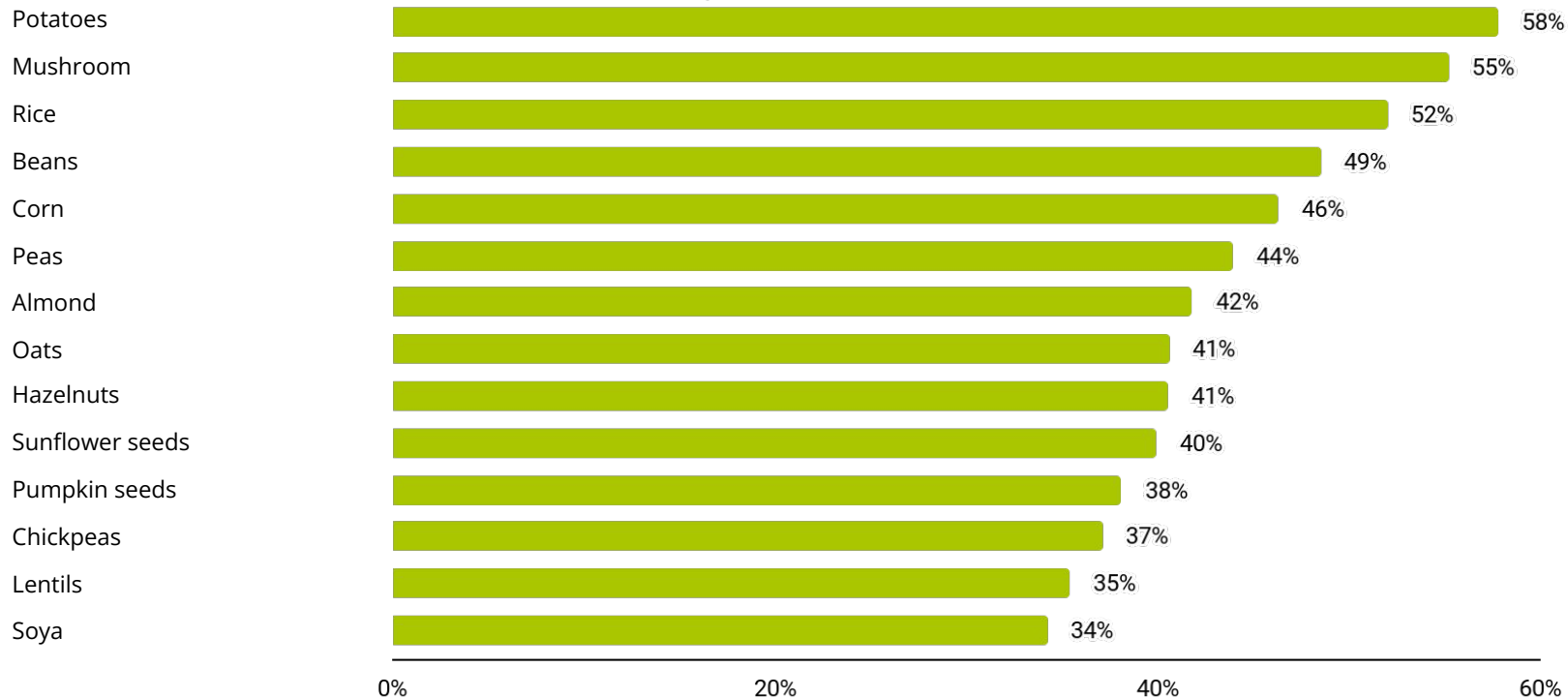
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Romania: Main ingredient in plant-based food (1/2)

Q24

Romanian consumers would like to have potatoes, mushroom, and rice as a main ingredient in plant-based food.



Which of the following would you like to have as a main ingredient in plant-based food? Please select all that apply. | Multiple selection | People who selected 'None': 7%

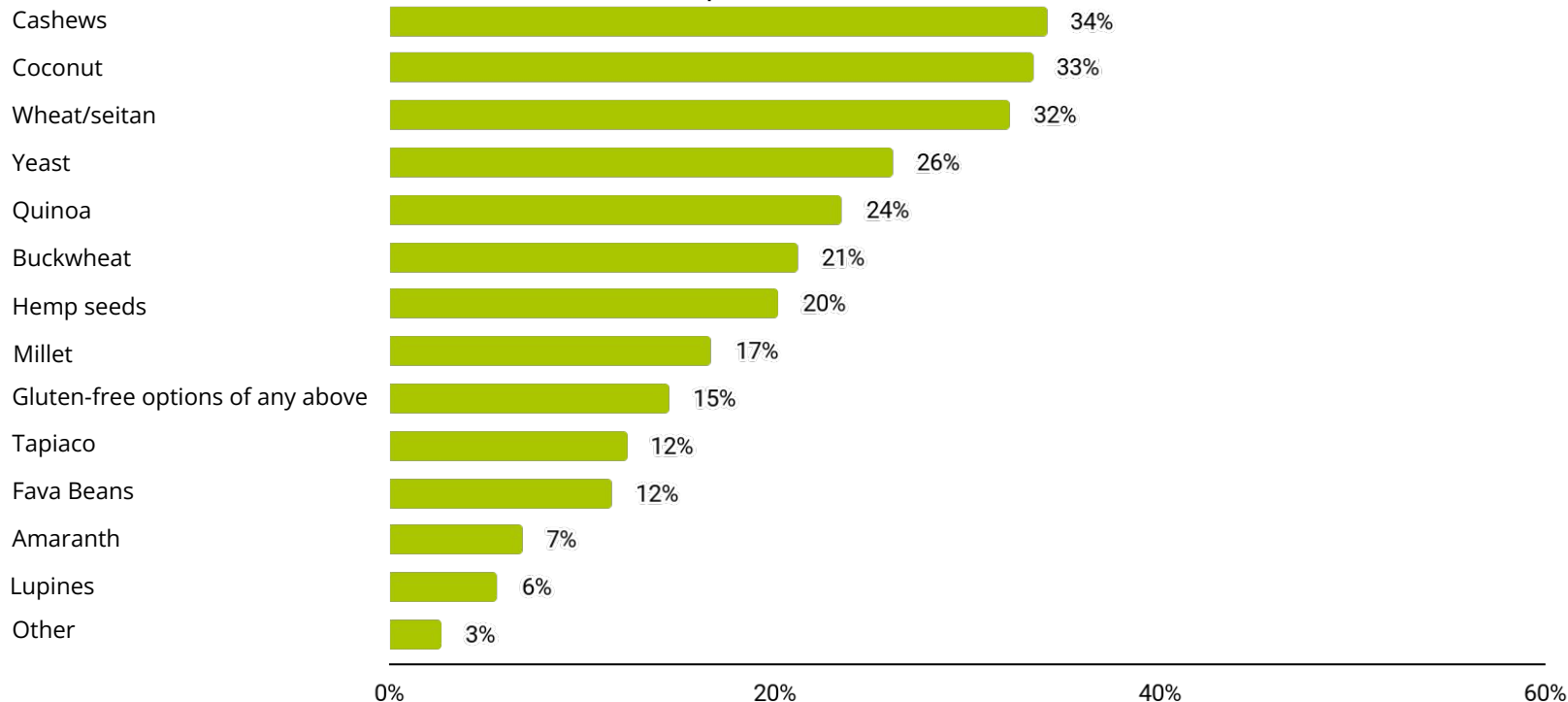
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Romania: Main ingredient in plant-based food (2/2)

Q24

Romanian consumers would like to have potatoes, mushroom, and rice as a main ingredient in plant-based food.



Which of the following would you like to have as a main ingredient in plant-based food? Please select all that apply. | Multiple selection | People who selected 'None': 7%

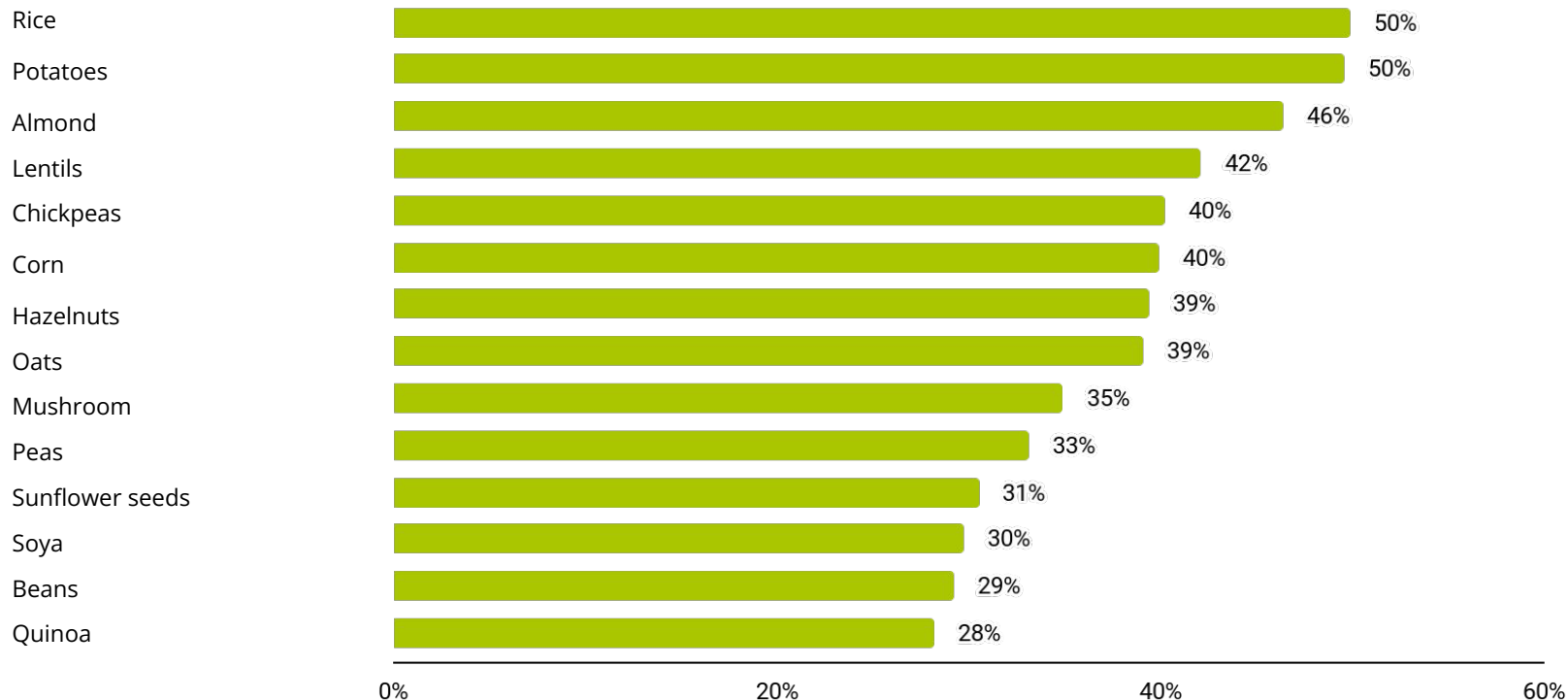
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Spain: Main ingredient in plant-based food (1/2)

Spanish consumers would like to have rice, potatoes, and almonds as a main ingredient in plant-based food.

Q24



Which of the following would you like to have as a main ingredient in plant-based food? Please select all that apply. | Multiple selection | People who selected 'None': 15%

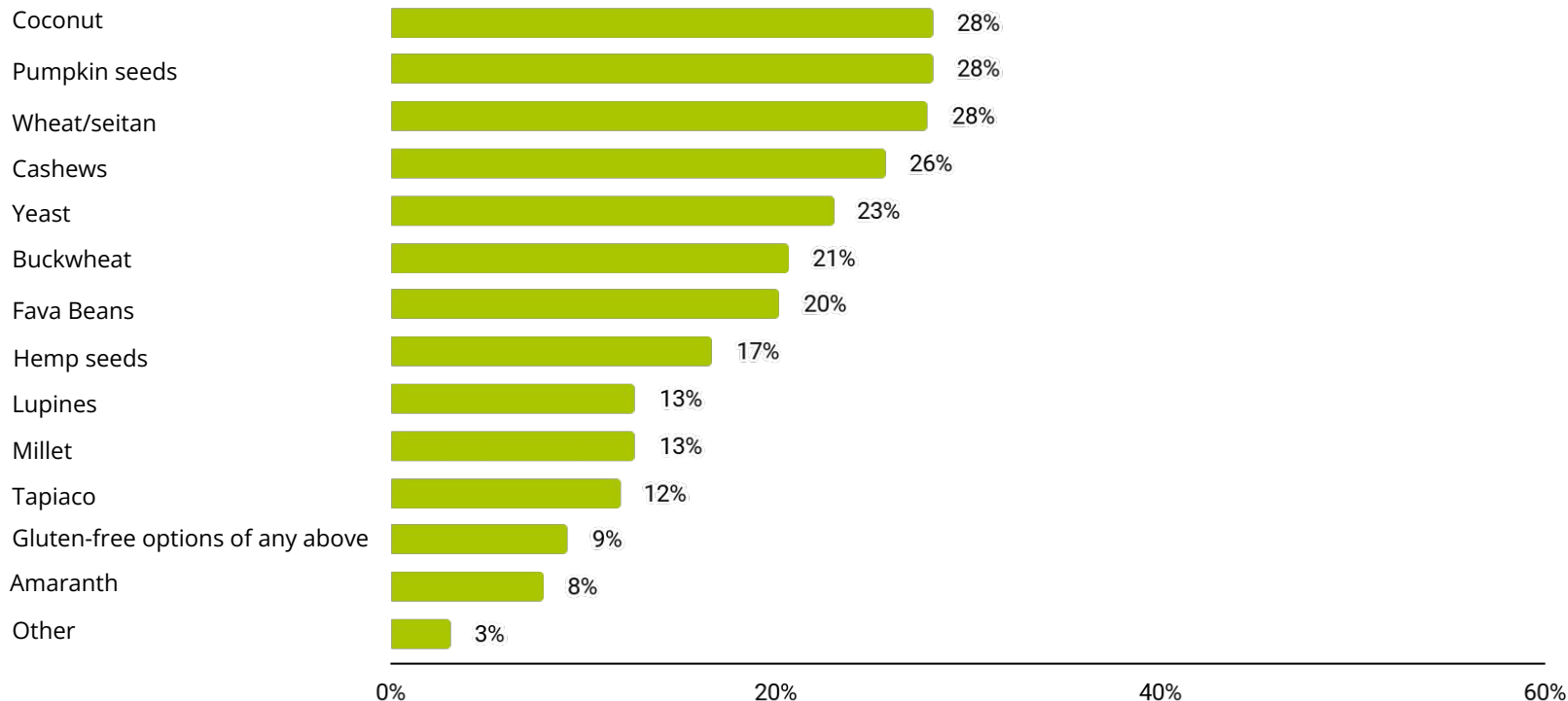
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Spain: Main ingredient in plant-based food (2/2)

Spanish consumers would like to have rice, potatoes, and almonds as a main ingredient in plant-based food.

Q24



Which of the following would you like to have as a main ingredient in plant-based food? Please select all that apply. | Multiple selection | People who selected 'None': 1%

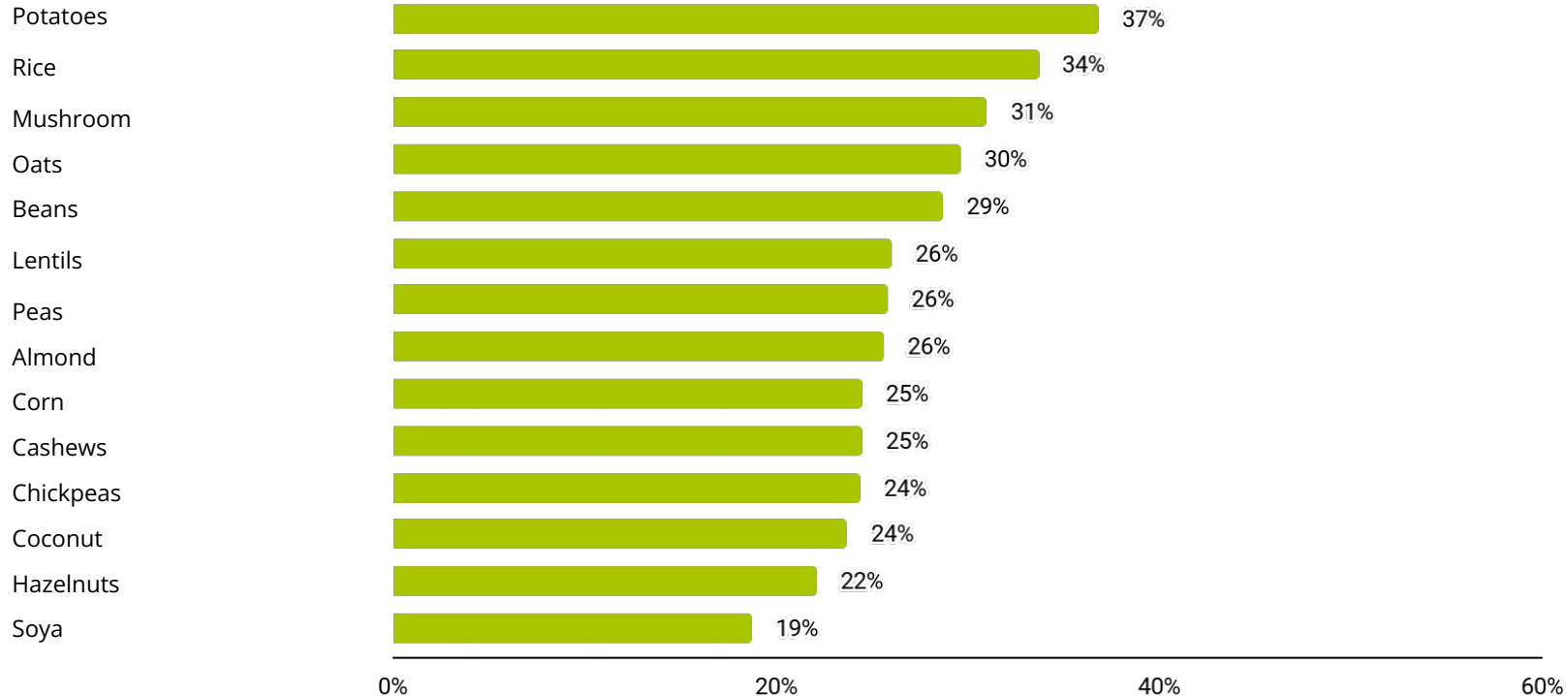
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



UK: Main ingredient in plant-based food (1/2)

UK consumers would like to have potatoes, rice, and mushroom as a main ingredient in plant-based food.

Q24



Which of the following would you like to have as a main ingredient in plant-based food? Please select all that apply. | Multiple selection | People who selected 'None': 21%

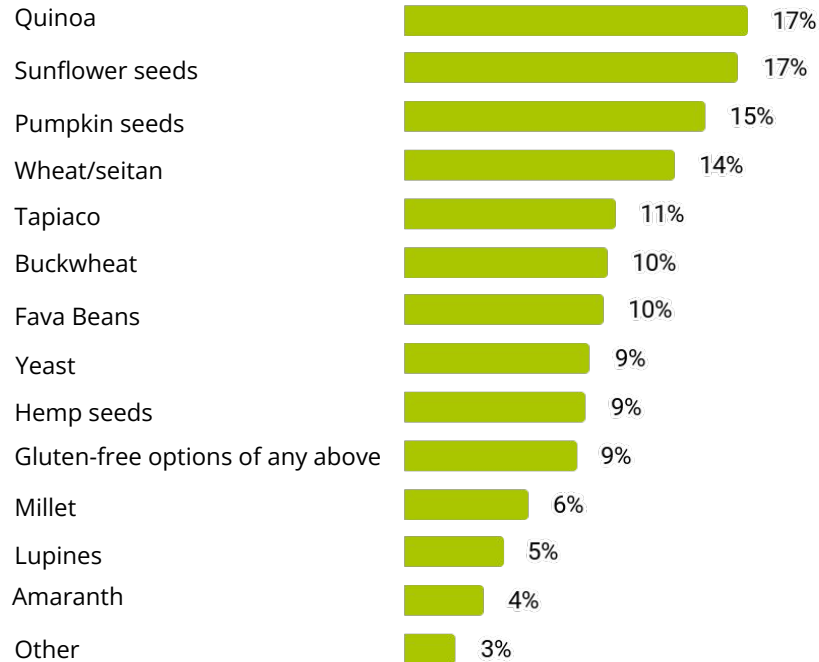
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



UK: Main ingredient in plant-based food (2/2)

UK consumers would like to have potatoes, rice, and mushroom as a main ingredient in plant-based food.

Q24



0%

20%

40%

60%

Which of the following would you like to have as a main ingredient in plant-based food? Please select all that apply. | Multiple selection | People who selected 'None': 21%

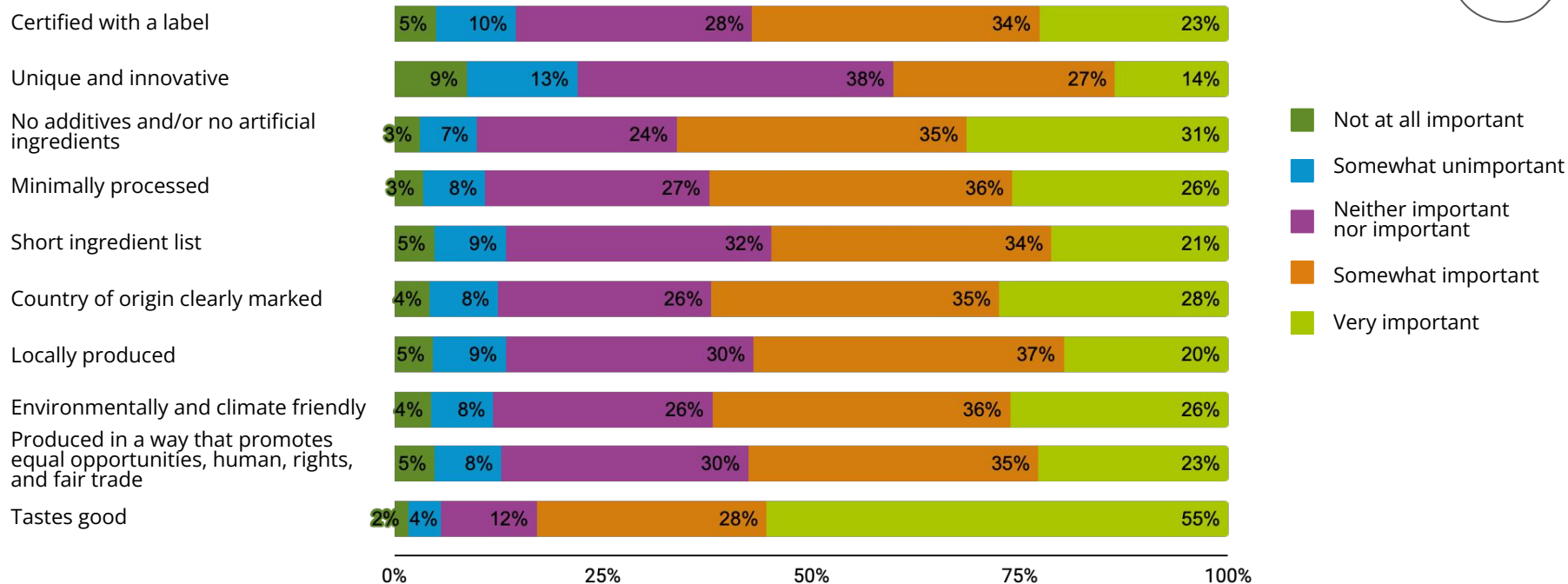
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

Q25 “What are the most important factors when choosing a food product? ”

Total: Important factors when choosing a food product (1/2)

Overall, European consumers rate a good taste and freshness as the most important factors when choosing a food product.

Q25



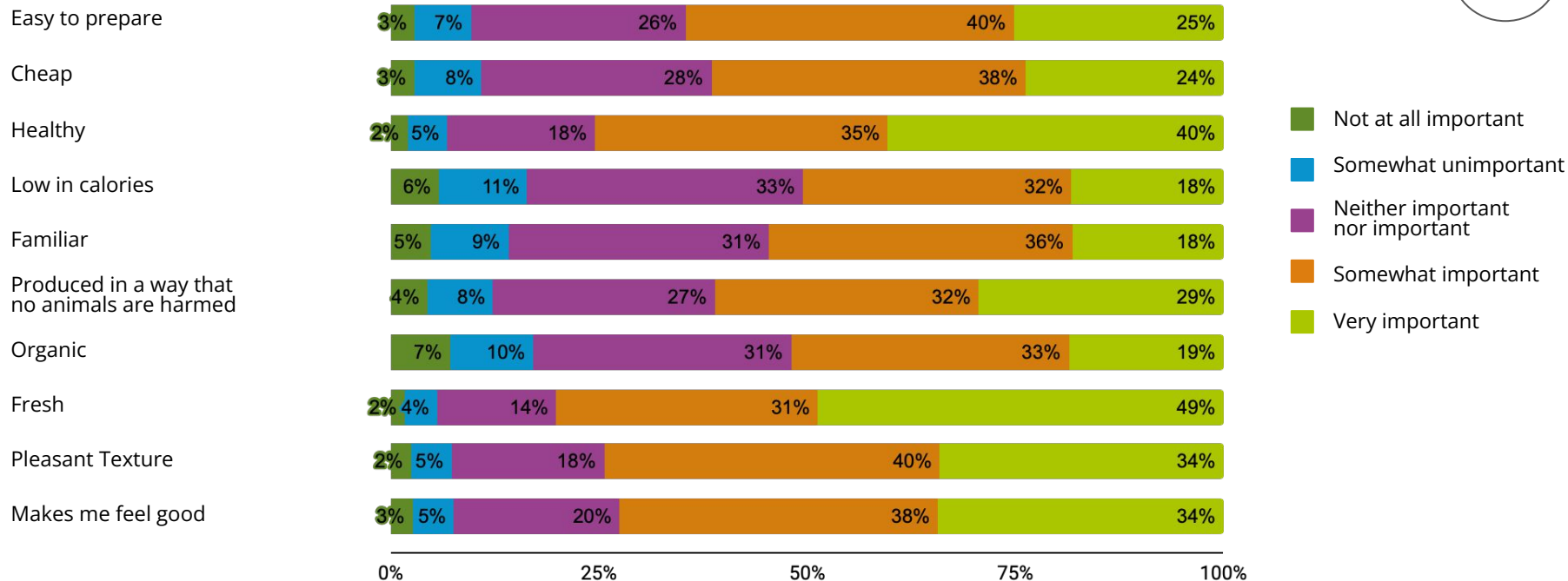
What factors are important for you when choosing a food product? It is important to me that the food product I choose... | Single selection

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

Total: Important factors when choosing a food product (2/2)

Overall, European consumers rate a good taste and freshness as the most important factors when choosing a food product.

Q25



What factors are important for you when choosing a food product? It is important to me that the food product I choose... | Single selection

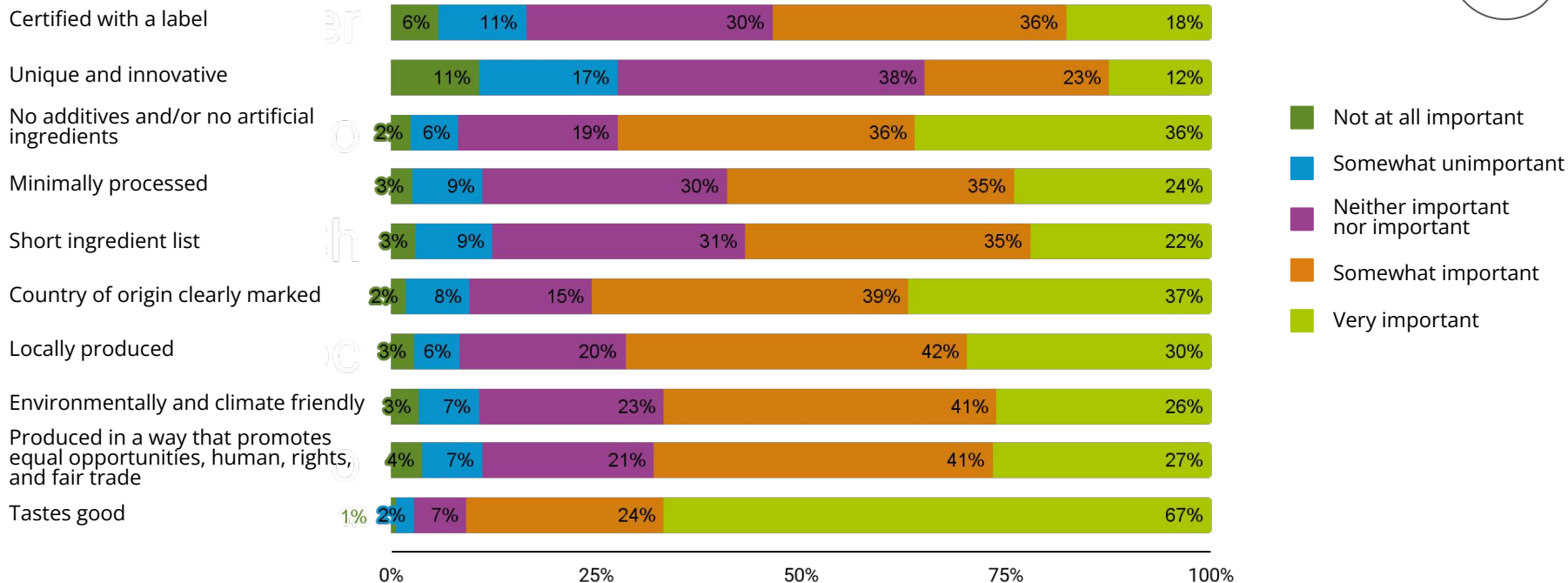
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Austria: Important factors when choosing a food product (1/2)

Austrian consumers rate good taste and freshness as the most important factors when choosing a food product.

Q25



What factors are important for you when choosing a food product? It is important to me that the food product I choose... | Single selection

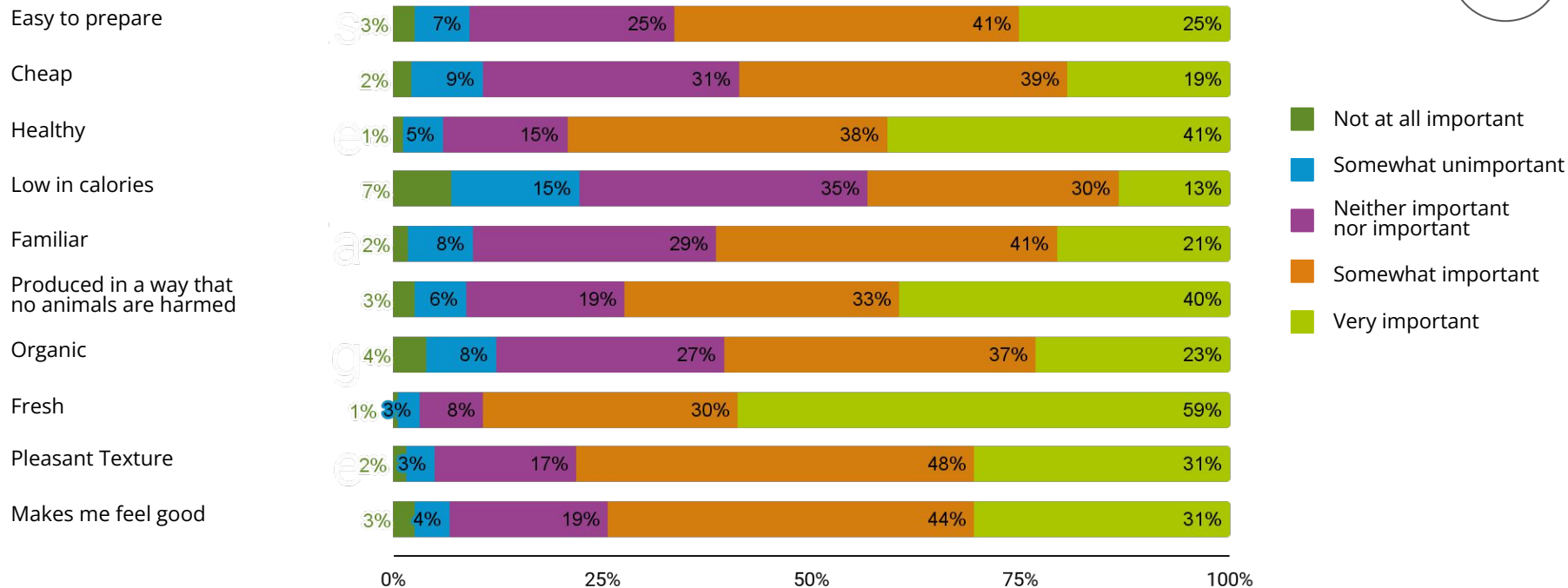
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Austria: Important factors when choosing a food product (2/2)

Austrian consumers rate good taste and freshness as the most important factors when choosing a food product.

Q25



What factors are important for you when choosing a food product? It is important to me that the food product I choose... | Single selection

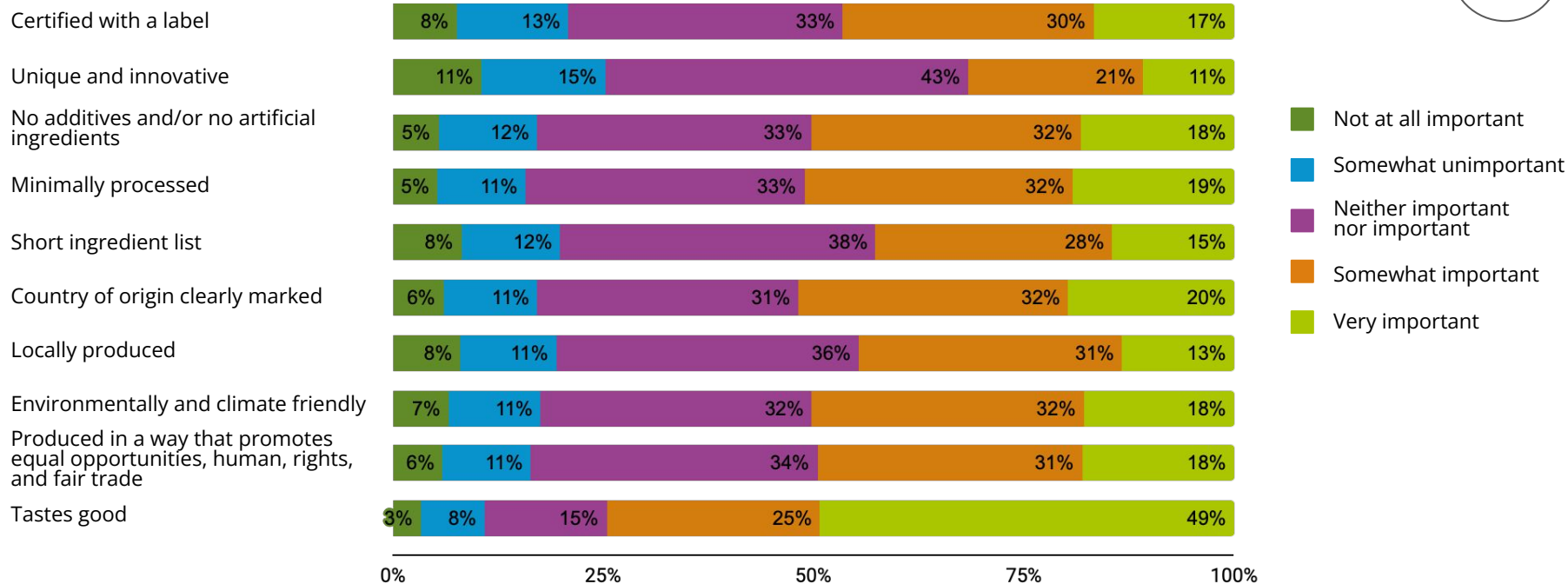
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Denmark: Important factors when choosing a food product (1/2)

Danish consumers rate good taste and freshness as the most important factors when choosing a food product.

Q25



What factors are important for you when choosing a food product? It is important to me that the food product I choose... | Single selection

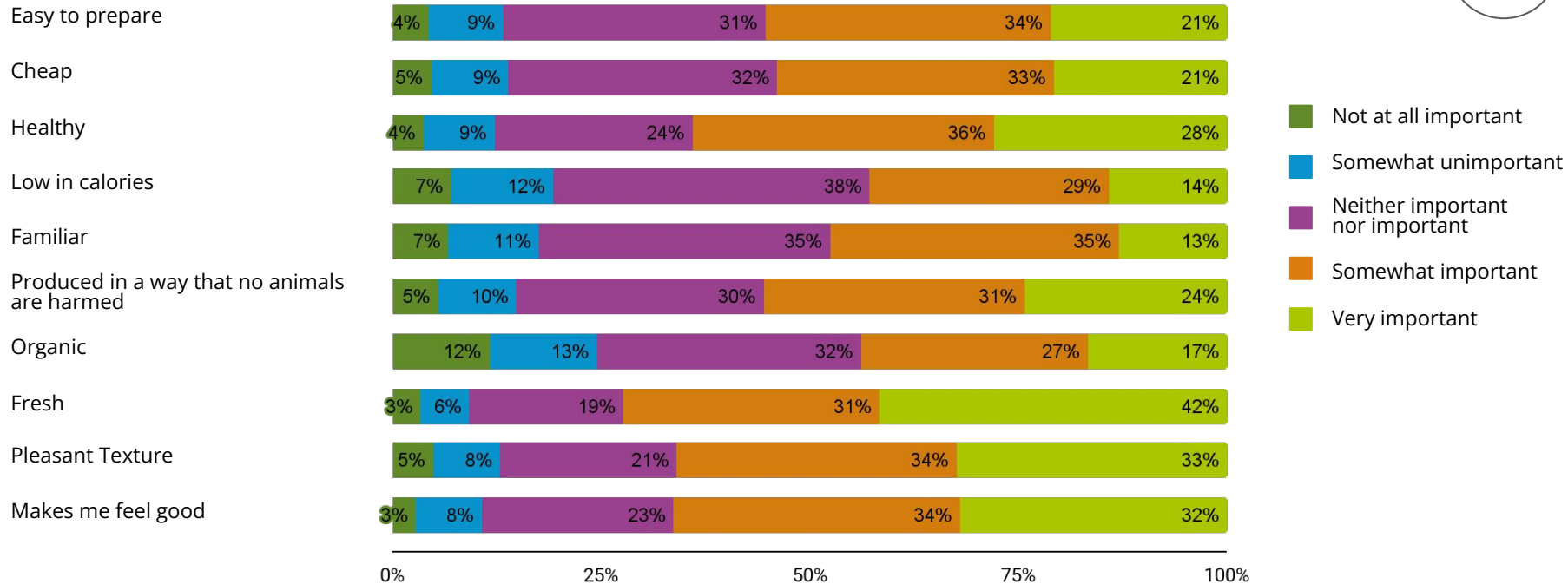
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Denmark: Important factors when choosing a food product (2/2)

Danish consumers rate good taste and freshness as the most important factors when choosing a food product.

Q25



What factors are important for you when choosing a food product? It is important to me that the food product I choose... | Single selection

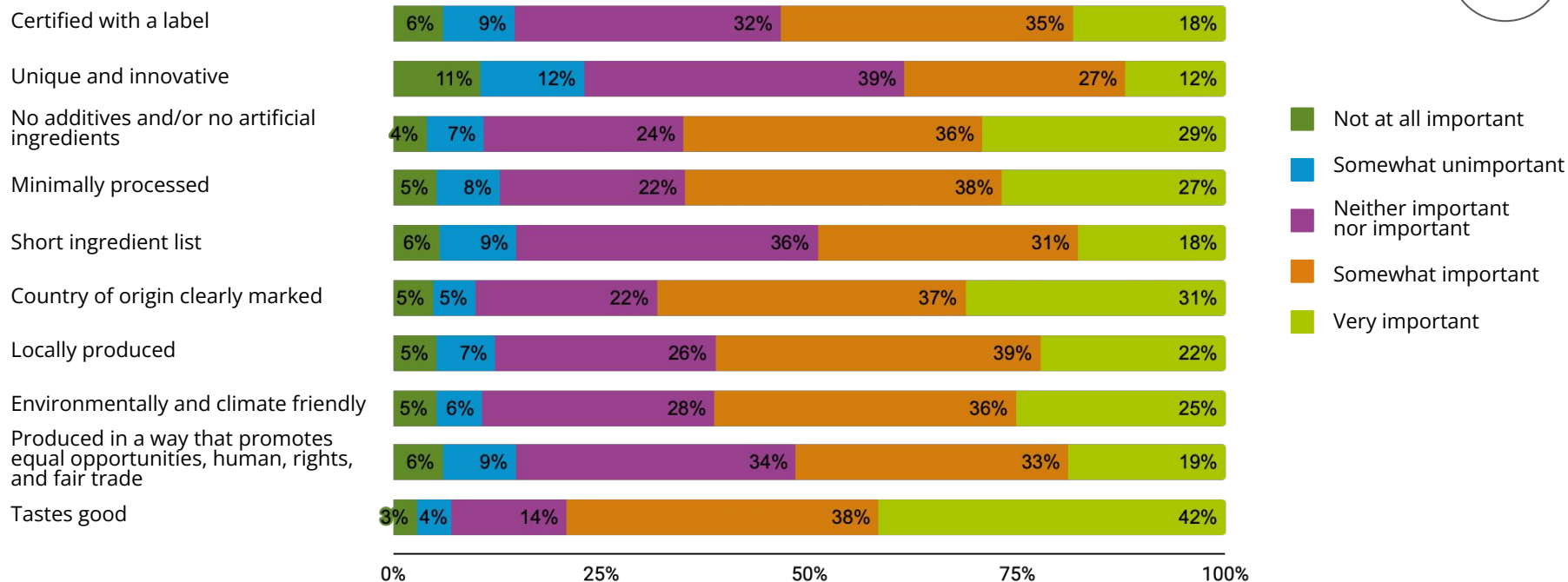
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



France: Important factors when choosing a food product (1/2)

French consumers rate good taste, freshness and healthiness as the most important factors when choosing a food product.

Q25



What factors are important for you when choosing a food product? It is important to me that the food product I choose... | Single selection

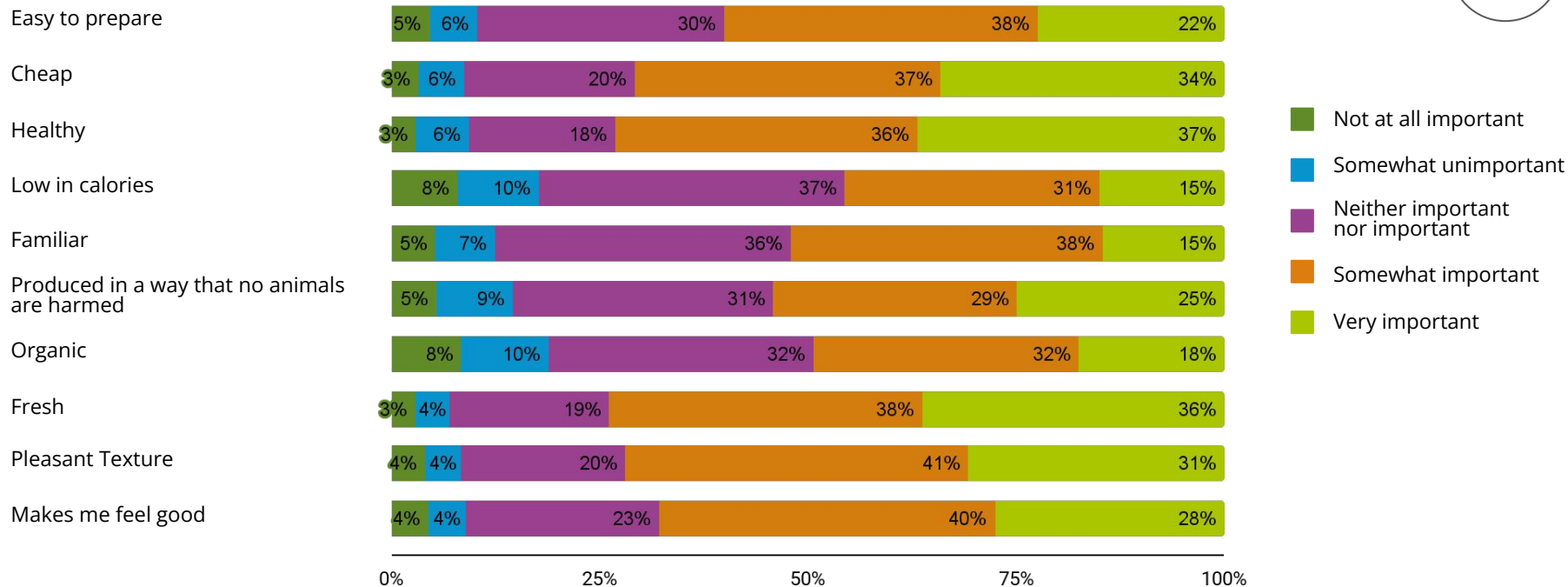
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



France: Important factors when choosing a food product (2/2)

French consumers rate good taste, freshness and healthiness as the most important factors when choosing a food product.

Q25



What factors are important for you when choosing a food product? It is important to me that the food product I choose... | Single selection

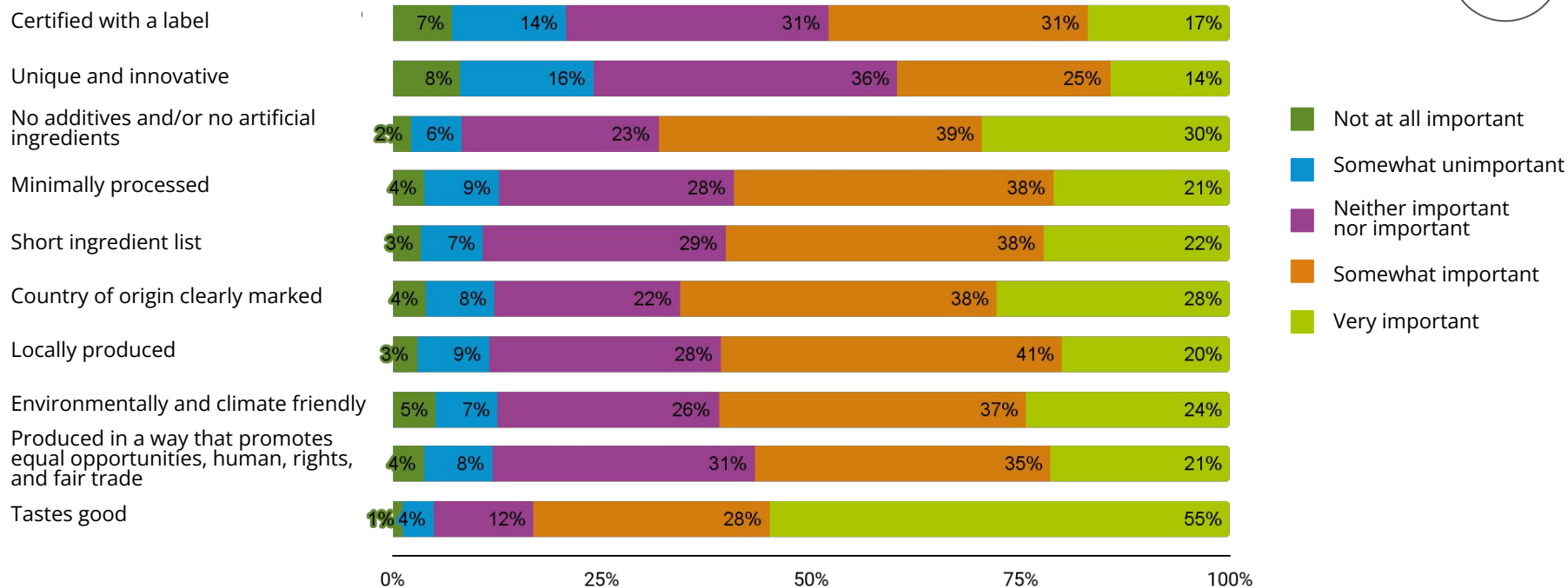
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Germany: Important factors when choosing a food product (1/2)

German consumers rate good taste and freshness as the most important factors when choosing a food product.

Q25



What factors are important for you when choosing a food product? It is important to me that the food product I choose... | Single selection

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

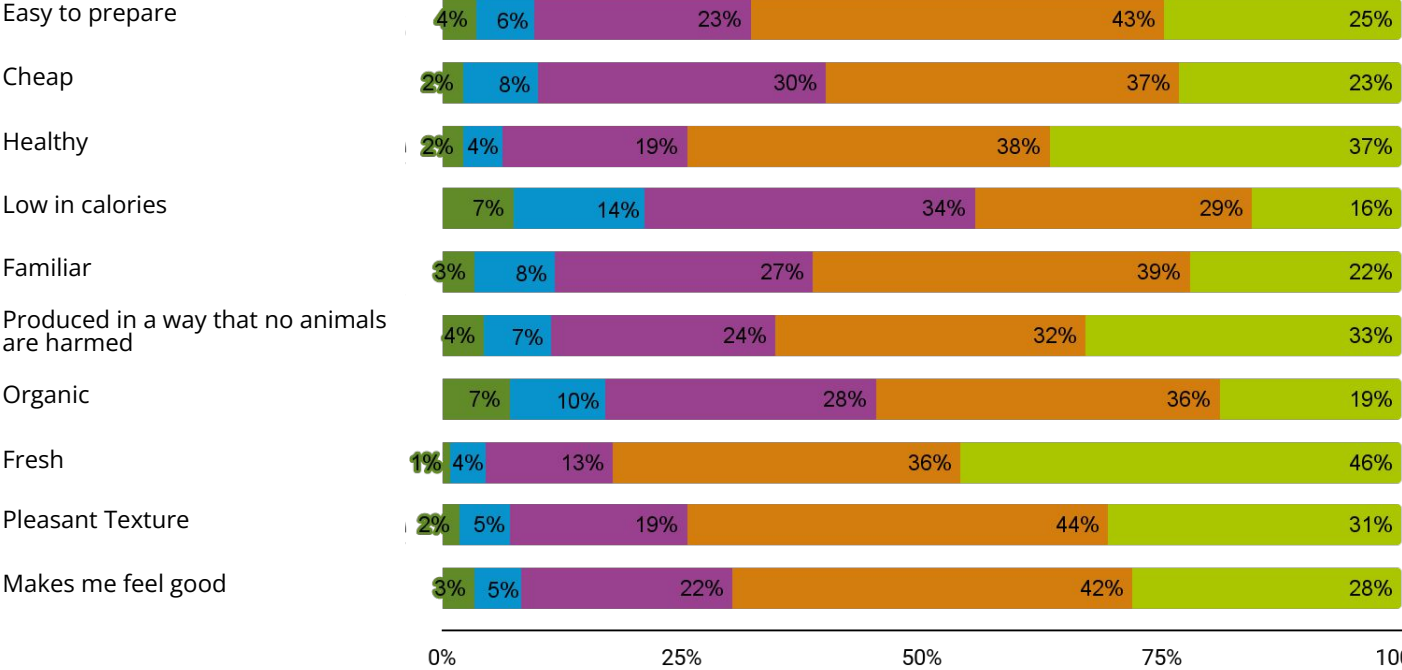


Germany: Important factors when choosing a food product (2/2)



Q25

German consumers rate good taste and freshness as most important when choosing a food product.



- Not at all important
- Somewhat unimportant
- Neither important nor important
- Somewhat important
- Very important

What factors are important for you when choosing a food product? It is important to me that the food product I choose... | Single selection

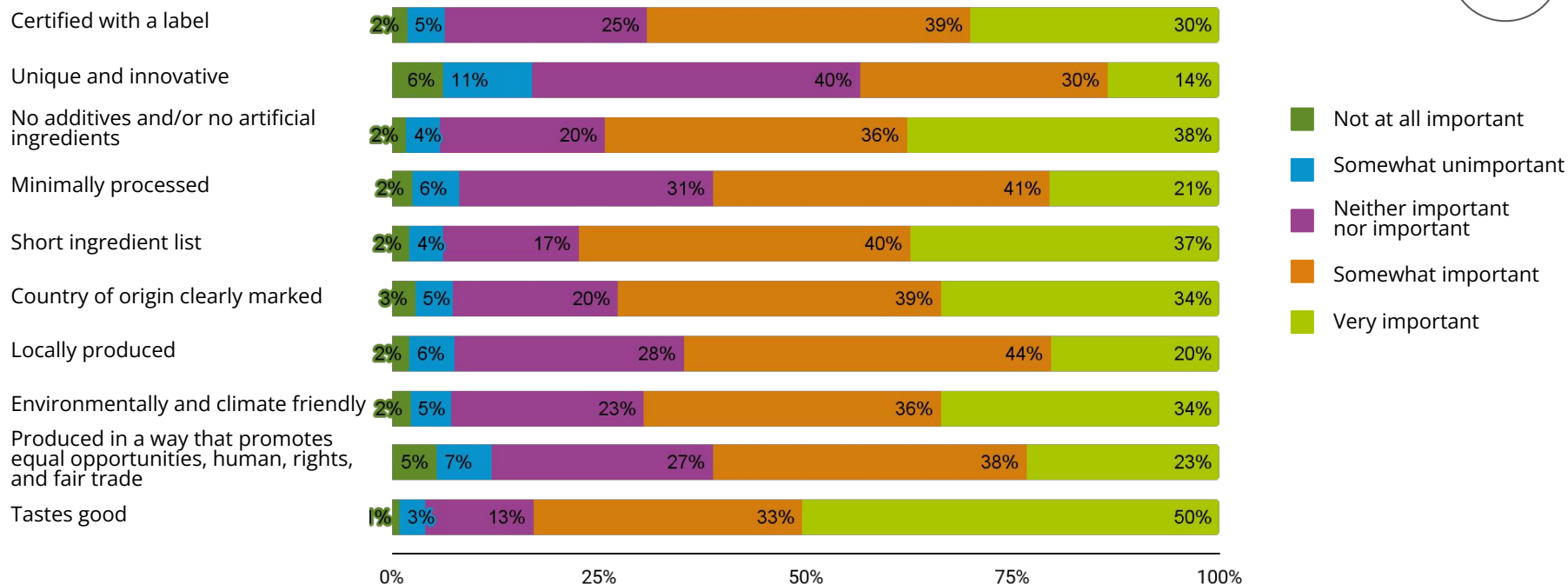
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Italy: Important factors when choosing a food product (1/2)

Italian consumers rate good taste and freshness as the most important factors when choosing a food product.

Q25



What factors are important for you when choosing a food product? It is important to me that the food product I choose... | Single selection

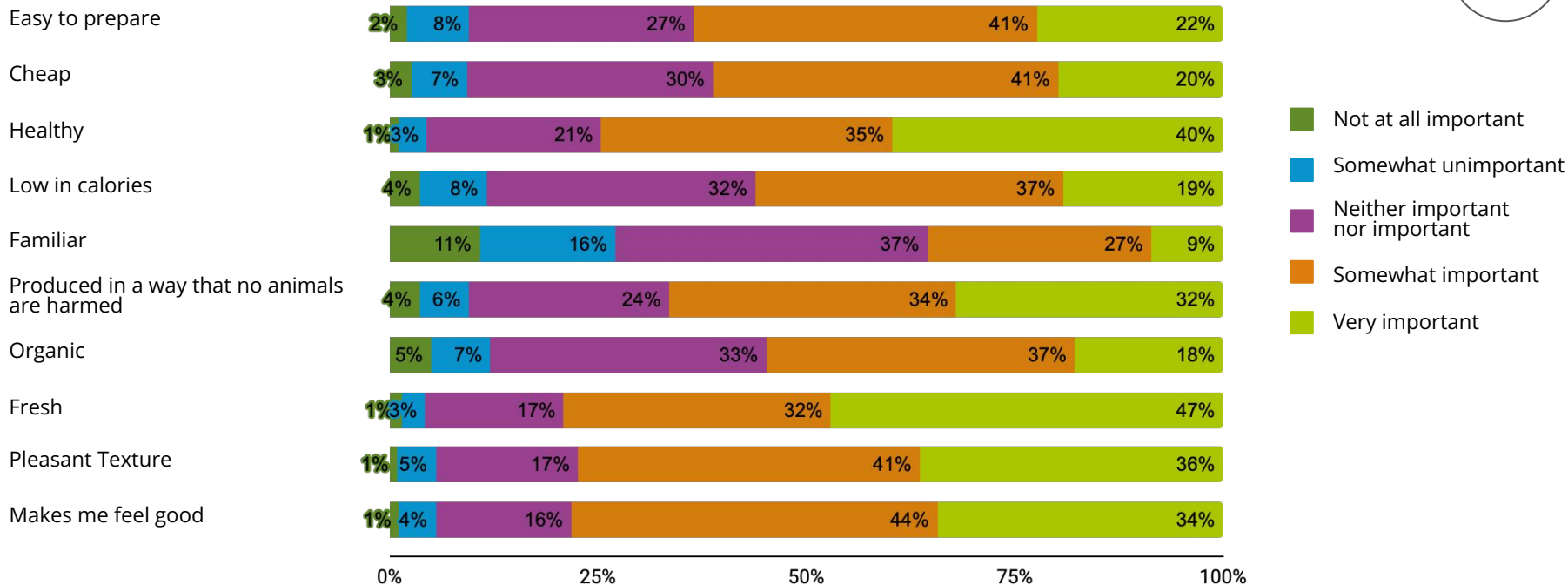
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Italy: Important factors when choosing a food product (2/2)

Italian consumers rate good taste and freshness as the most important factors when choosing a food product.

Q25



What factors are important for you when choosing a food product? It is important to me that the food product I choose... | Single selection

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

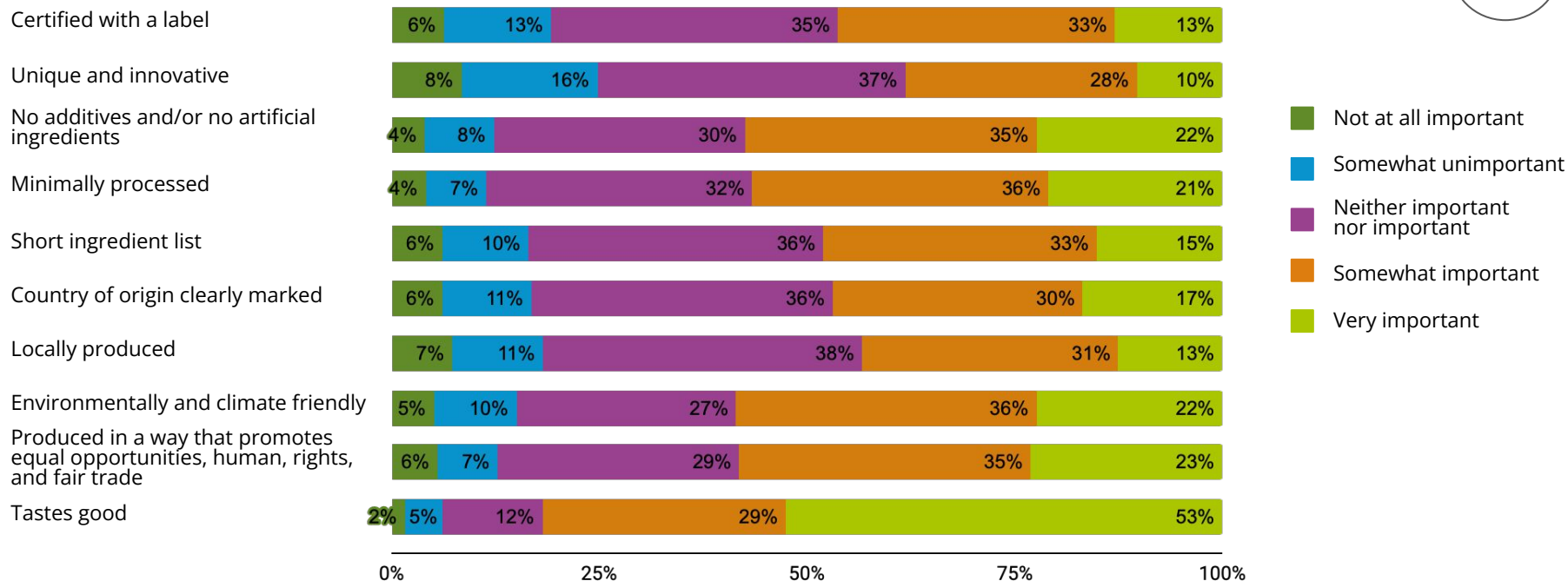


Netherlands: Important factors when choosing a food product (1/2)



Q25

Dutch consumers rate good taste and freshness as the most important factors when choosing a food product.



What factors are important for you when choosing a food product? It is important to me that the food product I choose... | Single selection

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

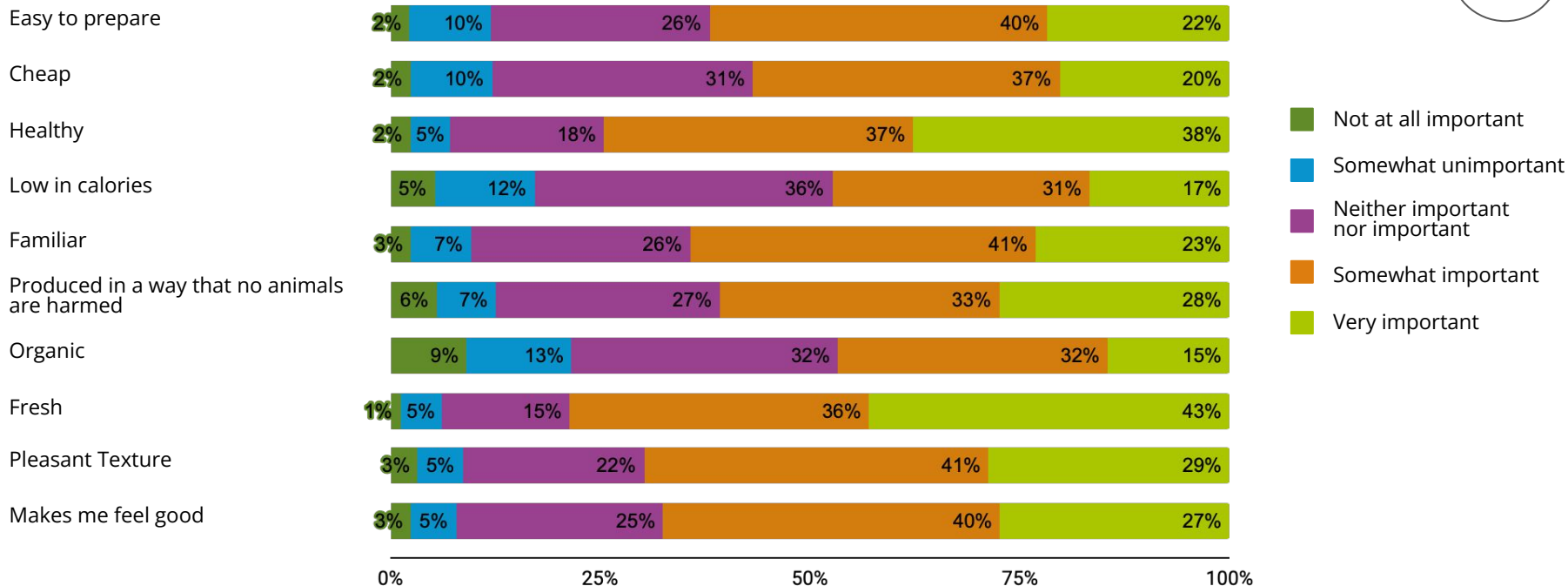


Netherlands: Important factors when choosing a food product (2/2)



Q25

Dutch consumers rate good taste and freshness as the most important factors when choosing a food product.



What factors are important for you when choosing a food product? It is important to me that the food product I choose... | Single selection

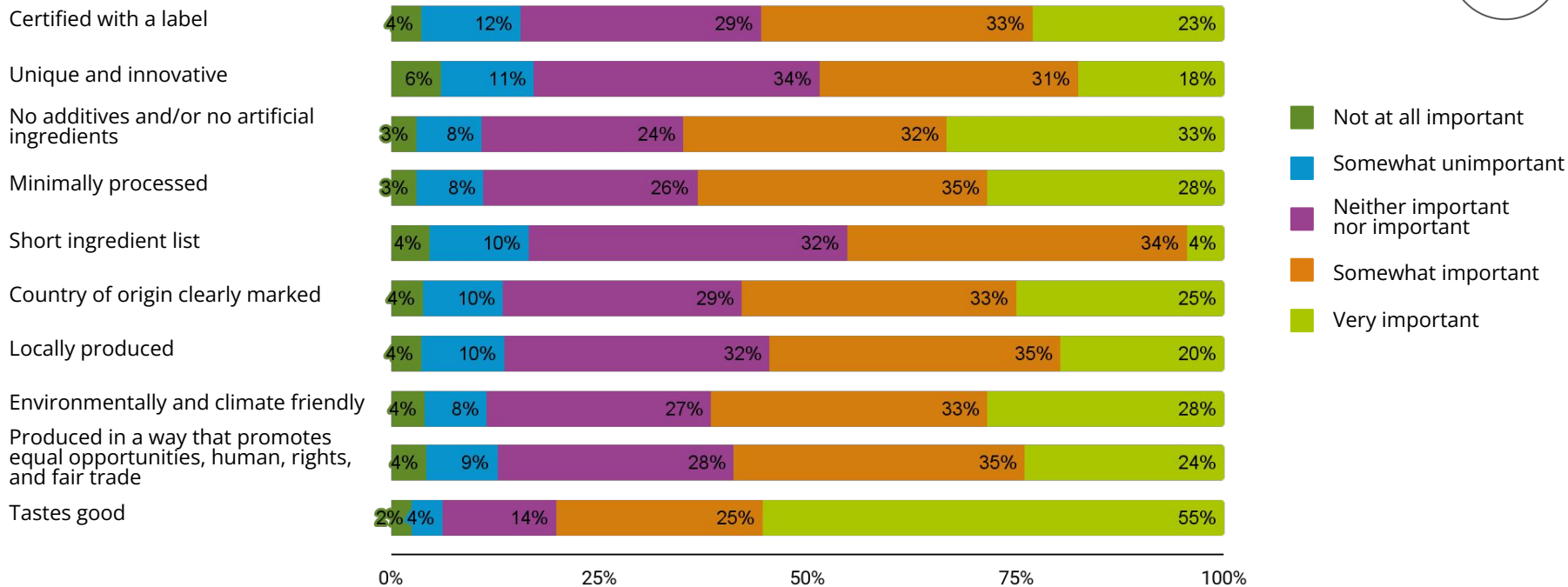
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Poland: Important factors when choosing a food product (1/2)

Polish consumers rate good taste, healthiness, and freshness as the most important factors when choosing a food product.

Q25



What factors are important for you when choosing a food product? It is important to me that the food product I choose... | Single selection

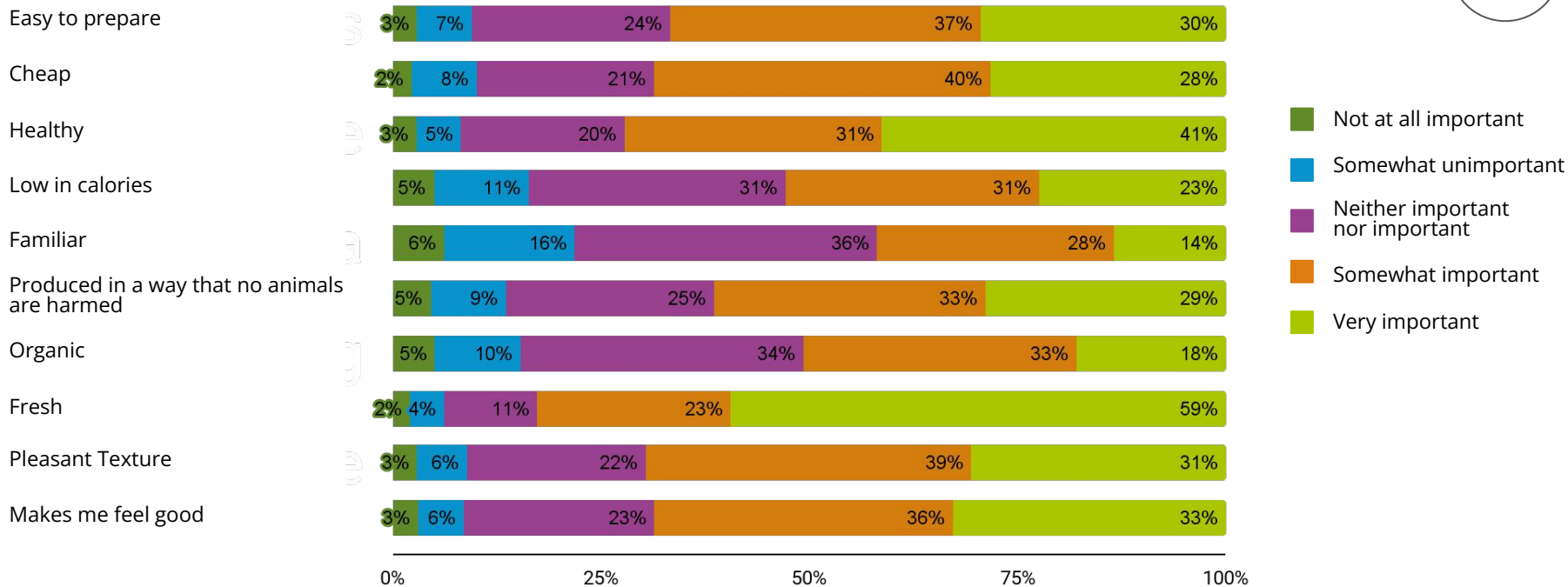
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Poland: Important factors when choosing a food product (2/2)

Polish consumers rate good taste, healthiness, and freshness as the most important factors when choosing a food product.

Q25



What factors are important for you when choosing a food product? It is important to me that the food product I choose... | Single selection

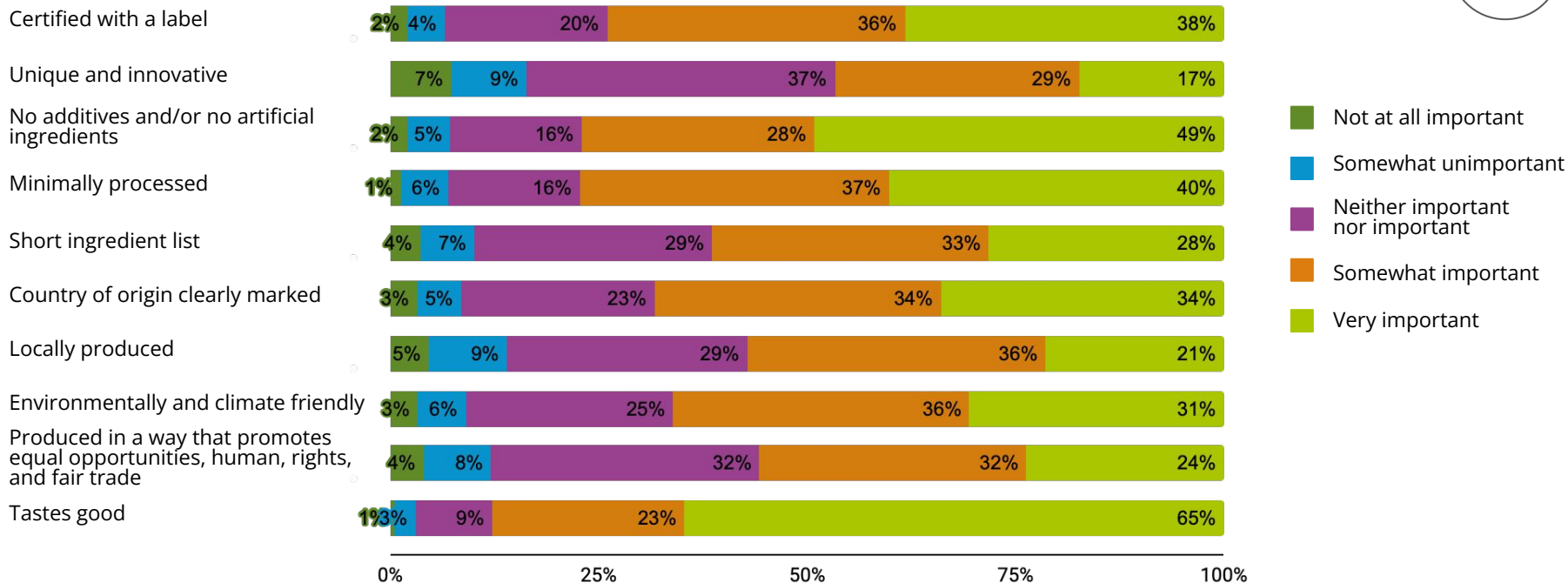
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Romania: Important factors when choosing a food product (1/2)

Romanian consumers rate good taste, healthiness, and freshness as the most important factors when choosing a food product.

Q25



What factors are important for you when choosing a food product? It is important to me that the food product I choose... | Single selection

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

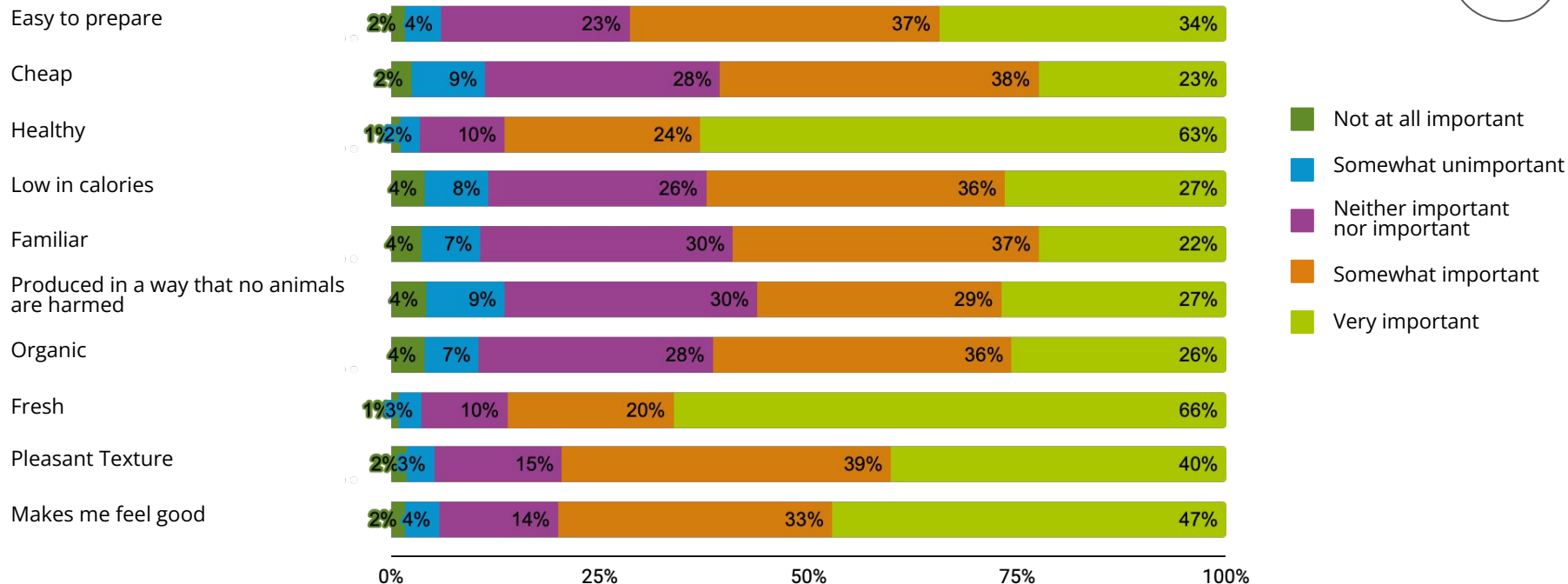


Romania: Important factors when choosing a food product (2/2)



Q25

Romanian consumers rate good taste, healthiness, and freshness as the most important factors when choosing a food product.



What factors are important for you when choosing a food product? It is important to me that the food product I choose... | Single selection

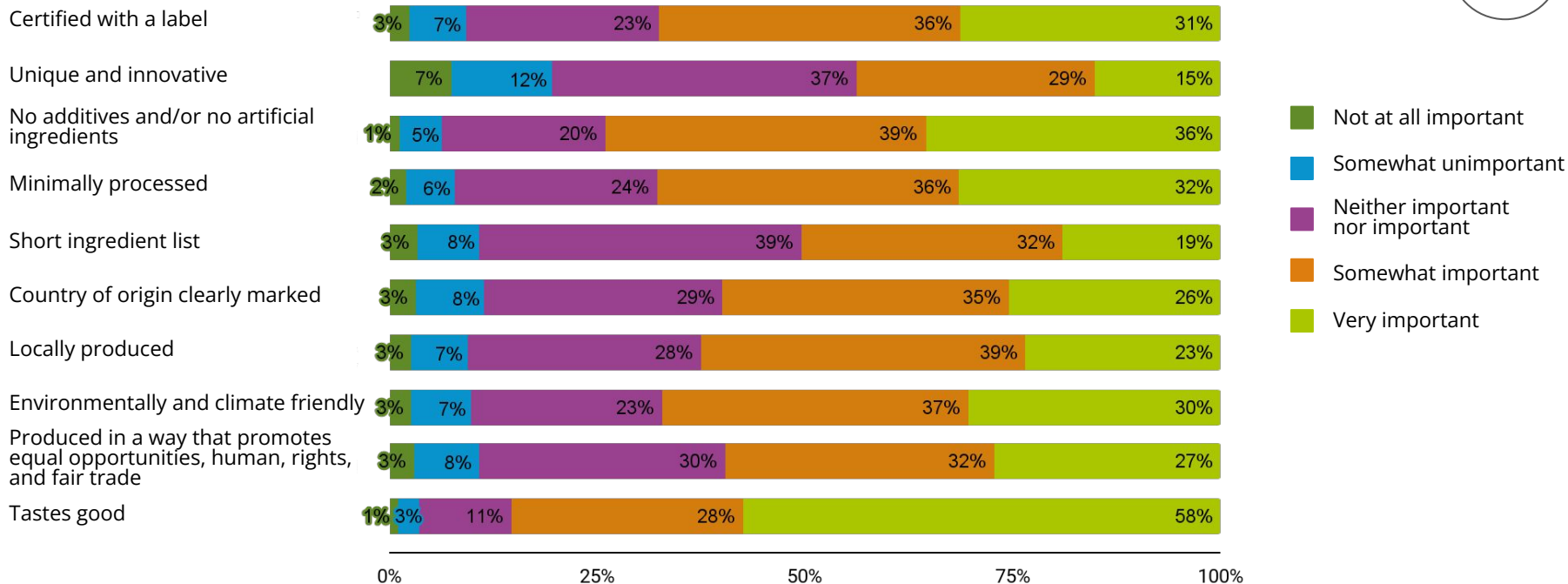
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Spain: Important factors when choosing a food product (1/2)

Spanish consumers rate good taste and that the food makes them feel good as the most important factors when choosing a food product.

Q25



What factors are important for you when choosing a food product? It is important to me that the food product I choose... | Single selection

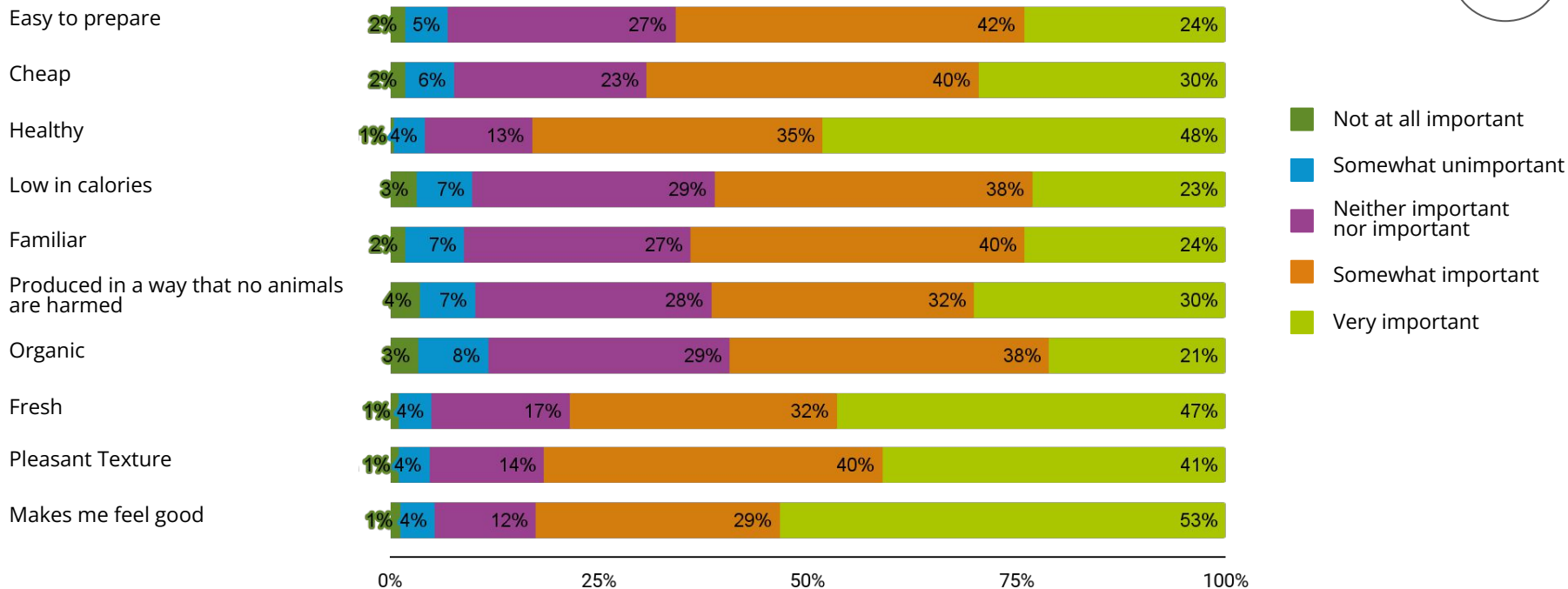
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Spain: Important factors when choosing a food product (2/2)

Spanish consumers rate good taste and that the food makes them feel good as the most important factors when choosing a food product.

Q25



What factors are important for you when choosing a food product? It is important to me that the food product I choose... | Single selection

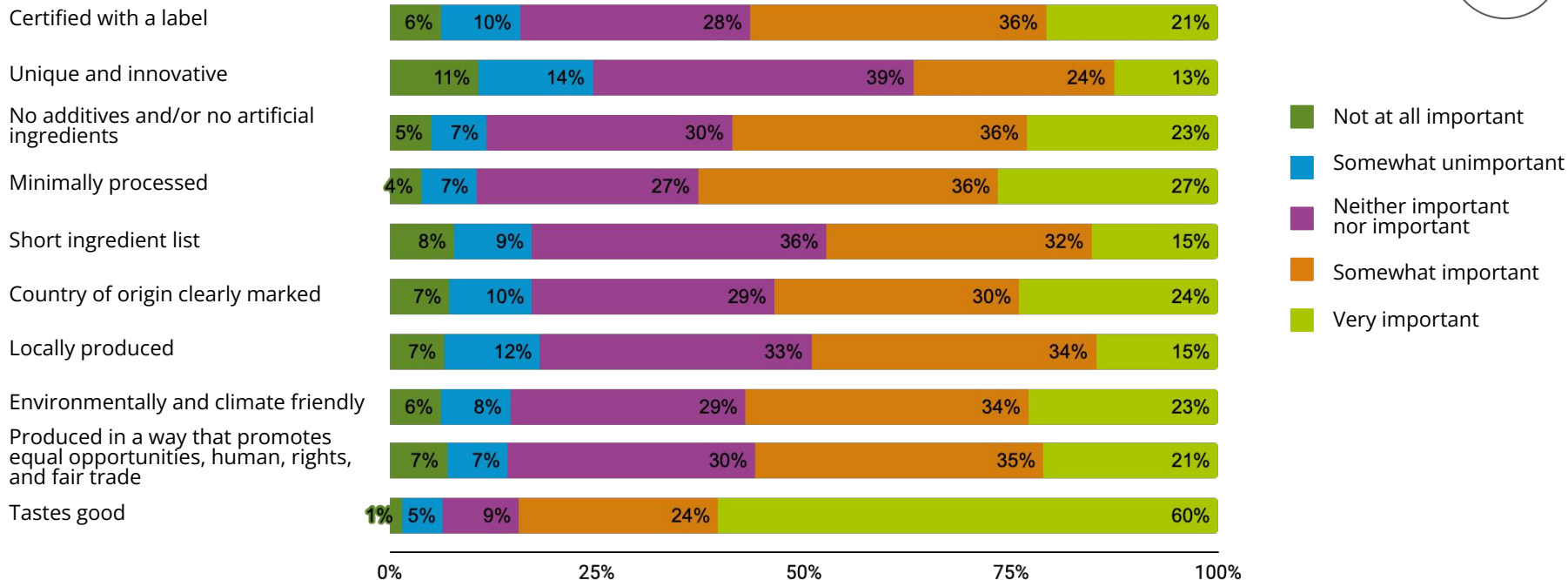
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



UK: Important factors when choosing a food product (1/2)

UK consumers rate good taste, freshness, and pleasant texture as the most important factors when choosing a food product.

Q25



What factors are important for you when choosing a food product? It is important to me that the food product I choose... | Single selection

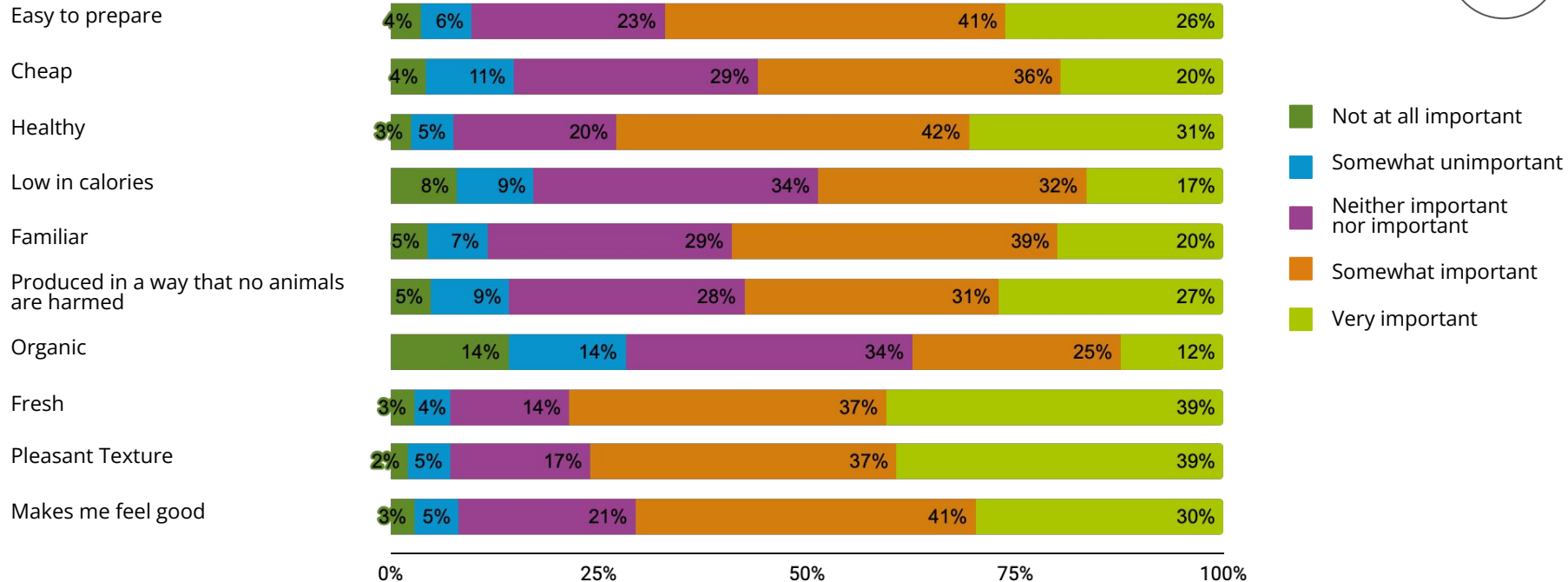
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



UK: Important factors when choosing a food product (2/2)

UK consumers rate good taste, freshness, and pleasant texture as the most important factors when choosing a food product.

Q25



What factors are important for you when choosing a food product? It is important to me that the food product I choose... | Single selection

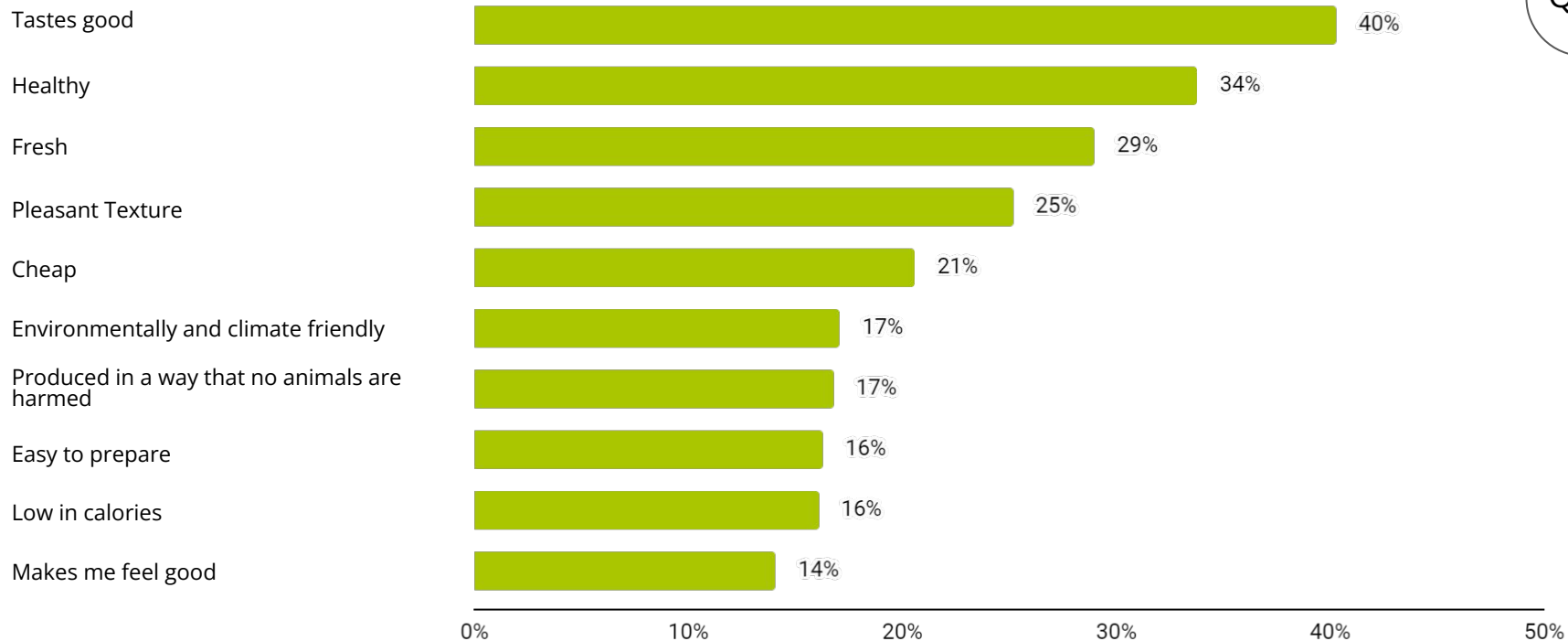
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

Q26 “What are the most important factors when choosing a plant-based/vegan food product?”

Total: Important factors when choosing a plant-based/vegan food product (1/2)

European consumers think good taste, healthiness, and freshness are the most important factors when choosing a plant-based food product.

Q26



What are the most important factors when choosing a plant-based/vegan food product? Please select a maximum of five answers. | Multiple selection | People who selected 'None': 13%

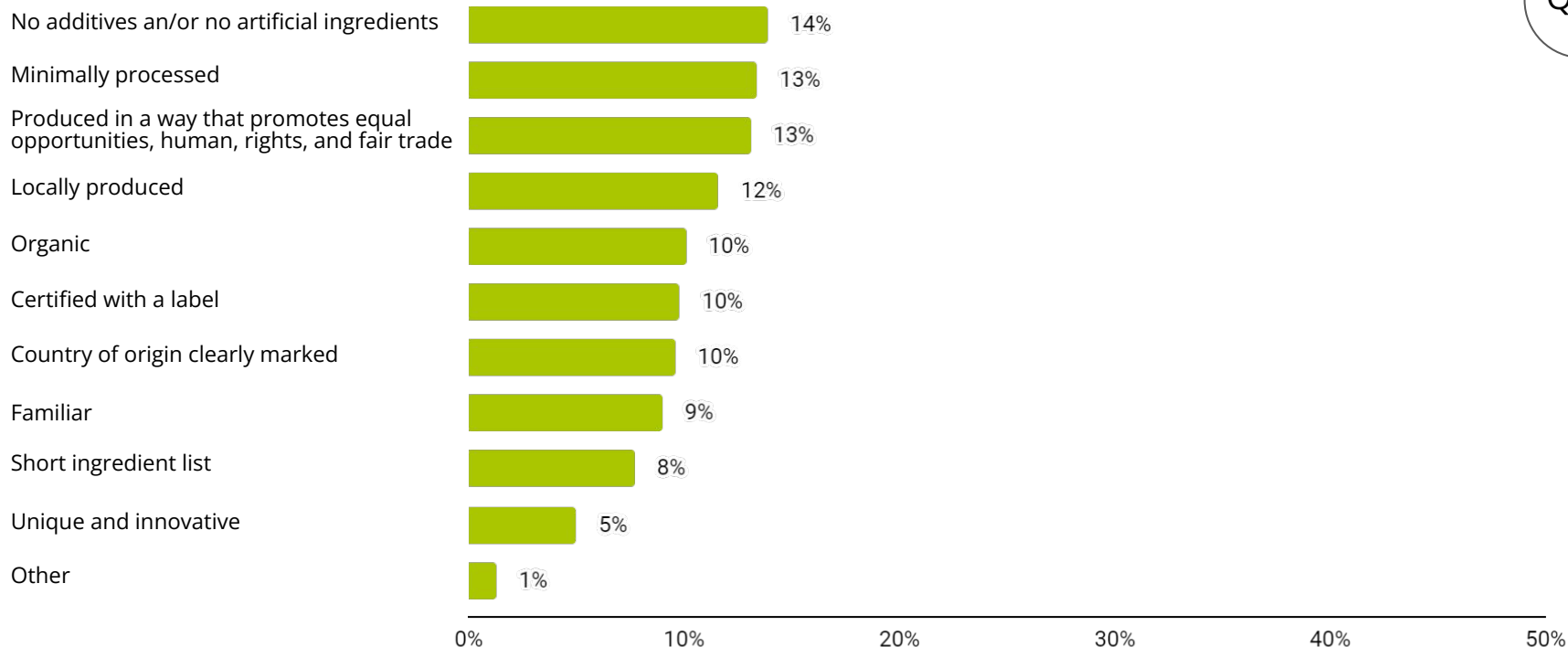
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

Total: Important factors when choosing a plant-based/vegan food product (2/2)



European consumers think good taste, healthiness, and freshness are the most important factors when choosing a plant-based food product.

Q26



What are the most important factors when choosing a plant-based/vegan food product? Please select a maximum of five answers. | Multiple selection | People who selected 'None': 13%

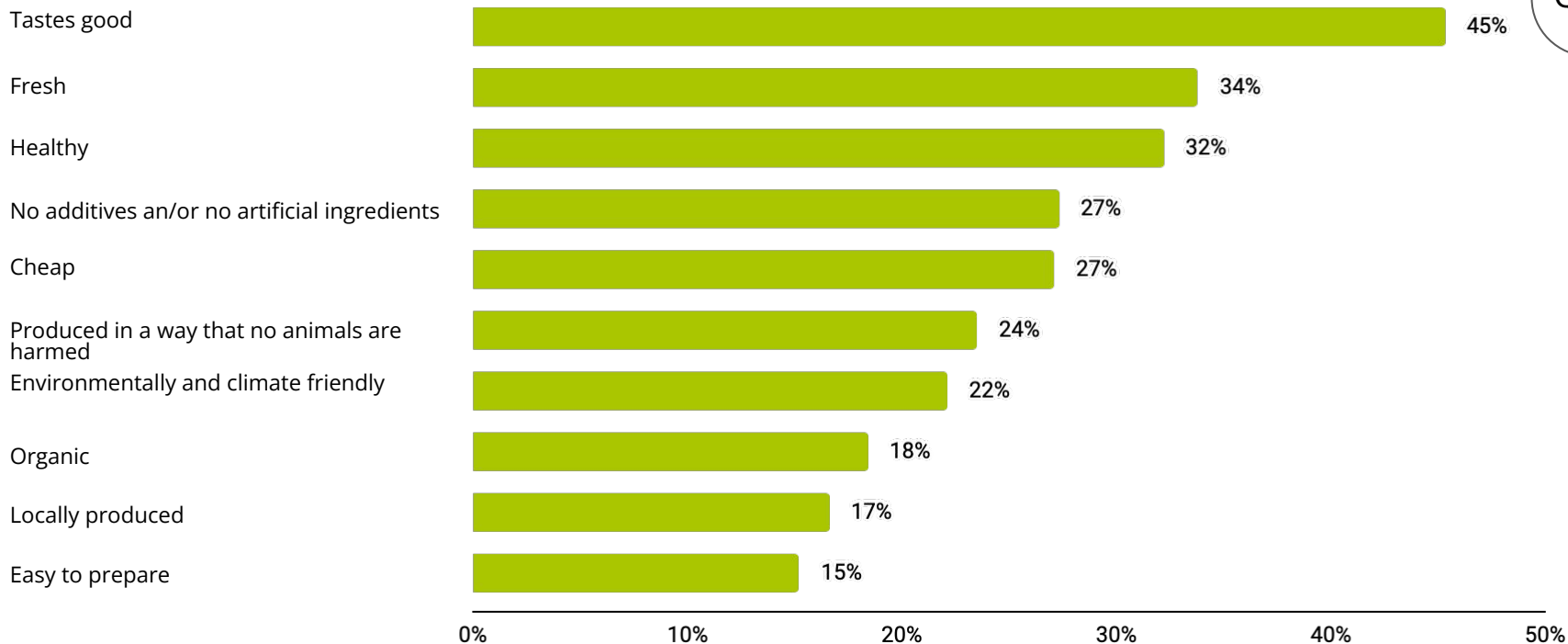
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Austria: Important factors when choosing a plant-based/vegan food product (1/2)

Austrian consumers think that good taste and freshness are the most important factors when choosing a plant-based food product.

Q26



What are the most important factors when choosing a plant-based/vegan food product? Please select a maximum of five answers. | Multiple selection | People who selected 'None': 14%

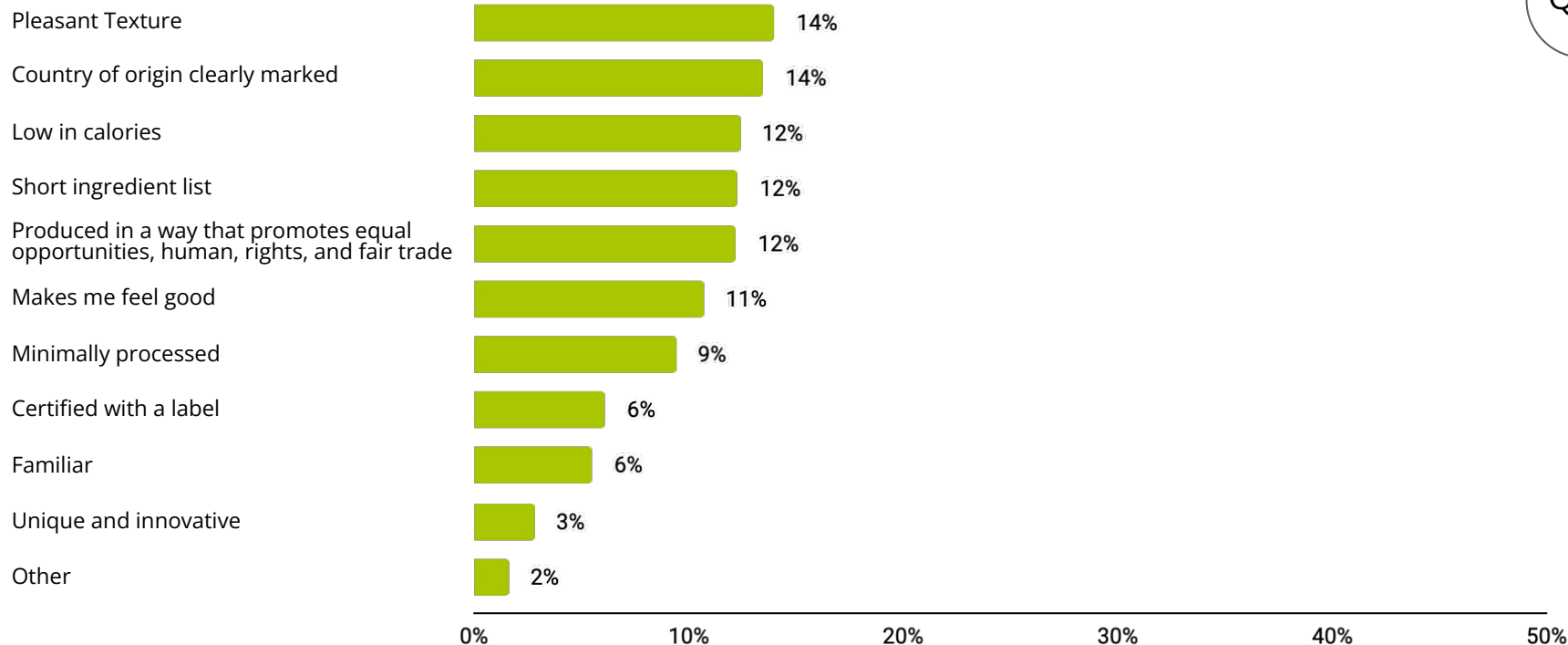
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Austria: Important factors when choosing a plant-based/vegan food product (2/2)

Austrian consumers think that good taste and freshness are the most important factors when choosing a plant-based food product.

Q26



What are the most important factors when choosing a plant-based/vegan food product? Please select a maximum of five answers. | Multiple selection | People who selected 'None': 14%

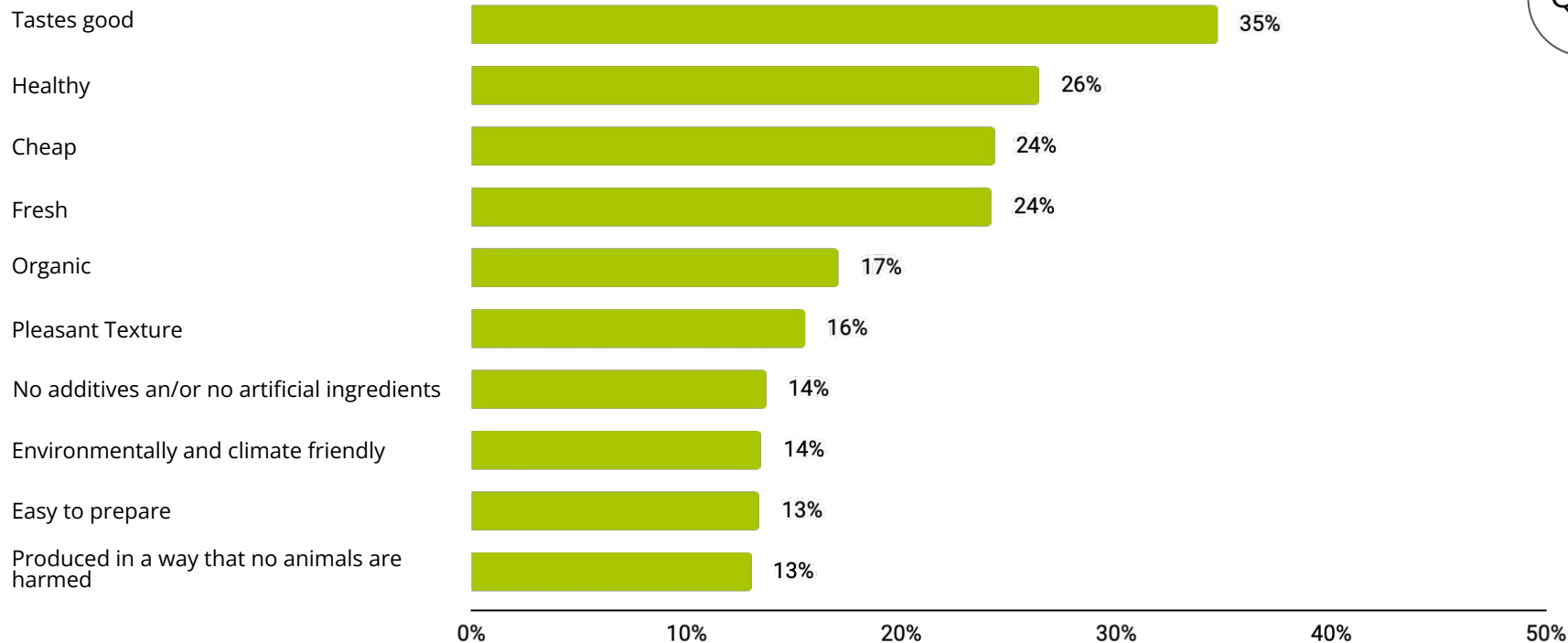
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Denmark: Important factors when choosing a plant-based/vegan food product (1/2)

Danish consumers think that good taste and healthiness are the most important factors when choosing a plant-based food product.

Q26



What are the most important factors when choosing a plant-based/vegan food product? Please select a maximum of five answers. | Multiple selection | People who selected 'None': 20%

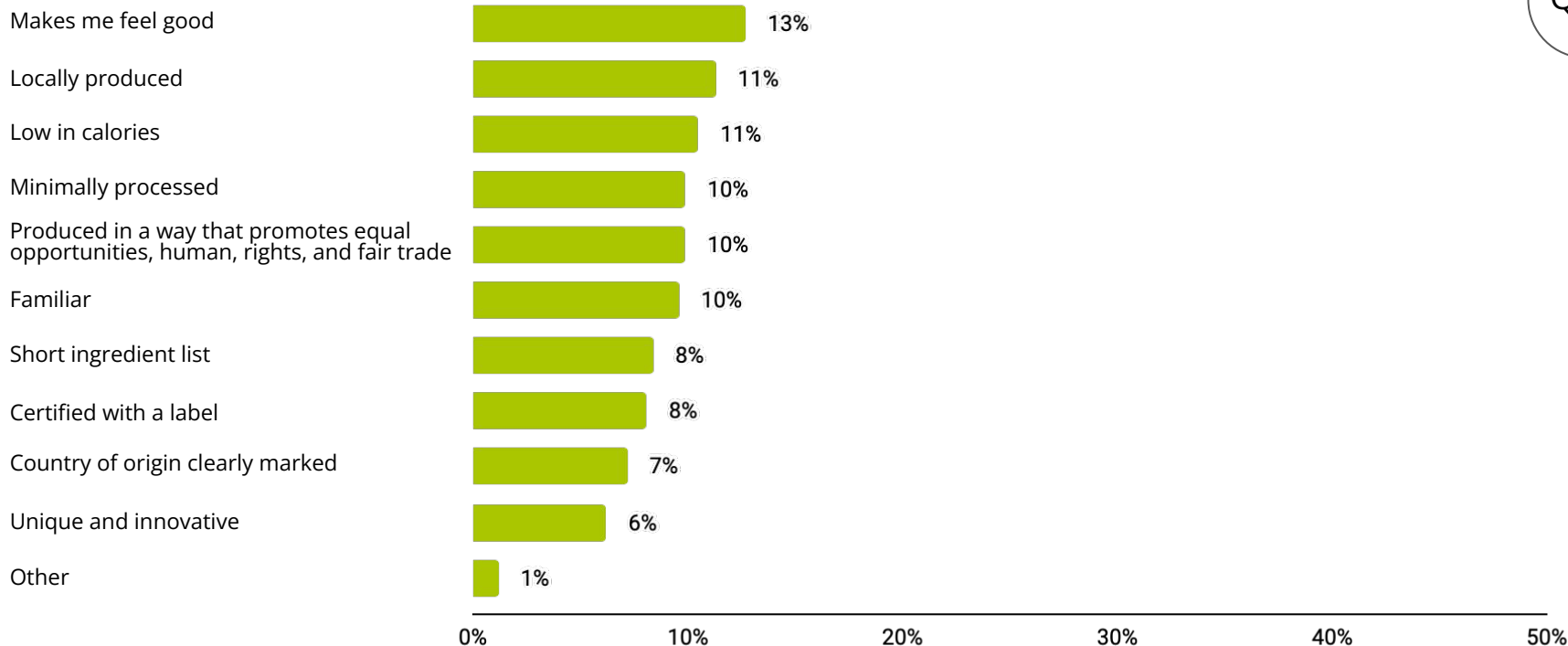
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Denmark: Important factors when choosing a plant-based/vegan food product (2/2)

Danish consumers think that good taste and healthiness are the most important factors when choosing a plant-based food product.

Q26



What are the most important factors when choosing a plant-based/vegan food product? Please select a maximum of five answers. | Multiple selection | People who selected 'None': 20%

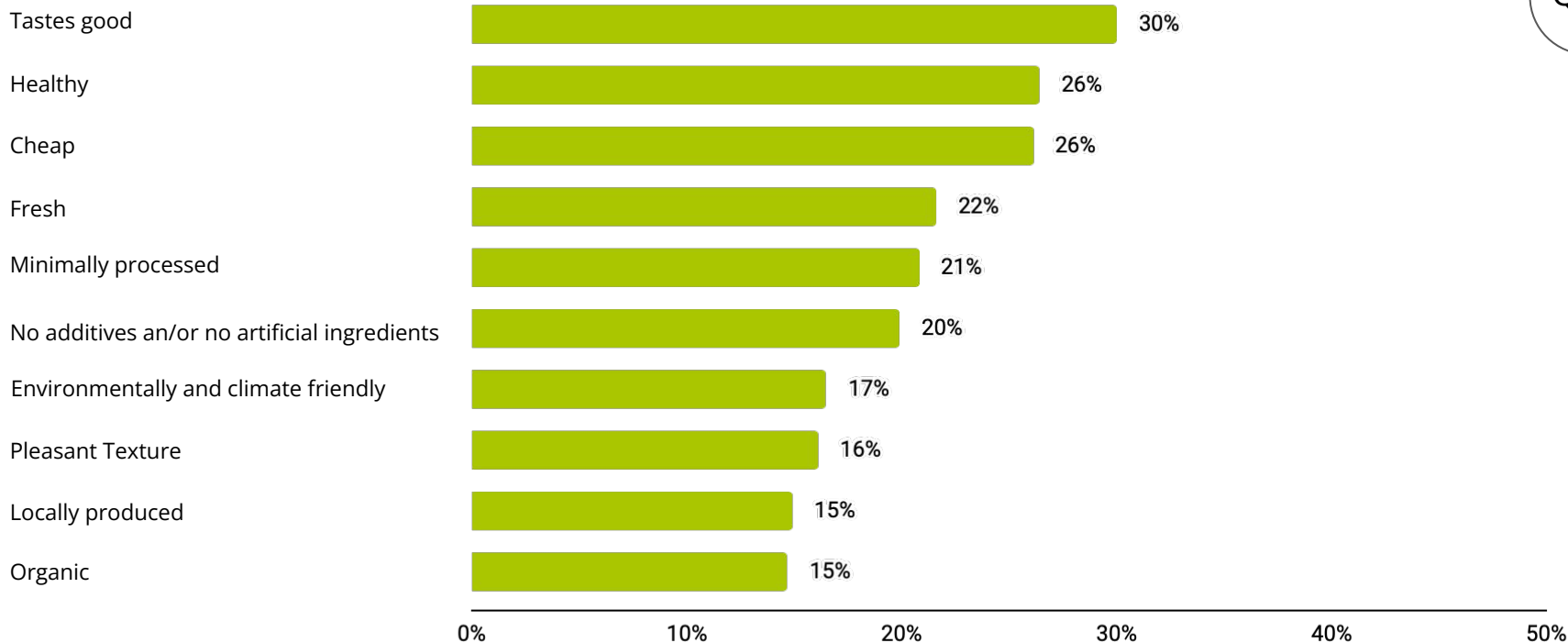
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



France: Important factors when choosing a plant-based/vegan food product (1/2)

French consumers think that good taste and healthiness are the most important factors when choosing a plant-based food product.

Q26



What are the most important factors when choosing a plant-based/vegan food product? Please select a maximum of five answers. | Multiple selection | People who selected 'None': 17%

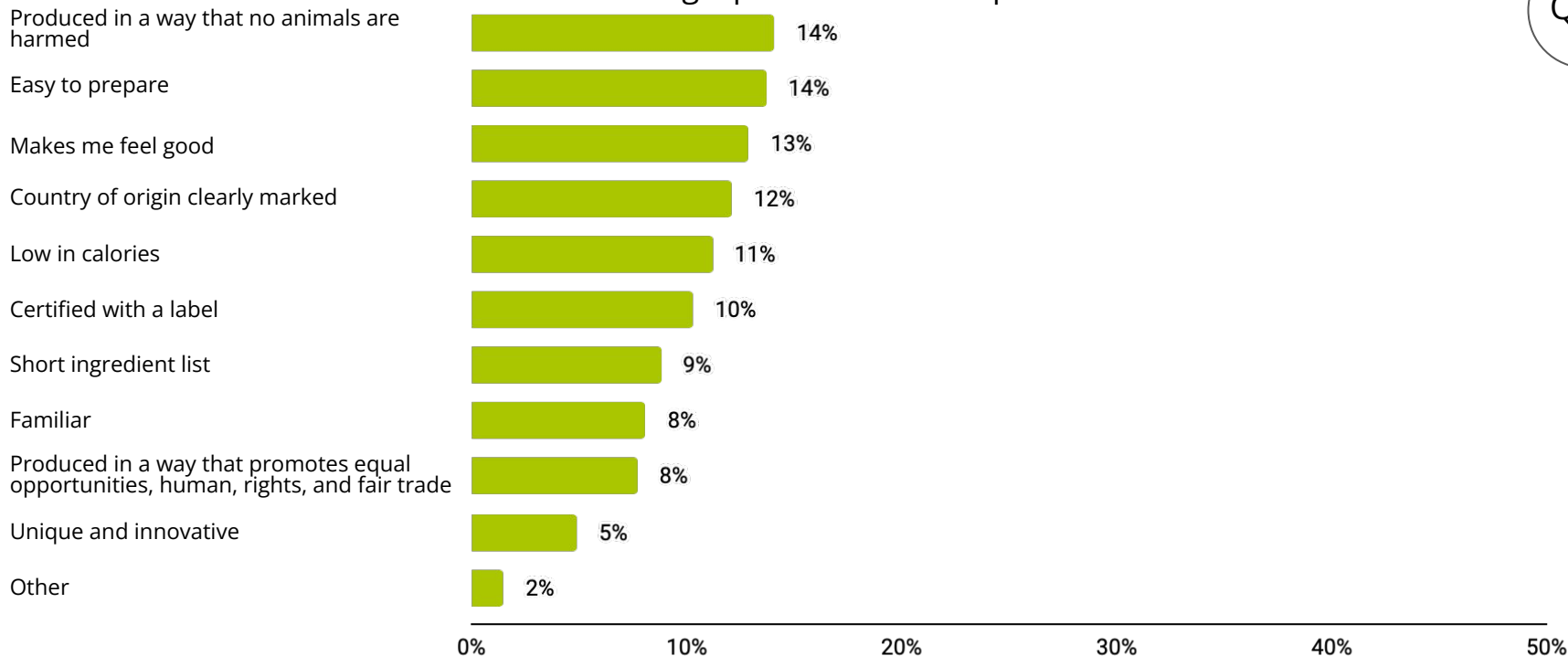
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



France: Important factors when choosing a plant-based/vegan food product (2/2)

French consumers think that good taste and healthiness are the most important factors when choosing a plant-based food product.

Q26



What are the most important factors when choosing a plant-based/vegan food product? Please select a maximum of five answers. | Multiple selection | People who selected 'None': 17%

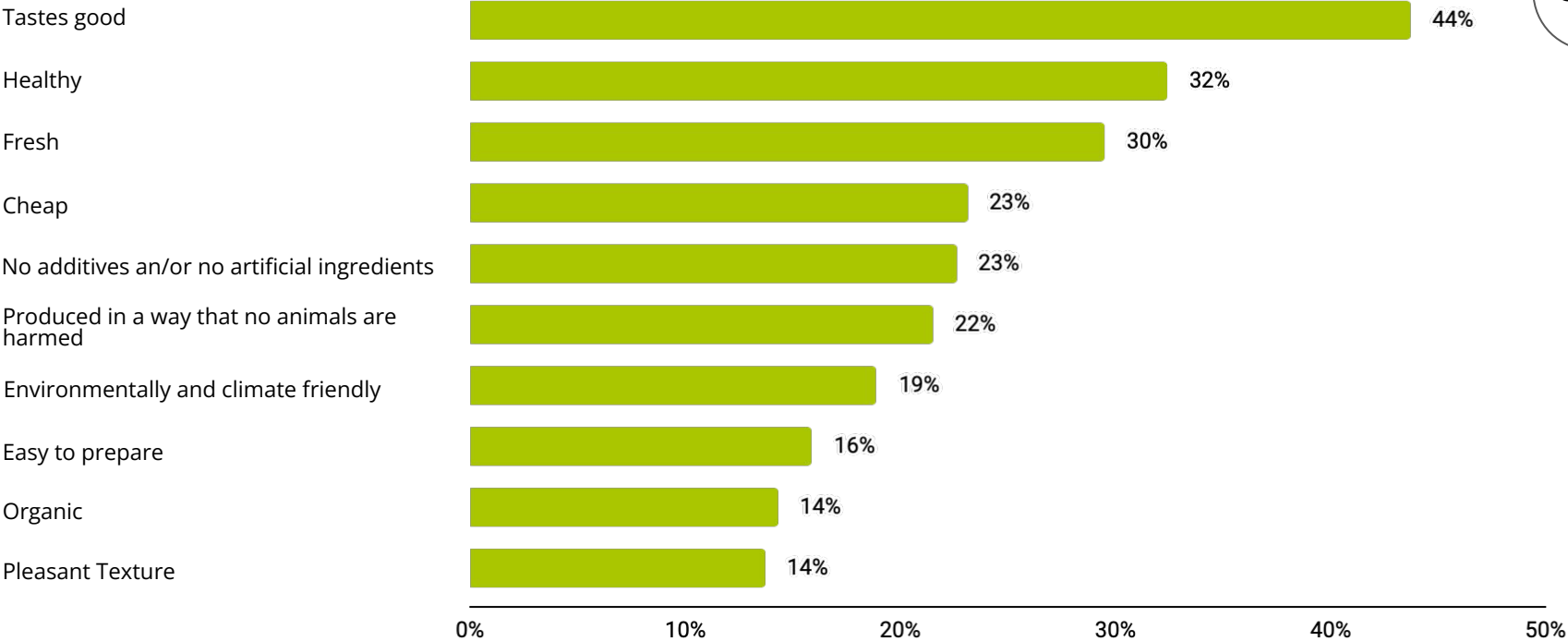
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Germany: Important factors when choosing a plant-based/vegan food product (1/2)

German consumers think that good taste and healthiness are the most important factors when choosing a plant-based food product.

Q26



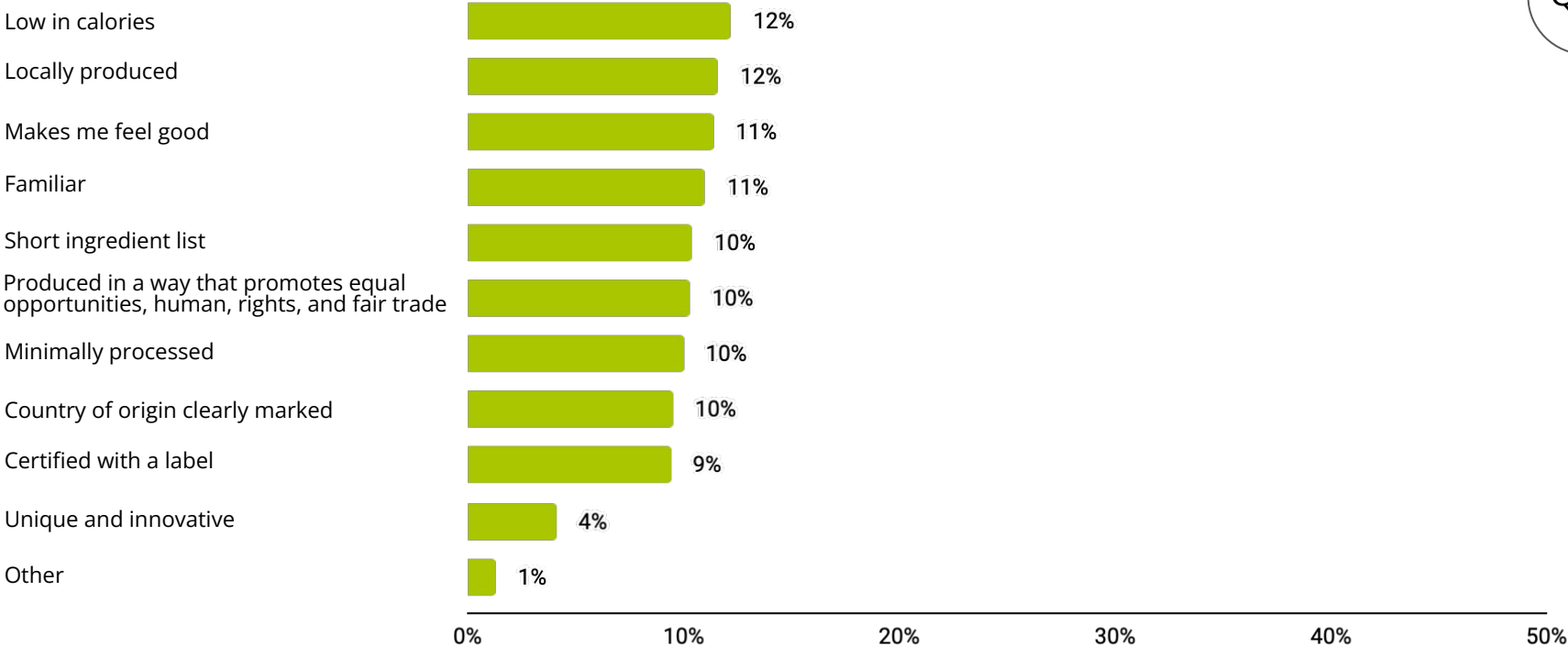
What are the most important factors when choosing a plant-based/vegan food product? Please select a maximum of five answers. | Multiple selection | People who selected 'None': 13%



Germany: Important factors when choosing a plant-based/vegan food product (2/2)

German consumers think that good taste and healthiness are the most important factors when choosing a plant-based food product.

Q26

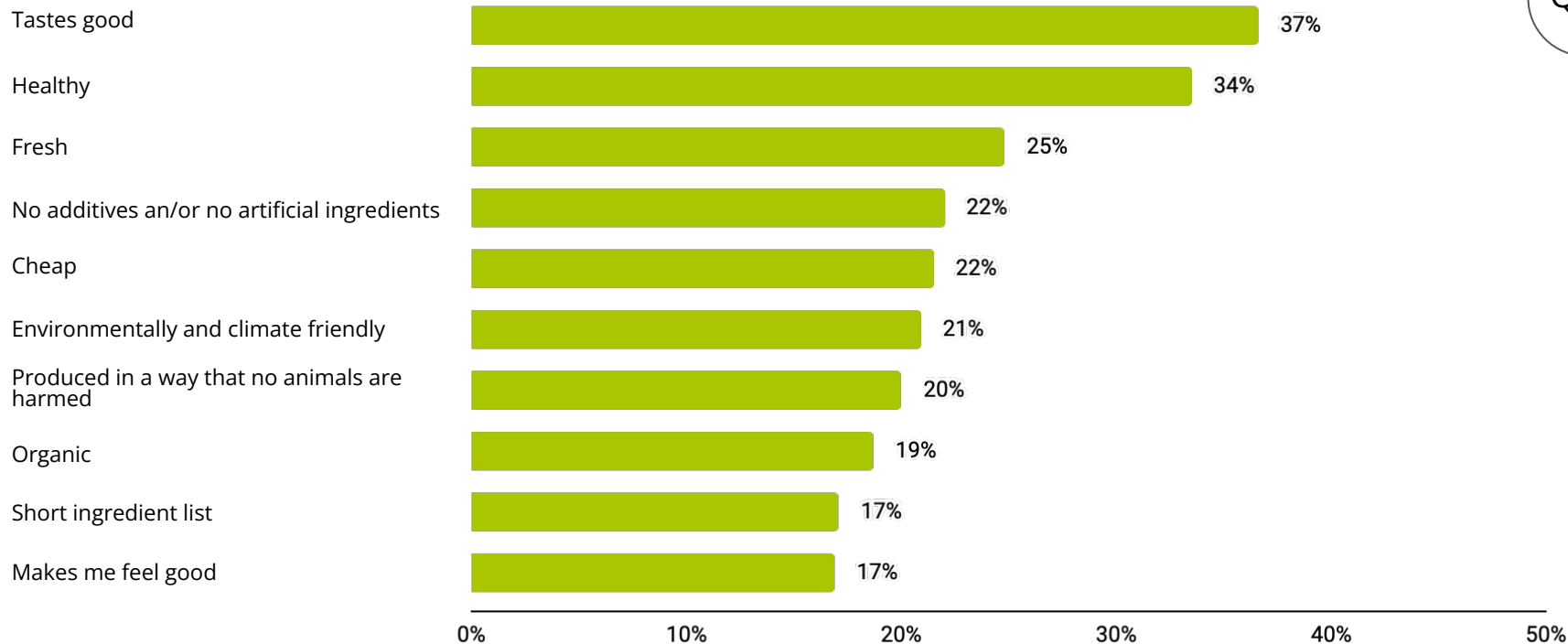




Italy: Important factors when choosing a plant-based/vegan food product (1/2)

Italian consumers think that good taste and healthiness are the most important factors when choosing a plant-based food product.

Q26



What are the most important factors when choosing a plant-based/vegan food product? Please select a maximum of five answers. | Multiple selection | People who selected 'None': 10%

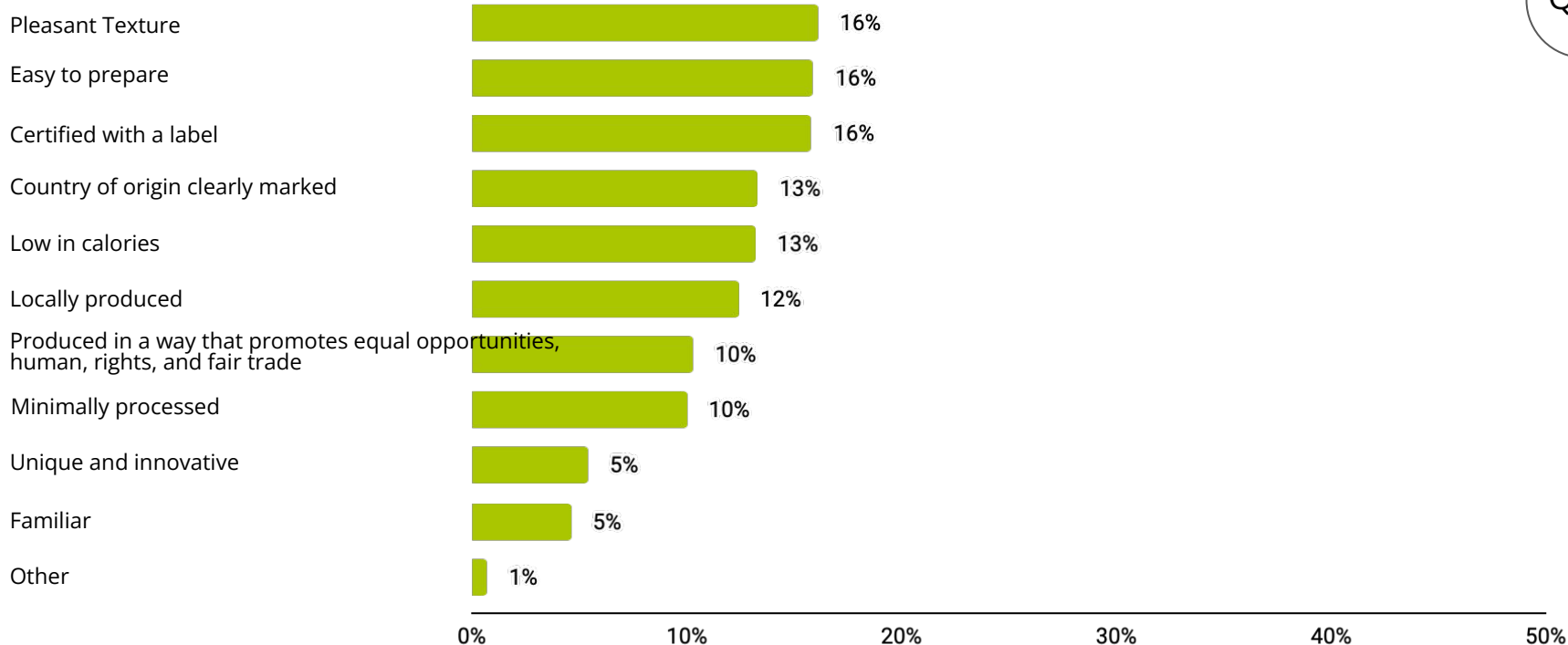
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Italy: Important factors when choosing a plant-based/vegan food product (2/2)

Italian consumers think that good taste and healthiness are the most important factors when choosing a plant-based food product.

Q26



What are the most important factors when choosing a plant-based/vegan food product? Please select a maximum of five answers. | Multiple selection | People who selected 'None': 10%

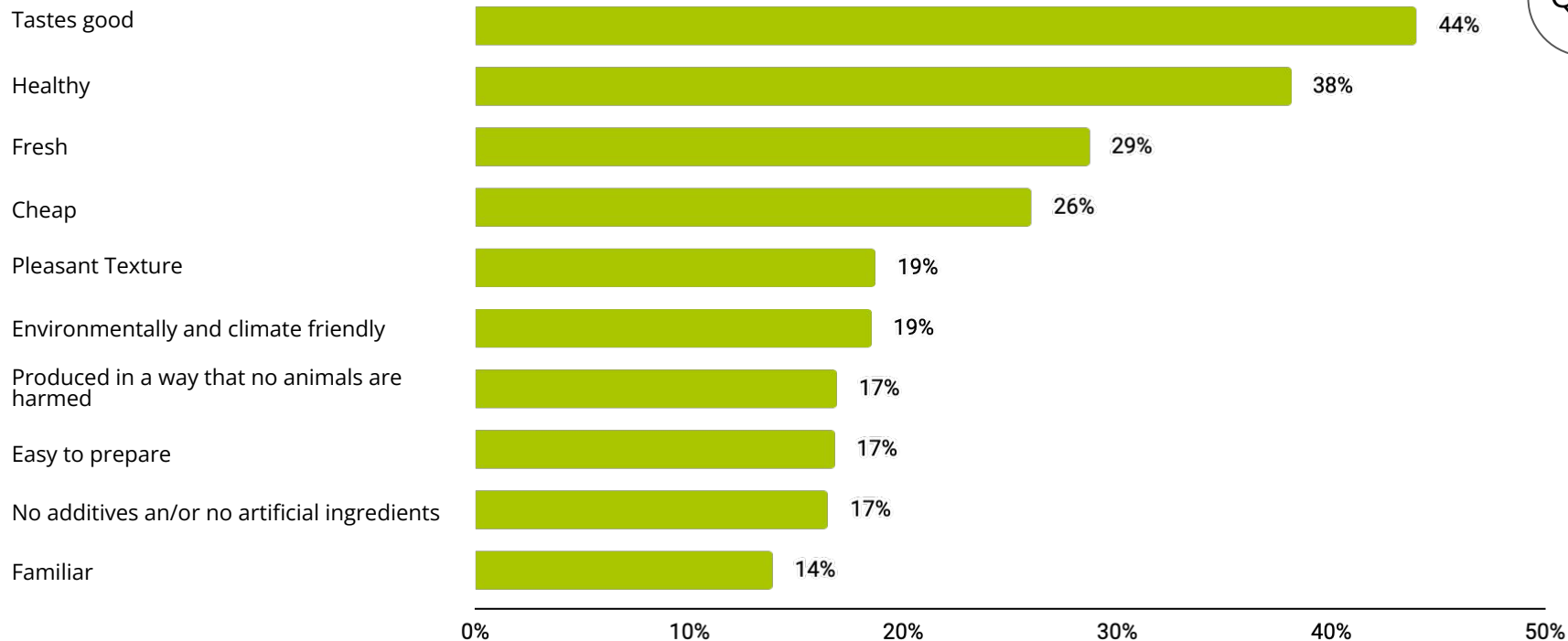
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Netherlands: Important factors when choosing a plant-based/vegan food product (1/2)

Dutch consumers think that good taste and healthiness are the most important factors when choosing a plant-based food product.

Q26



What are the most important factors when choosing a plant-based/vegan food product? Please select a maximum of five answers. | Multiple selection | People who selected 'None': 12%

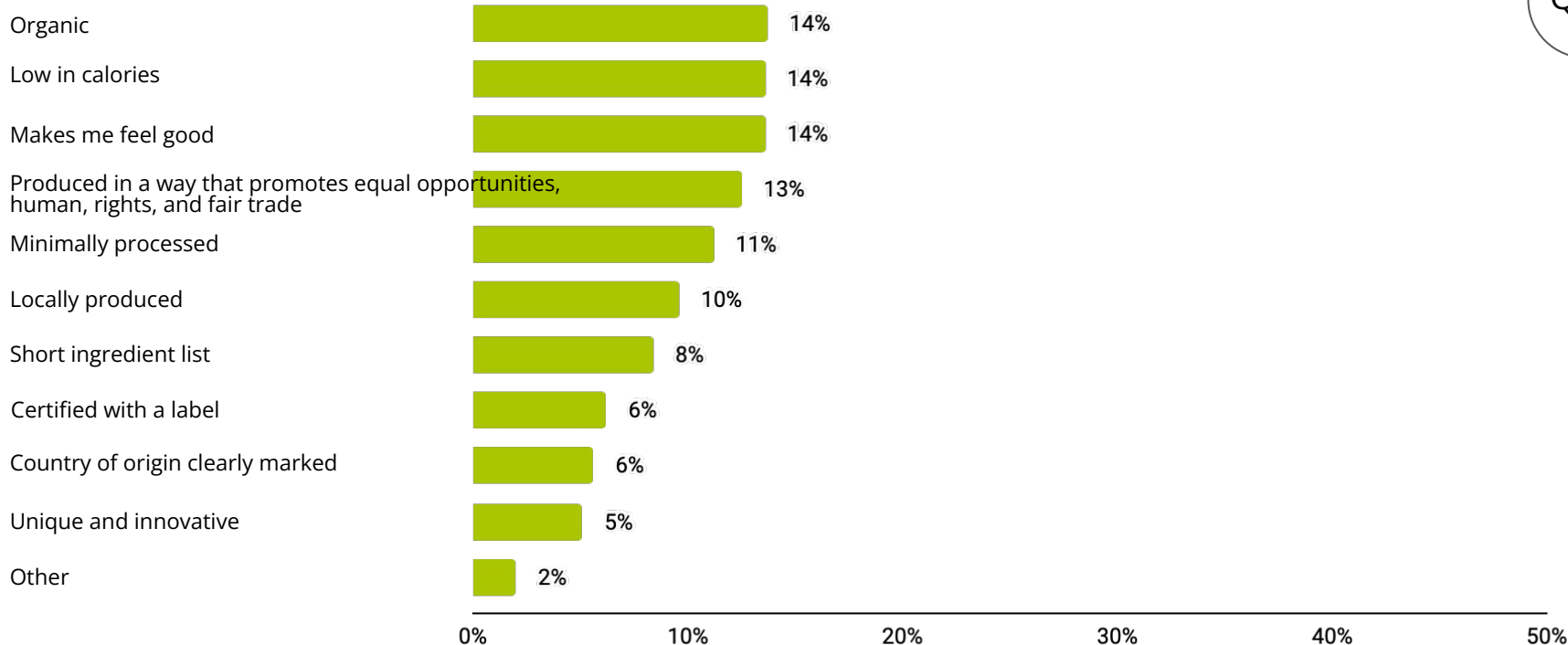
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Netherlands: Important factors when choosing a plant-based/vegan food product (2/2)

Dutch consumers think that good taste and healthiness are the most important factors when choosing a plant-based food product.

Q26



What are the most important factors when choosing a plant-based/vegan food product? Please select a maximum of five answers. | Multiple selection | People who selected 'None': 12%

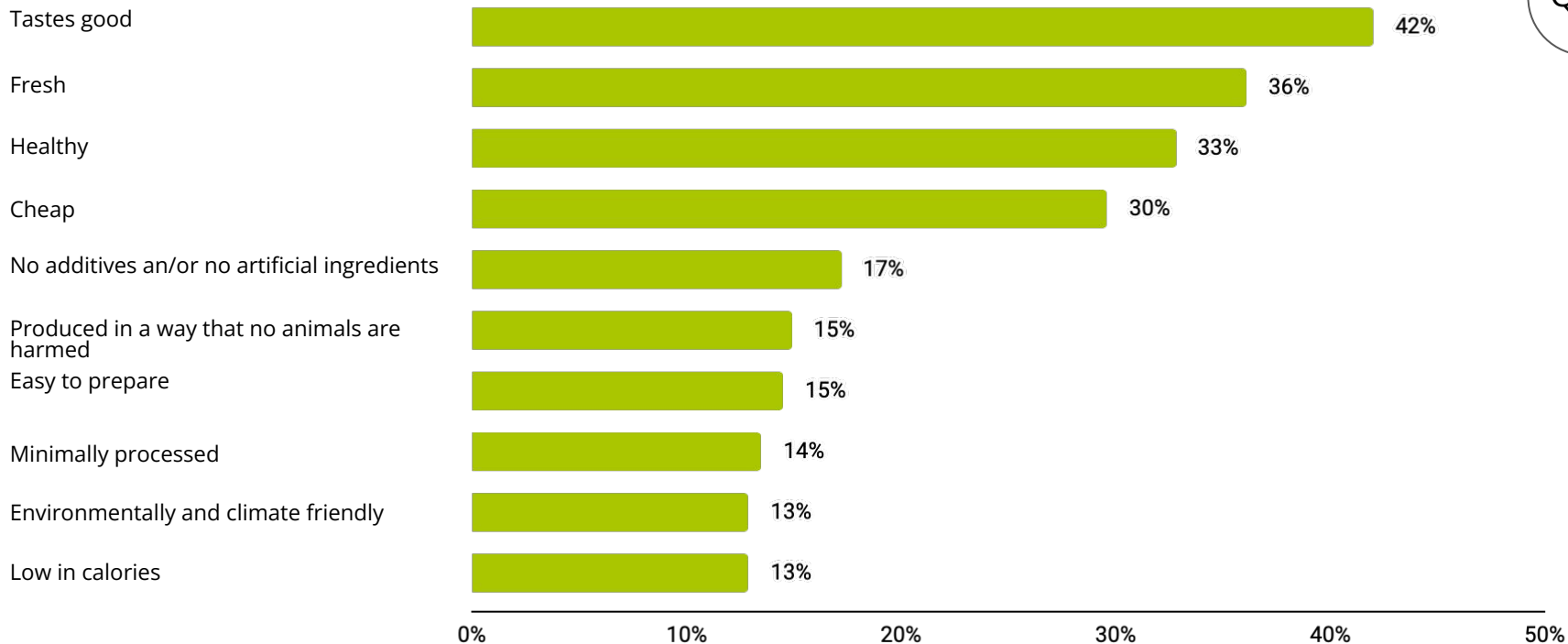
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Poland: Important factors when choosing a plant-based/vegan food product (1/2)

Polish consumers think that good taste and freshness are the most important factors when choosing a plant-based food product.

Q26



What are the most important factors when choosing a plant-based/vegan food product? Please select a maximum of five answers. | Multiple selection | People who selected 'None': 9%

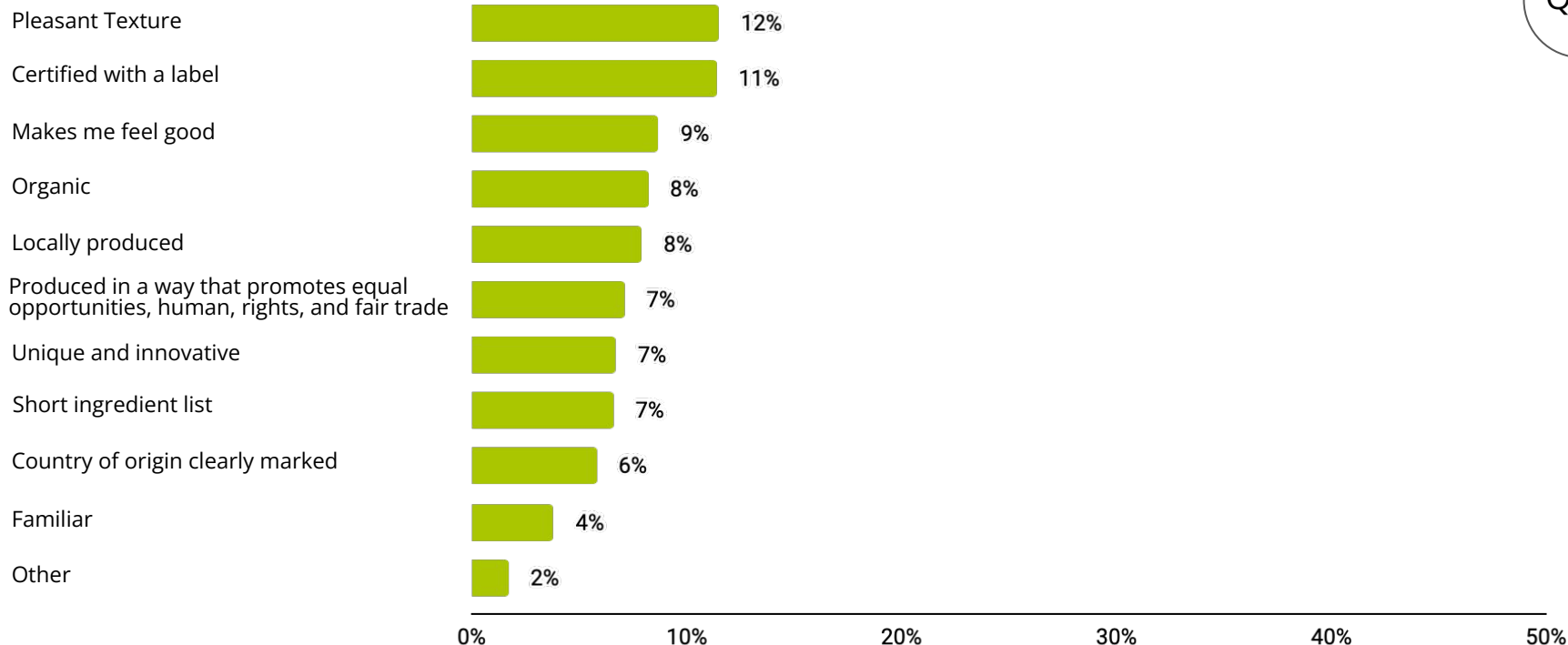
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Poland: Important factors when choosing a plant-based/vegan food product (2/2)

Polish consumers think that good taste and freshness are the most important factors when choosing a plant-based food product.

Q26



What are the most important factors when choosing a plant-based/vegan food product? Please select a maximum of five answers. | Multiple selection | People who selected 'None': 9%

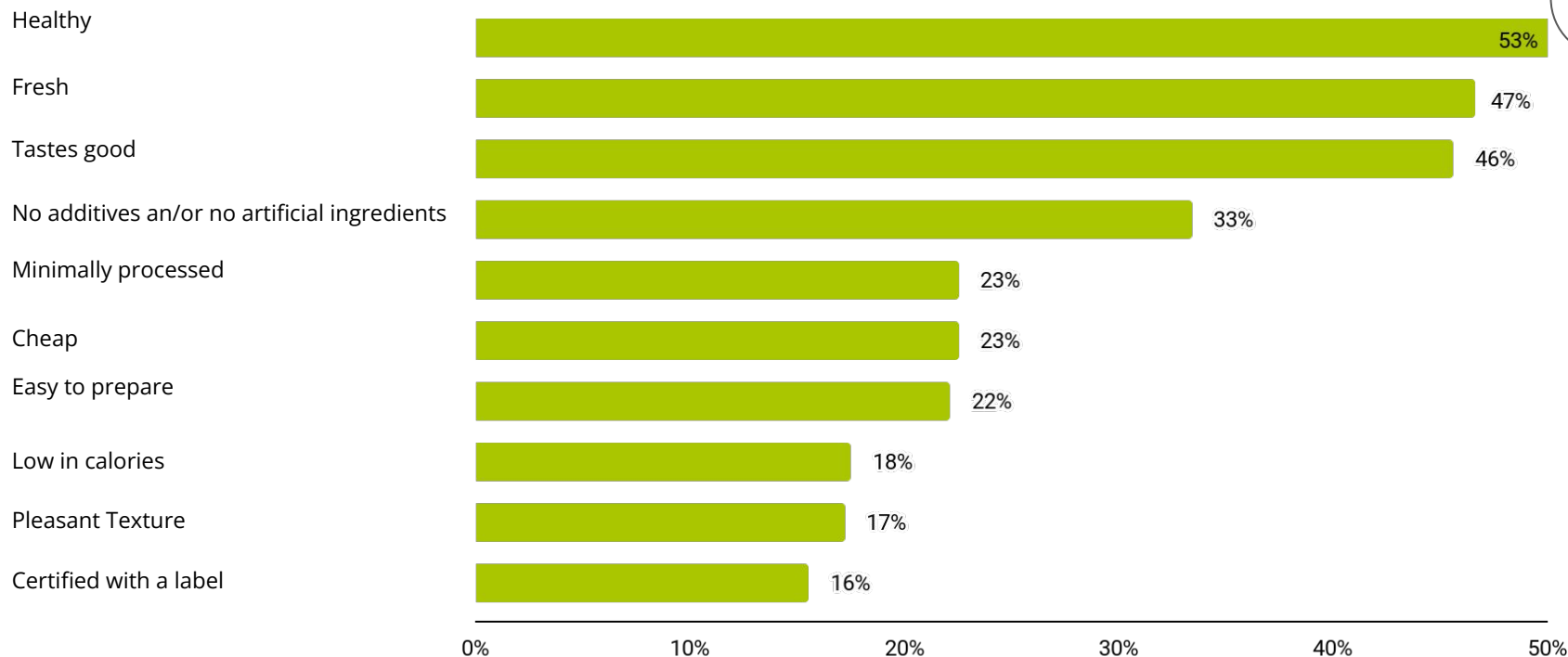
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Romania: Important factors when choosing a plant-based/vegan food product (1/2)

Romanian consumers think that healthiness and freshness are the most important factors when choosing a plant-based food product.

Q26



What are the most important factors when choosing a plant-based/vegan food product? Please select a maximum of five answers. | Multiple selection | People who selected 'None': 6%

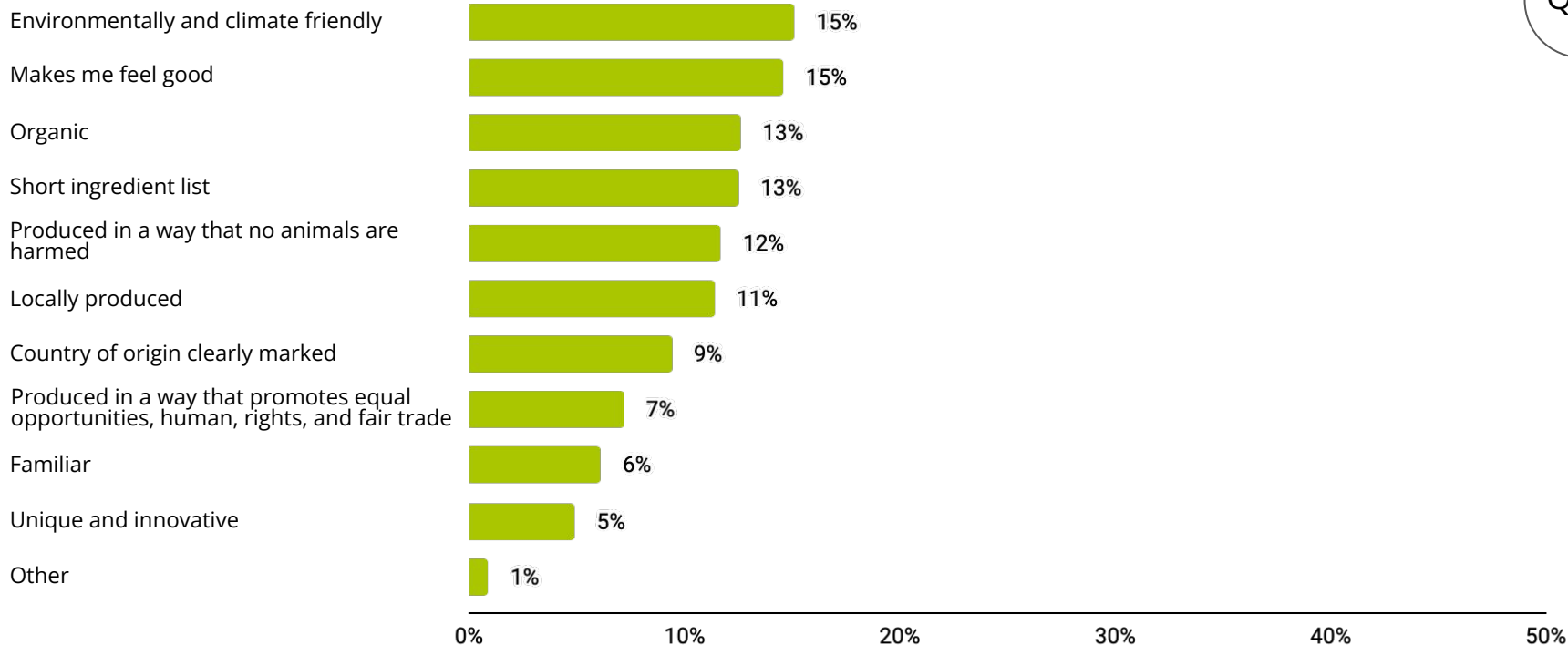
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Romania: Important factors when choosing a plant-based/vegan food product (2/2)

Romanian consumers think that healthiness and freshness are the most important factors when choosing a plant-based food product.

Q26



What are the most important factors when choosing a plant-based/vegan food product? Please select a maximum of five answers. | Multiple selection | People who selected 'None': 6%

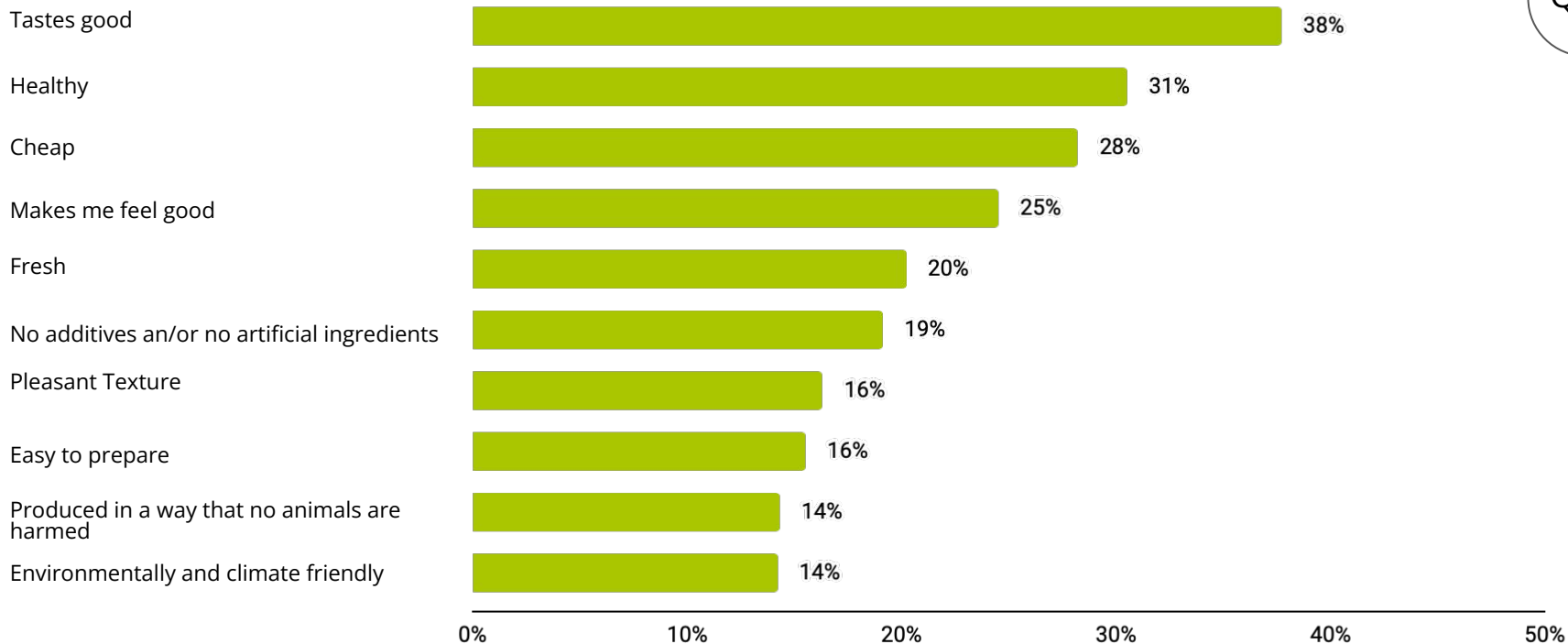
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Spain: Important factors when choosing a plant-based/vegan food product (1/2)

Spanish consumers think that good taste and healthiness are the most important factors when choosing a plant-based food product.

Q26



What are the most important factors when choosing a plant-based/vegan food product? Please select a maximum of five answers. | Multiple selection | People who selected 'None': 8%

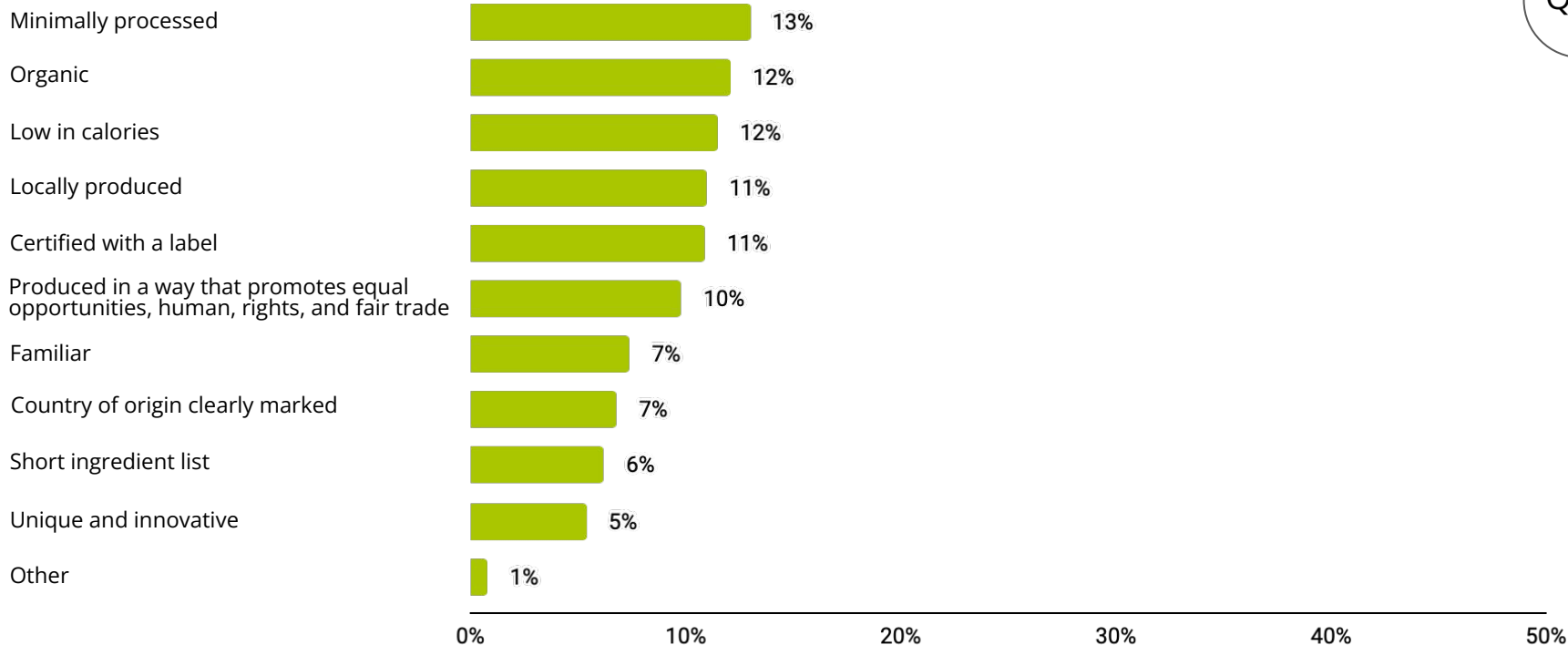
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Spain: Important factors when choosing a plant-based/vegan food product (2/2)

Spanish consumers think that good taste and healthiness are the most important factors when choosing a plant-based food product.

Q26



What are the most important factors when choosing a plant-based/vegan food product? Please select a maximum of five answers. | Multiple selection | People who selected 'None': 8%

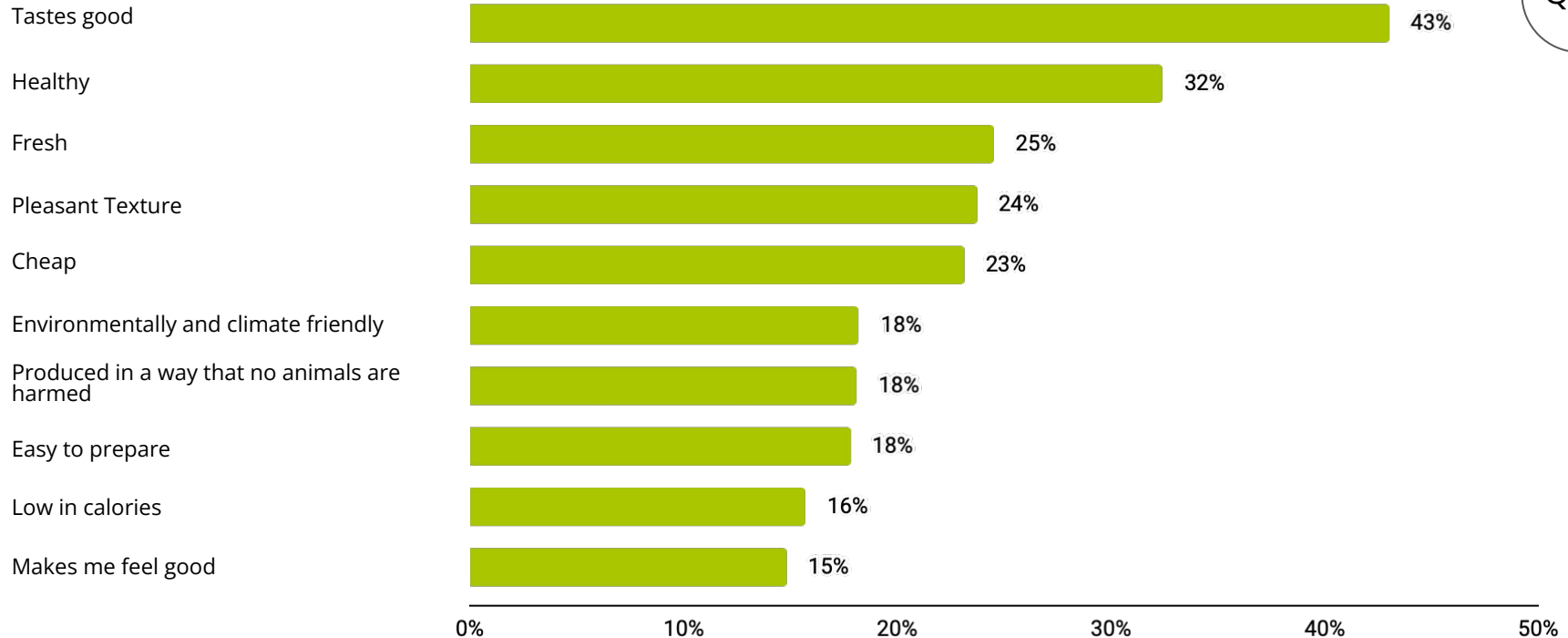
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



UK: Important factors when choosing a plant-based/vegan food product (1/2)

UK consumers think that good taste and healthiness are the most important factors when choosing a plant-based food product.

Q26



What are the most important factors when choosing a plant-based/vegan food product? Please select a maximum of five answers. | Multiple selection | People who selected 'None': 17%

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

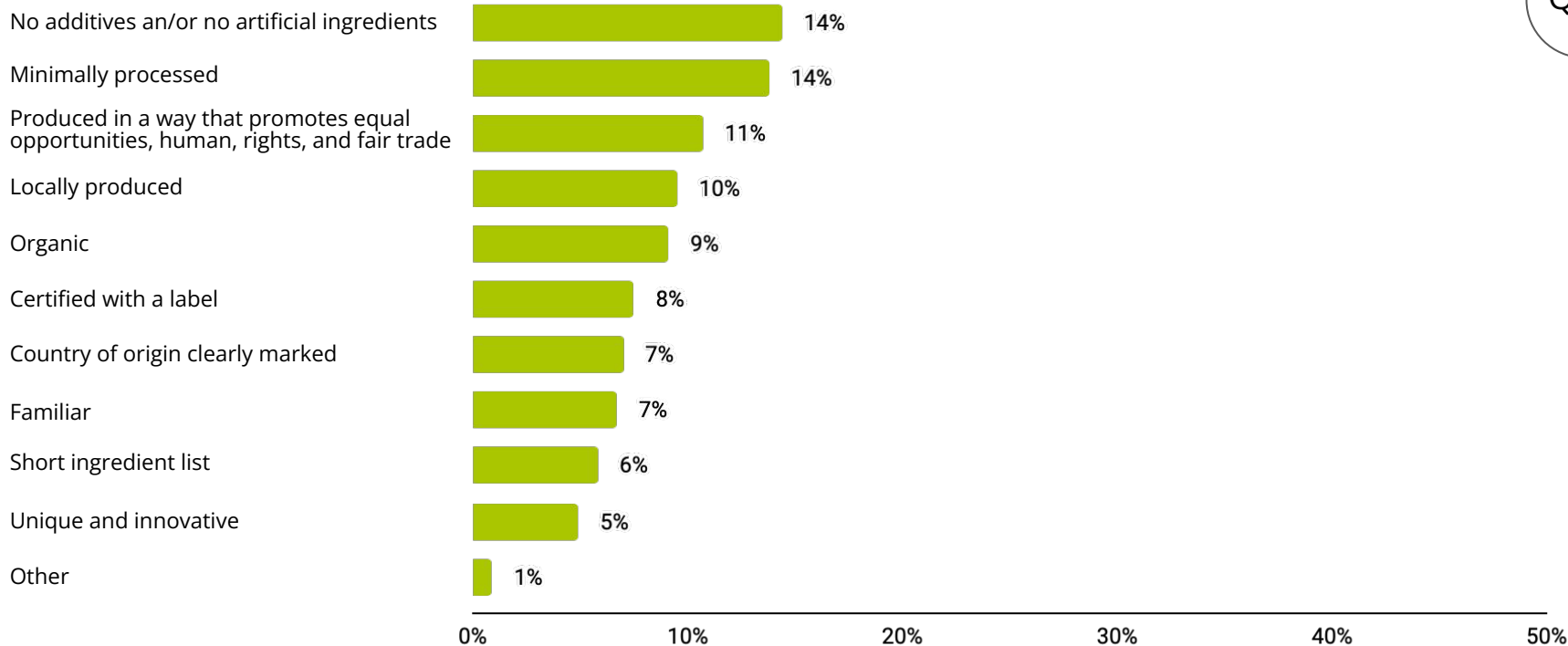


UK: Important factors when choosing a plant-based/vegan food product (2/2)



UK consumers think that good taste and healthiness are the most important factors when choosing a plant-based food product.

Q26

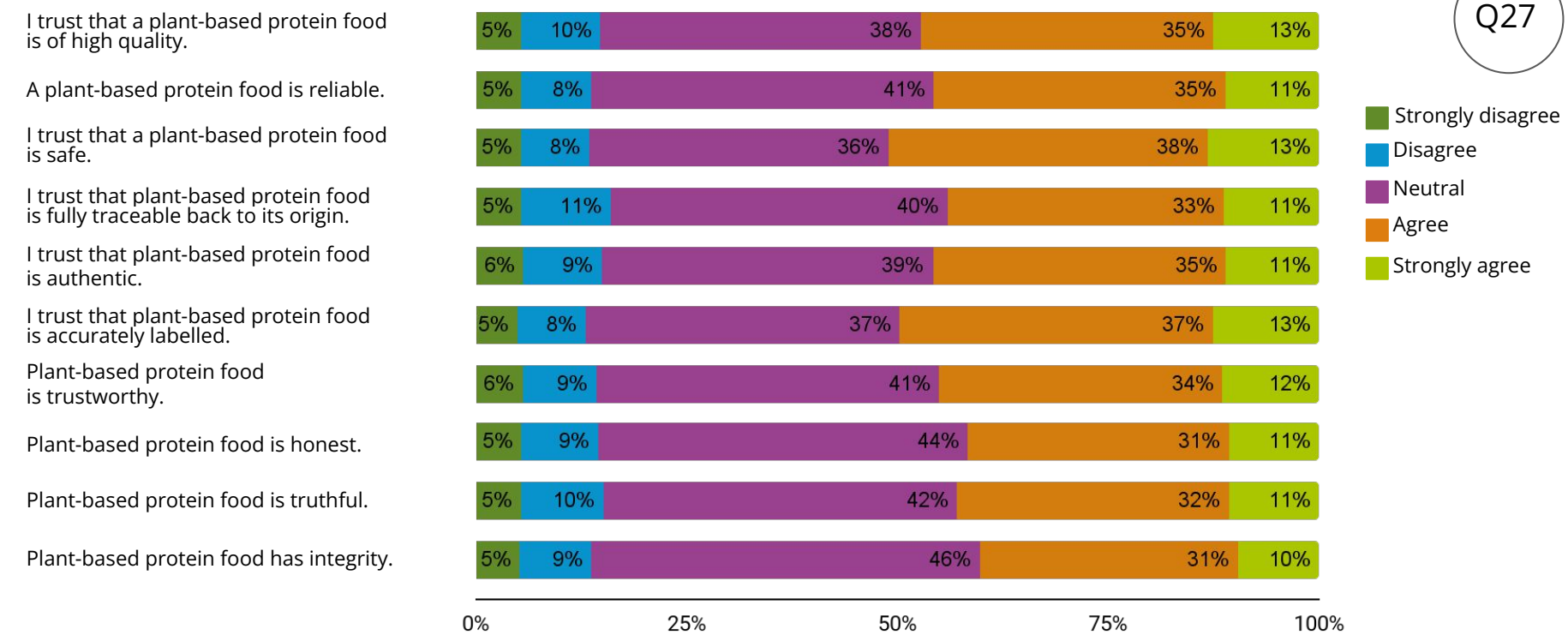


Q27 “Please indicate how much you disagree or agree with each of the following statements with regards to trust towards foods based on plant protein.”

Total: Trust towards foods based on plant protein

More than 50% of European consumers trust that plant-based protein food is safe and accurately labelled.

Q27

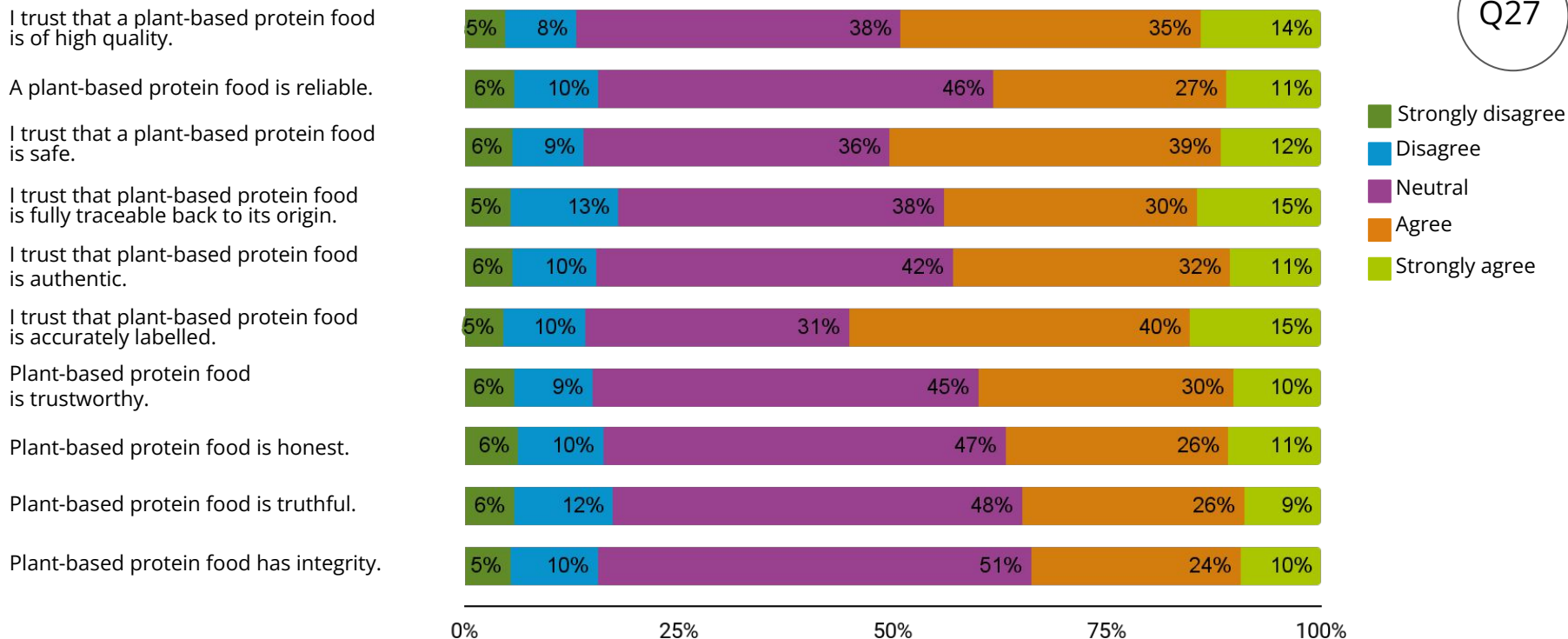




Austria: Trust towards foods based on plant protein

More than 50% of Austrian consumers trust the accurate labeling of plant-based protein food.

Q27



Please indicate how much you disagree or agree with each of the following statements with regards to trust towards foods based on plant protein (e.g. based on soy protein, pea protein etc.). | Single choice

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Denmark: Trust towards foods based on plant protein

Nearly 40% of Danish consumers trust that plant-based protein food is safe and accurately labelled.

Q27

I trust that a plant-based protein food is of high quality.



A plant-based protein food is reliable.



I trust that a plant-based protein food is safe.



I trust that plant-based protein food is fully traceable back to its origin.



I trust that plant-based protein food is authentic.



I trust that plant-based protein food is accurately labelled.



Plant-based protein food is trustworthy.



Plant-based protein food is honest.



Plant-based protein food is truthful.



Plant-based protein food has integrity.



Strongly disagree
Disagree
Neutral
Agree
Strongly agree

0% 25% 50% 75% 100%

Please indicate how much you disagree or agree with each of the following statements with regards to trust towards foods based on plant protein (e.g. based on soy protein, pea protein etc.). | Single choice

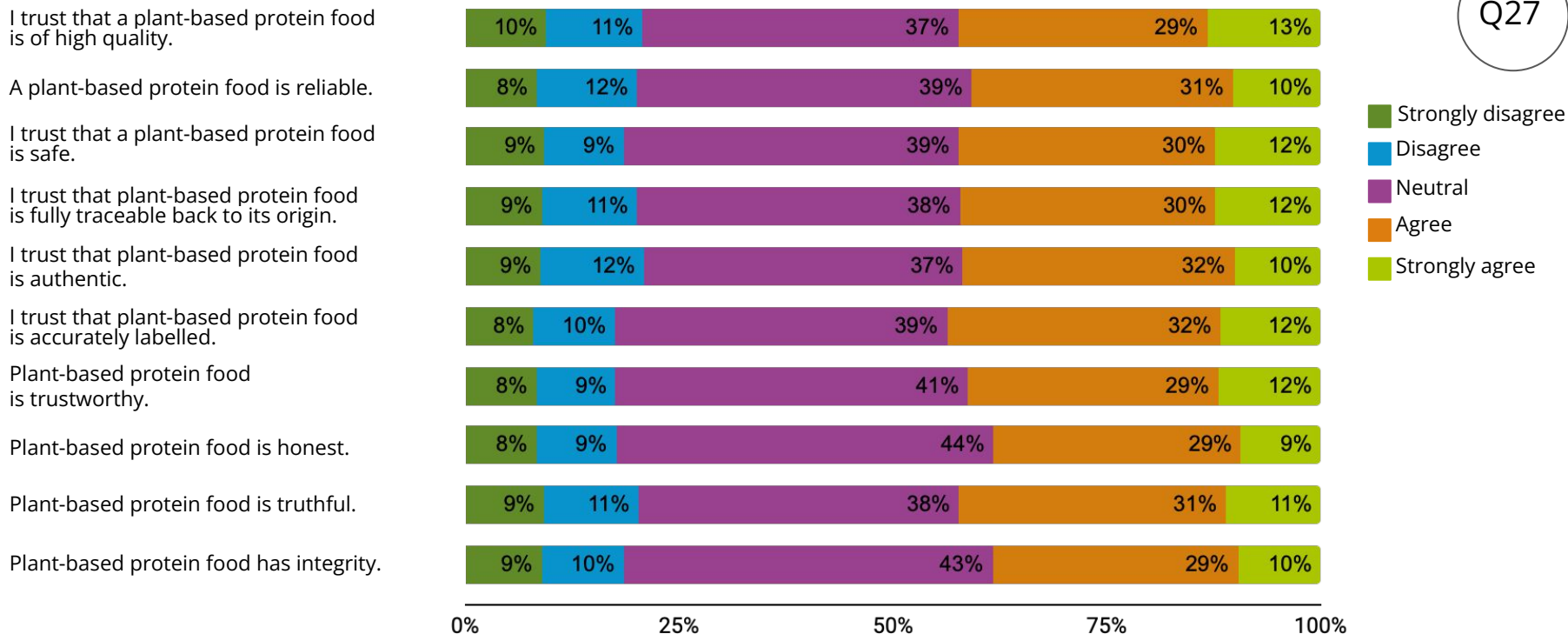
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



France: Trust towards foods based on plant protein

More than 40% of French consumers trust that plant-based protein food is accurately labelled.

Q27



Please indicate how much you disagree or agree with each of the following statements with regards to trust towards foods based on plant protein (e.g. based on soy protein, pea protein etc.). | Single choice

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Germany: Trust towards foods based on plant protein



More than 50% of German consumers trust that plant-based protein food is accurately labelled and safe.

Q27

I trust that a plant-based protein food is of high quality.



A plant-based protein food is reliable.



I trust that a plant-based protein food is safe.



I trust that plant-based protein food is fully traceable back to its origin.



I trust that plant-based protein food is authentic.



I trust that plant-based protein food is accurately labelled.



Plant-based protein food is trustworthy.



Plant-based protein food is honest.



Plant-based protein food is truthful.



Plant-based protein food has integrity.



0% 25% 50% 75% 100%

Strongly disagree
Disagree
Neutral
Agree
Strongly agree

Please indicate how much you disagree or agree with each of the following statements with regards to trust towards foods based on plant protein (e.g. based on soy protein, pea protein etc.). | Single choice

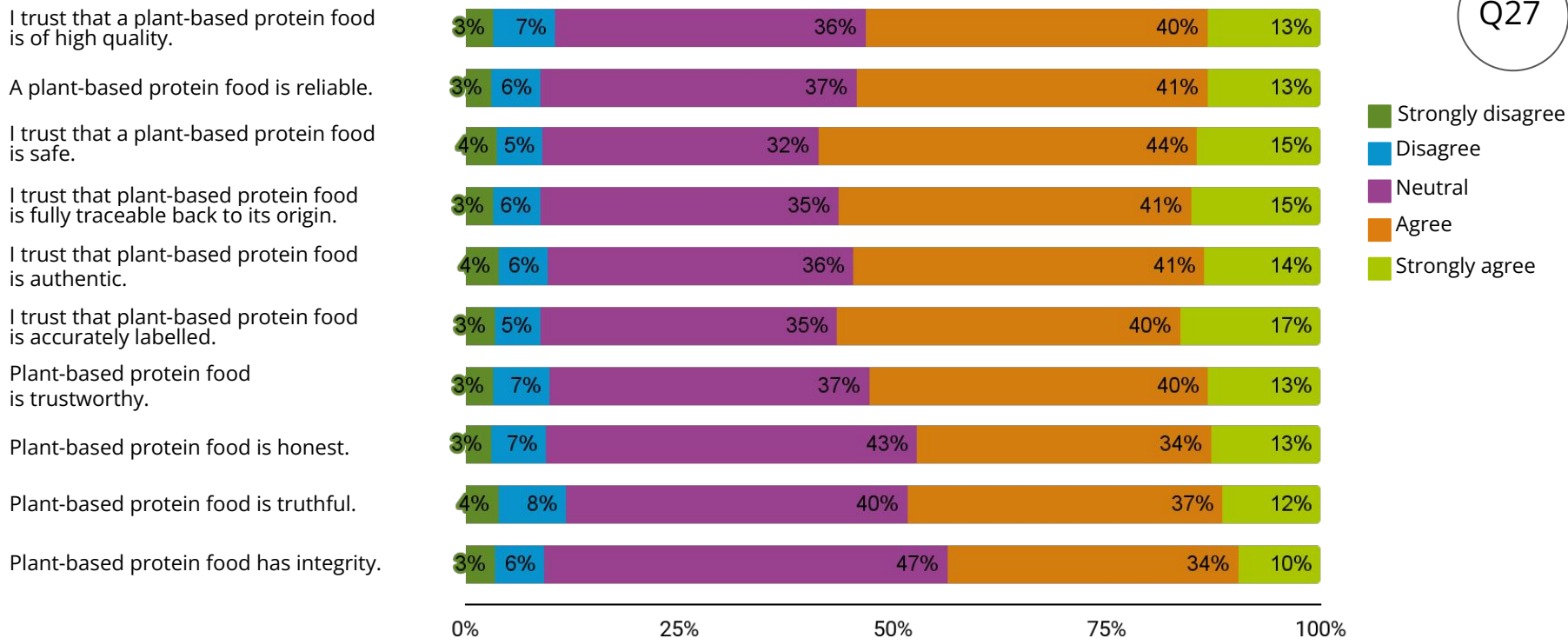
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Italy: Trust towards foods based on plant protein

Almost 60% of Italian consumers trust that plant-based protein food is safe.

Q27



Please indicate how much you disagree or agree with each of the following statements with regards to trust towards foods based on plant protein. | Single choice

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

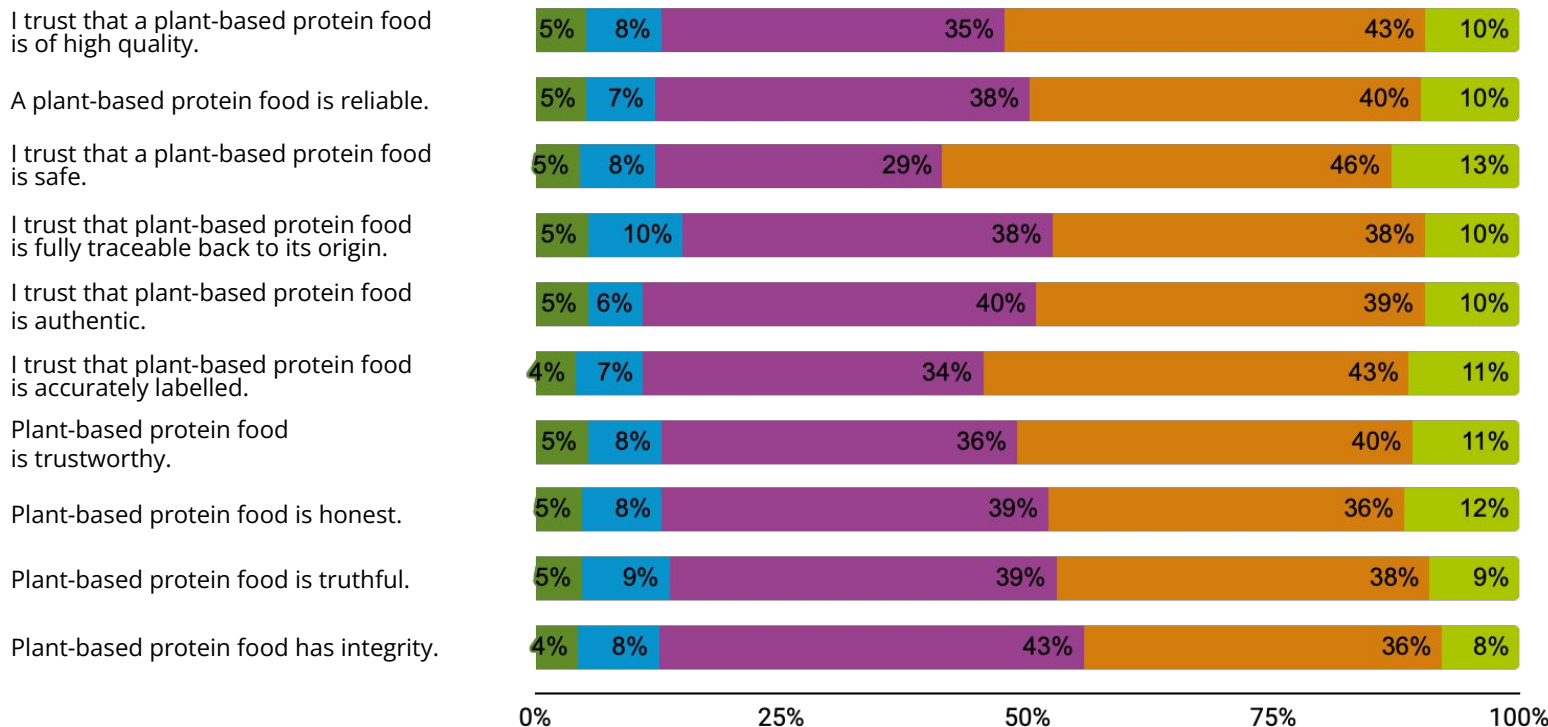


Netherlands: Trust towards foods based on plant protein



Almost 60% of Dutch consumers trust that plant-based protein food is safe.

Q27



Strongly disagree
Disagree
Neutral
Agree
Strongly agree

0% 25% 50% 75% 100%

Please indicate how much you disagree or agree with each of the following statements with regards to trust towards foods based on plant protein (e.g. based on soy protein, pea protein etc.). | Single choice

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

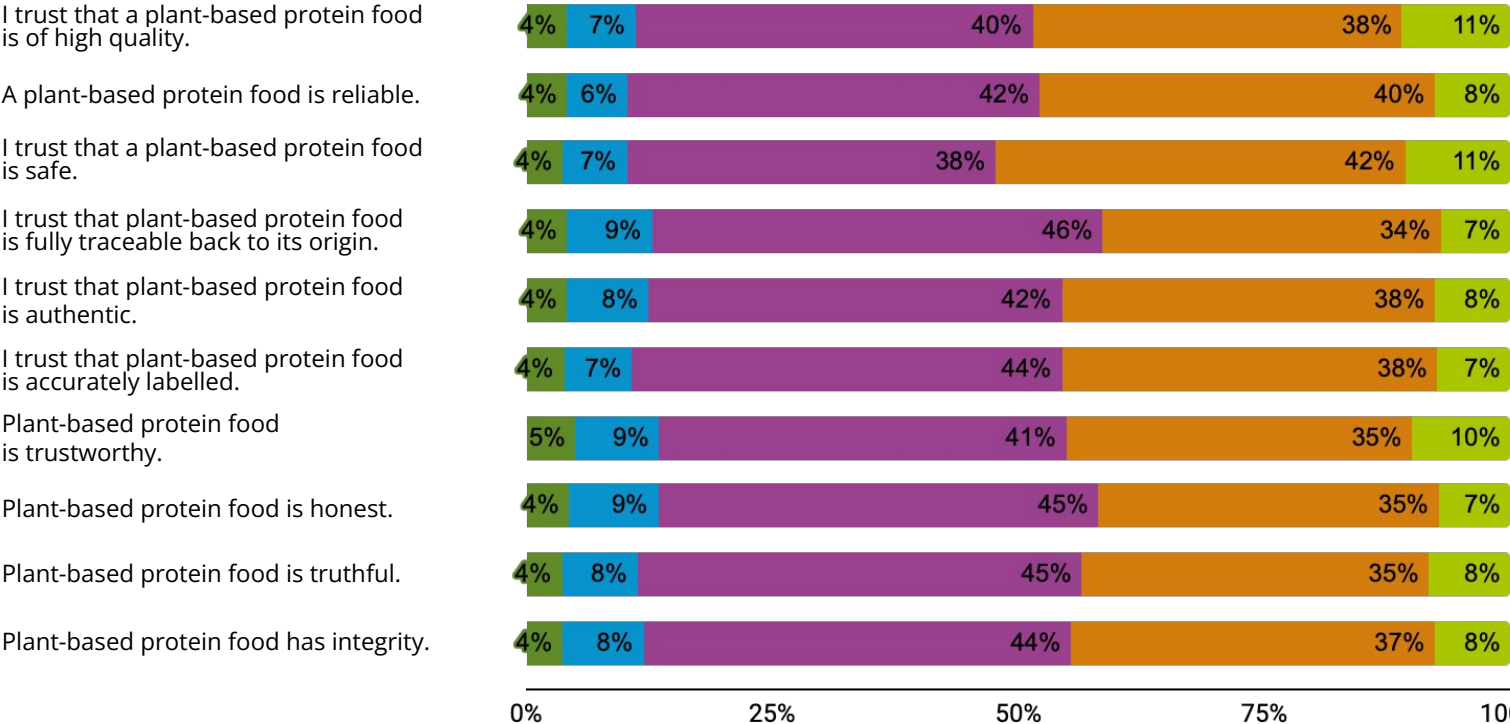


Poland: Trust towards foods based on plant protein



More than 50% of Polish consumers trust that plant-based protein food is safe.

Q27



Strongly disagree
Disagree
Neutral
Agree
Strongly agree

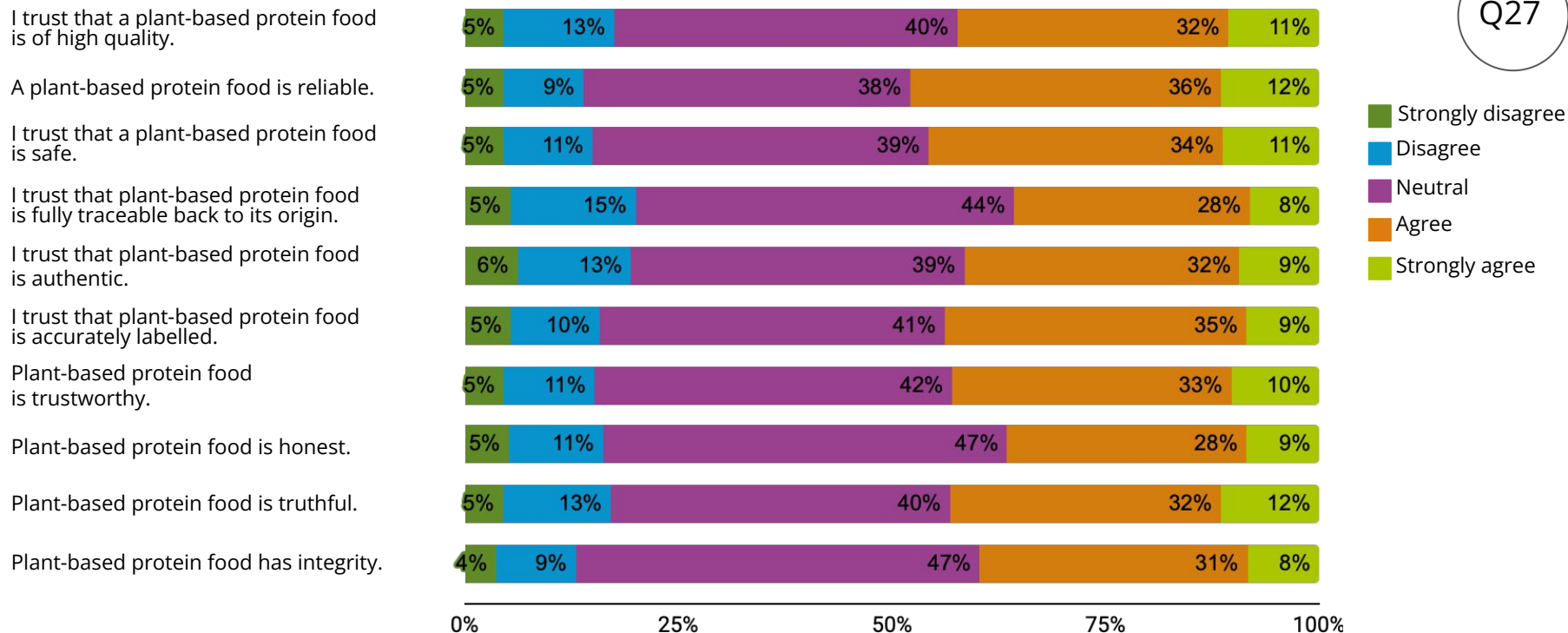


Romania: Trust towards foods based on plant protein



Almost 50% of Romanian consumers think that plant-based protein food is reliable.

Q27



Please indicate how much you disagree or agree with each of the following statements with regards to trust towards foods based on plant protein (e.g. based on soy protein, pea protein etc.). | Single choice

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Spain: Trust towards foods based on plant protein

Almost 60% of Spanish consumers trust that plant-based protein food is safe and accurately labelled.

Q27

I trust that a plant-based protein food is of high quality.



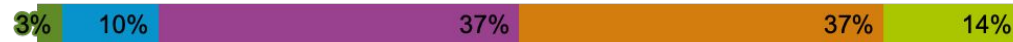
A plant-based protein food is reliable.



I trust that a plant-based protein food is safe.



I trust that plant-based protein food is fully traceable back to its origin.



I trust that plant-based protein food is authentic.



I trust that plant-based protein food is accurately labelled.



Plant-based protein food is trustworthy.



Plant-based protein food is honest.



Plant-based protein food is truthful.



Plant-based protein food has integrity.



0% 25% 50% 75% 100%

Strongly disagree
Disagree
Neutral
Agree
Strongly agree

Please indicate how much you disagree or agree with each of the following statements with regards to trust towards foods based on plant protein (e.g. based on soy protein, pea protein etc.). | Single choice

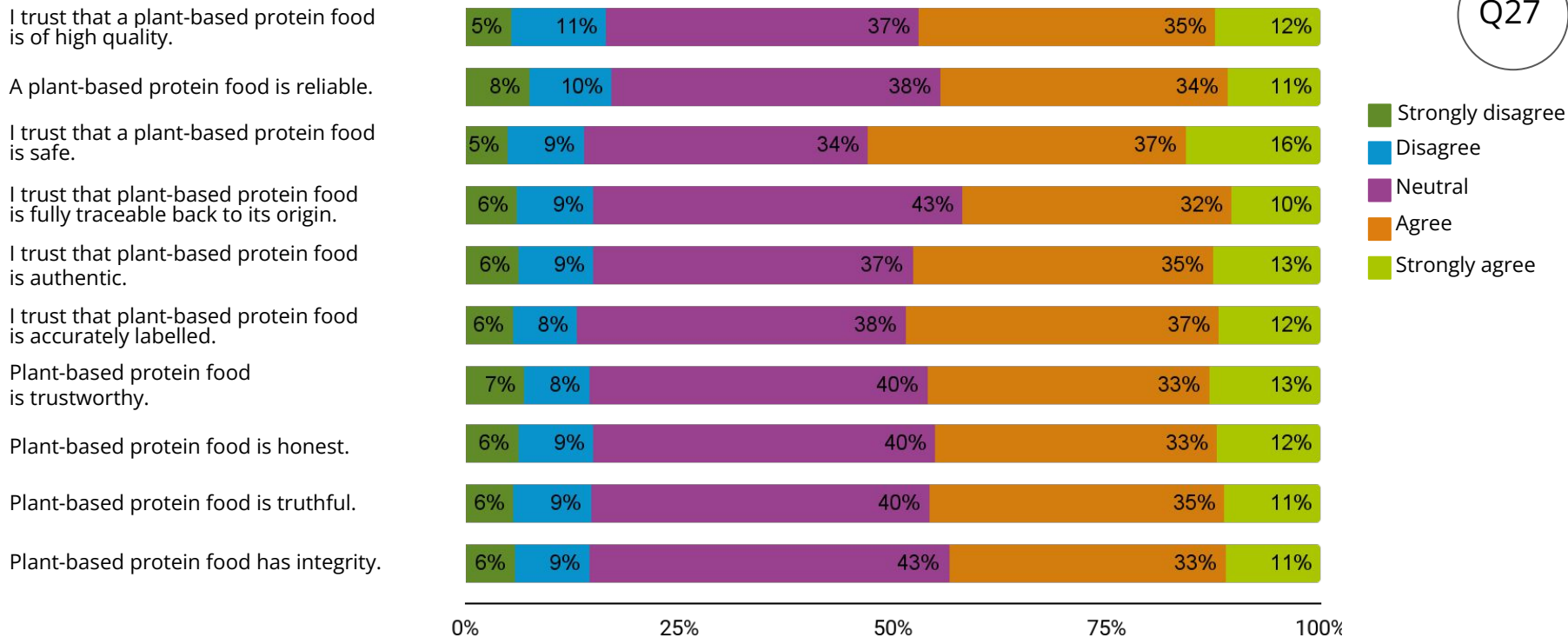
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



UK: Trust towards foods based on plant protein

More than 50% of UK consumers trust that plant-based protein food is safe.

Q27



Please indicate how much you disagree or agree with each of the following statements with regards to trust towards foods based on plant protein (e.g. based on soy protein, pea protein etc.). | Single choice

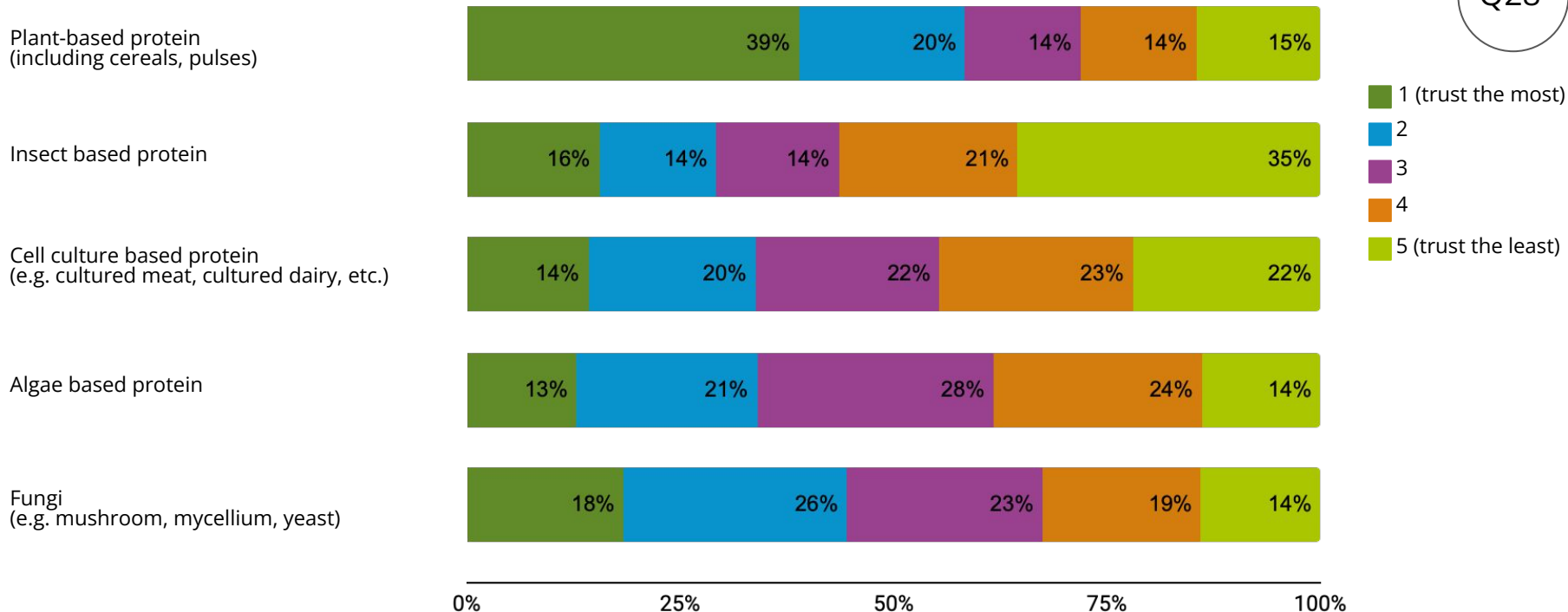
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

Q28 “Which of the following alternative proteins do you trust the most?”

Total: Trust towards alternative proteins

European consumers trust plant-based protein the most.

Q28



Which of the following alternative proteins do you trust the most? Rank them from 1 (trust the most) to 5 (trust the least). | Ranking answer option

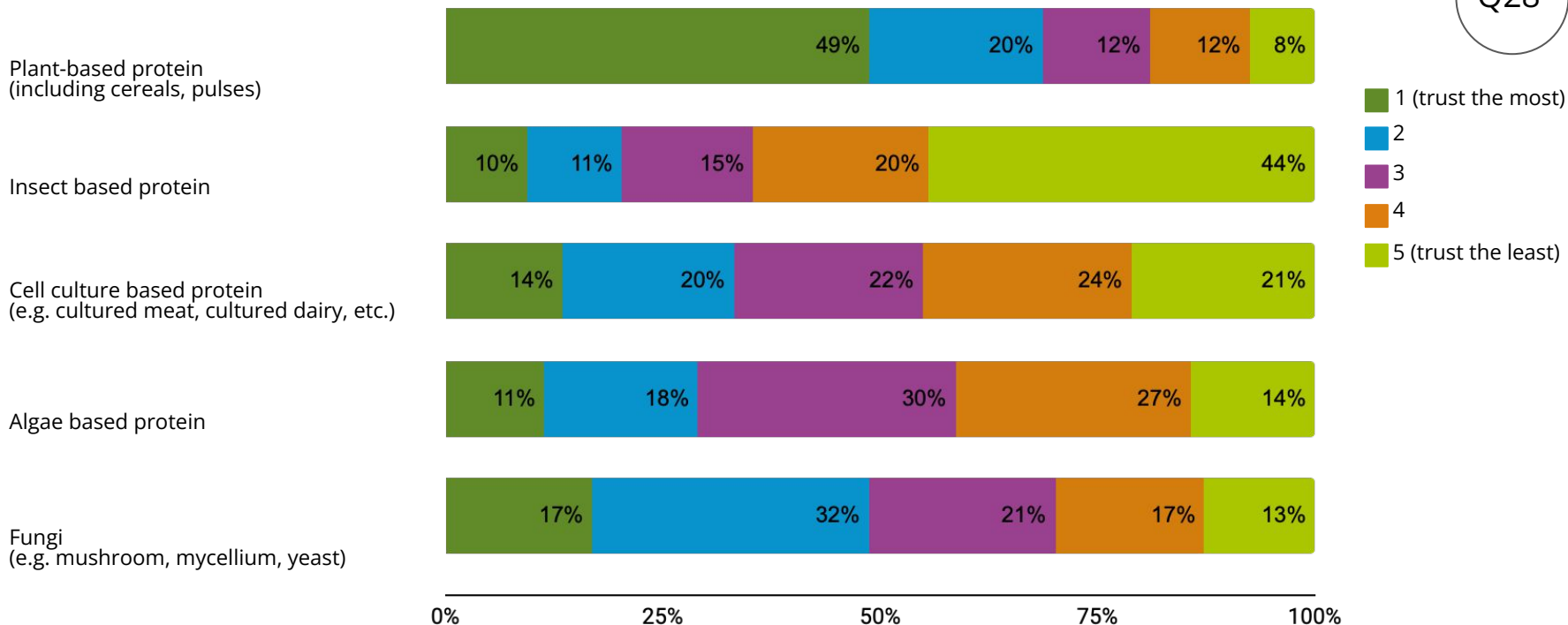
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Austria: Trust towards alternative proteins

Austrian consumers trust plant-based protein the most.

Q28



Which of the following alternative proteins do you trust the most? Rank them from 1 (trust the most) to 5 (trust the least). | Ranking answer option

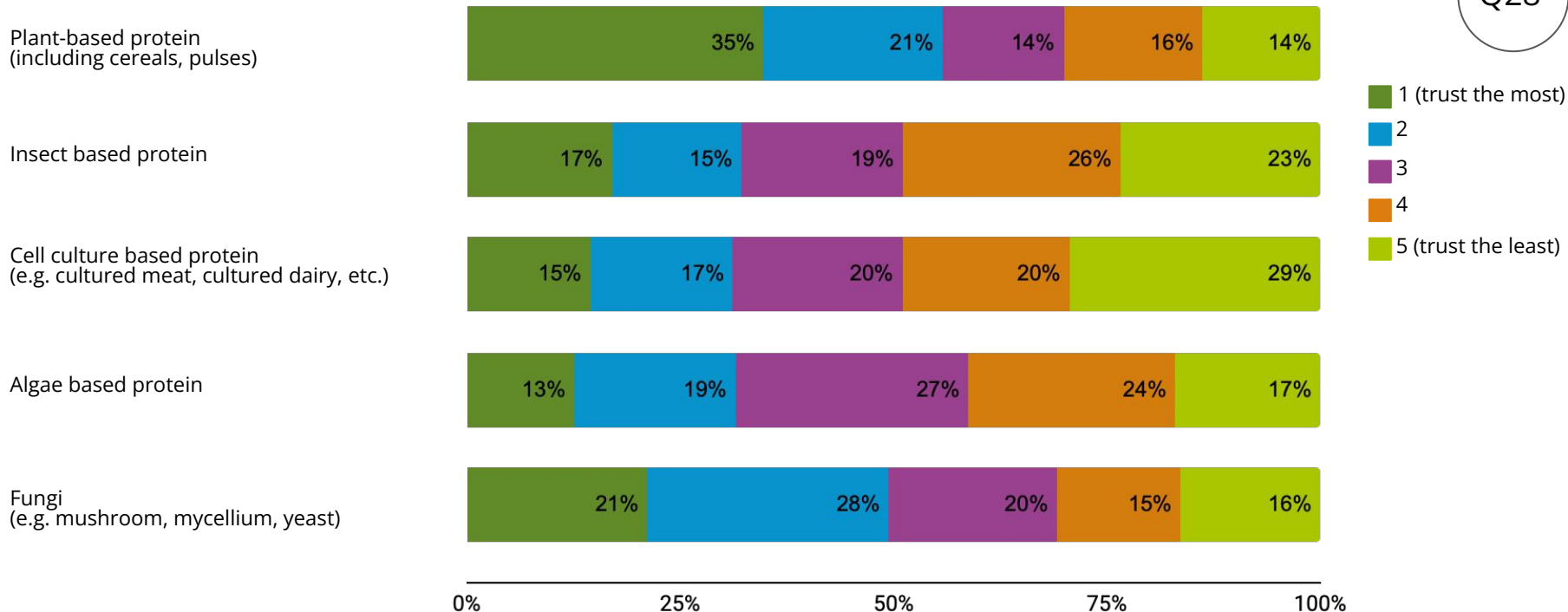
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Denmark: Trust towards alternative proteins

Danish consumers trust plant-based protein the most.

Q28



Which of the following alternative proteins do you trust the most? Rank them from 1 (trust the most) to 5 (trust the least). | Ranking answer option

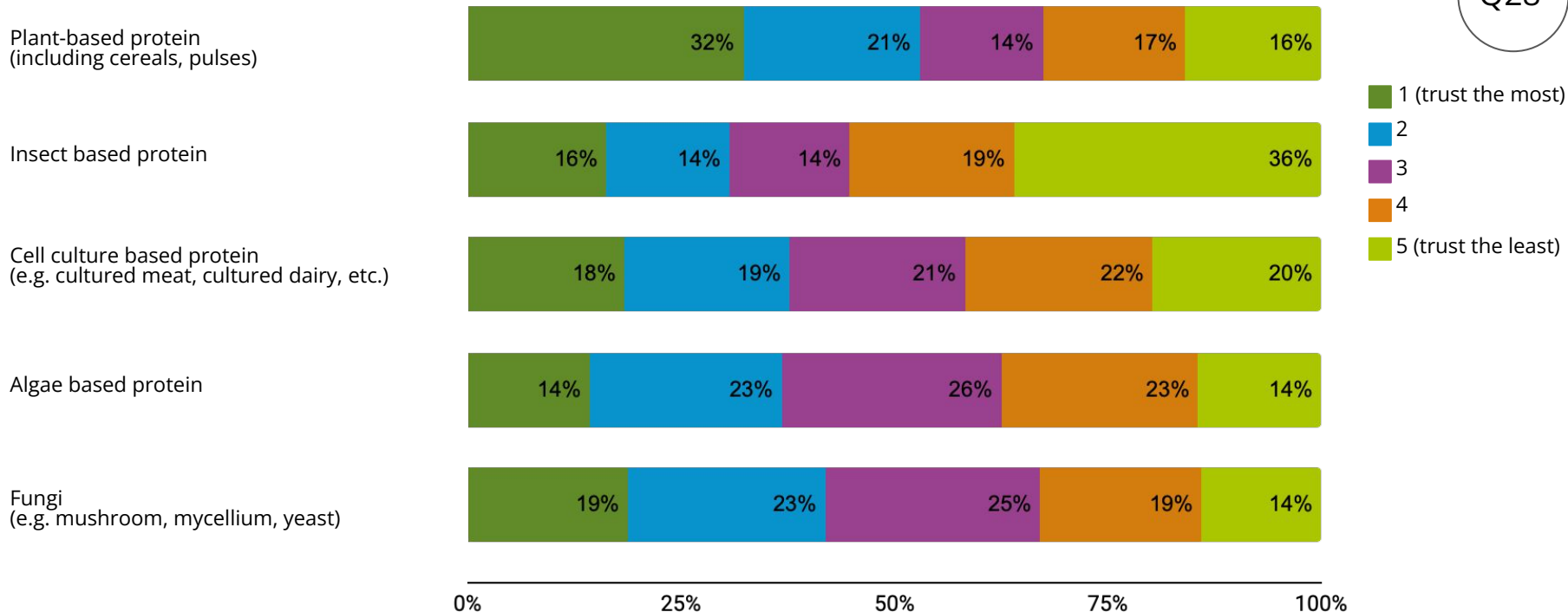
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



France: Trust towards alternative proteins

French consumers trust plant-based protein the most.

Q28



Which of the following alternative proteins do you trust the most? Rank them from 1 (trust the most) to 5 (trust the least). | Ranking answer option

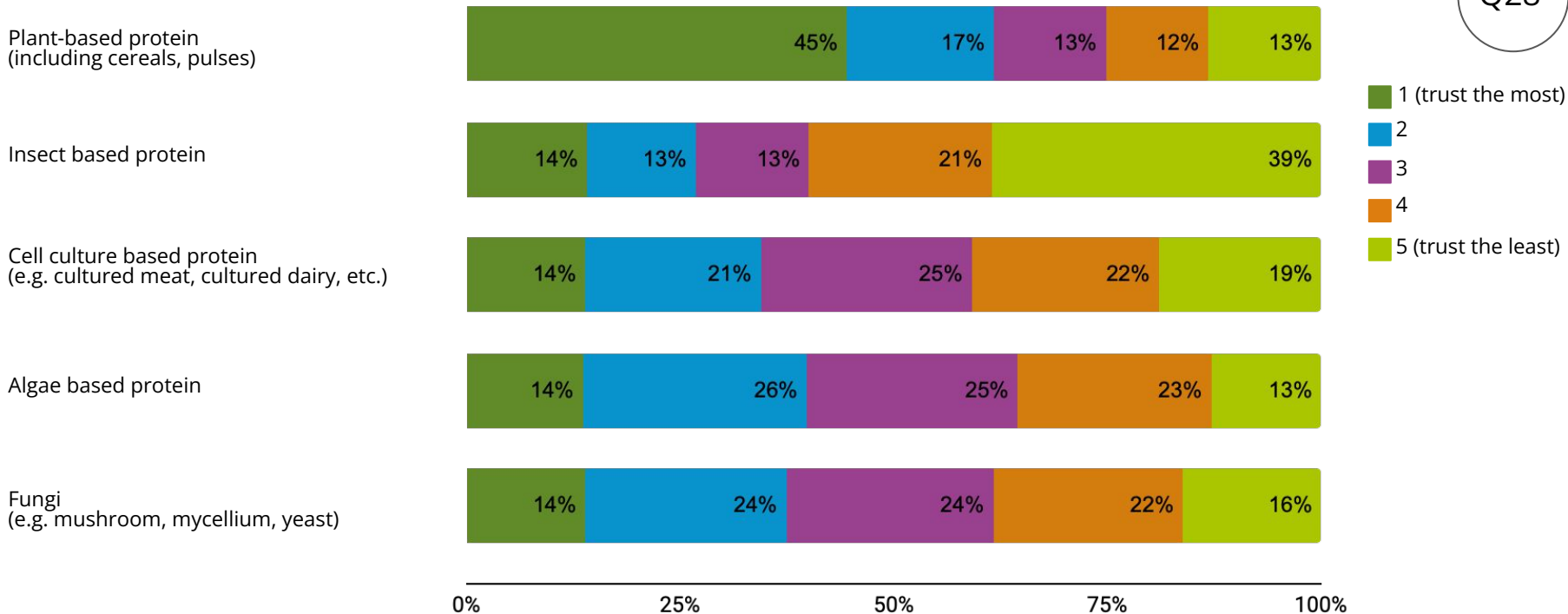
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Germany: Trust towards alternative proteins

German consumers trust plant-based protein the most.

Q28



Which of the following alternative proteins do you trust the most? Rank them from 1 (trust the most) to 5 (trust the least). | Ranking answer option

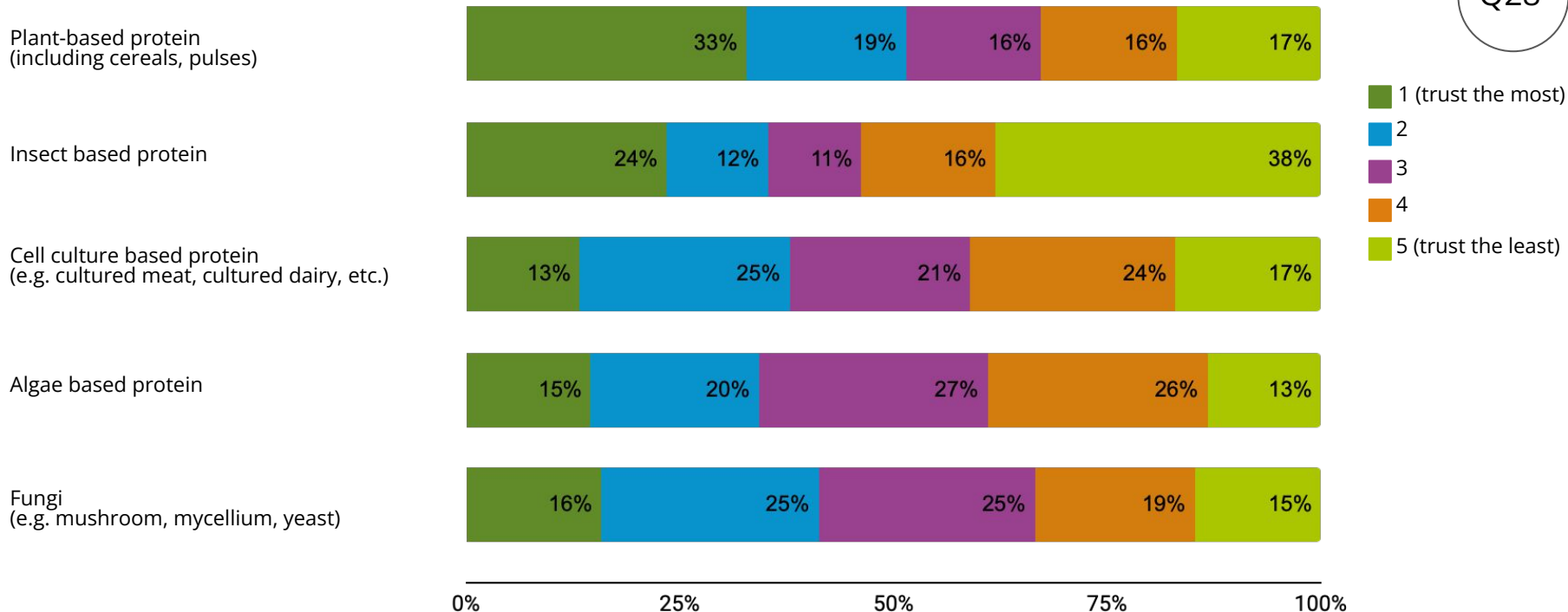
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Italy: Trust towards alternative proteins

Italian consumers trust plant-based protein the most.

Q28



Which of the following alternative proteins do you trust the most? Rank them from 1 (trust the most) to 5 (trust the least). | Ranking answer option

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

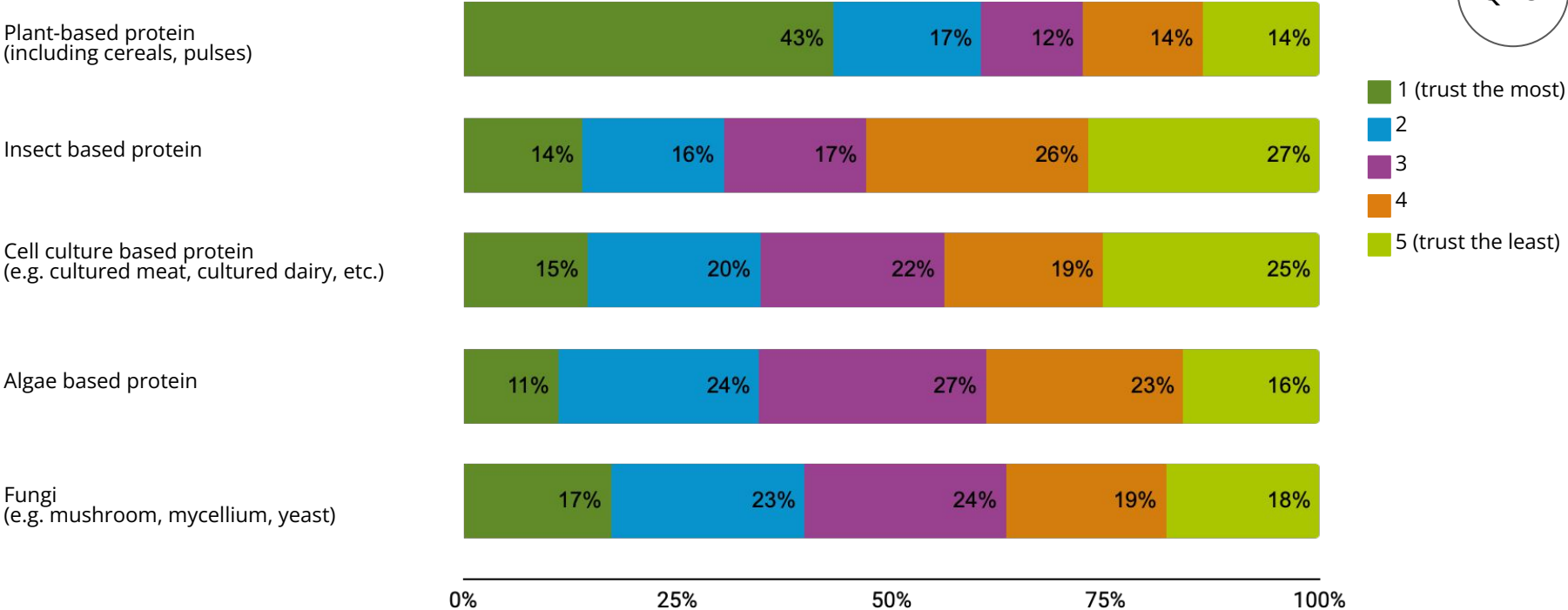


Netherlands: Trust towards alternative proteins



Dutch consumers trust plant-based protein the most.

Q28

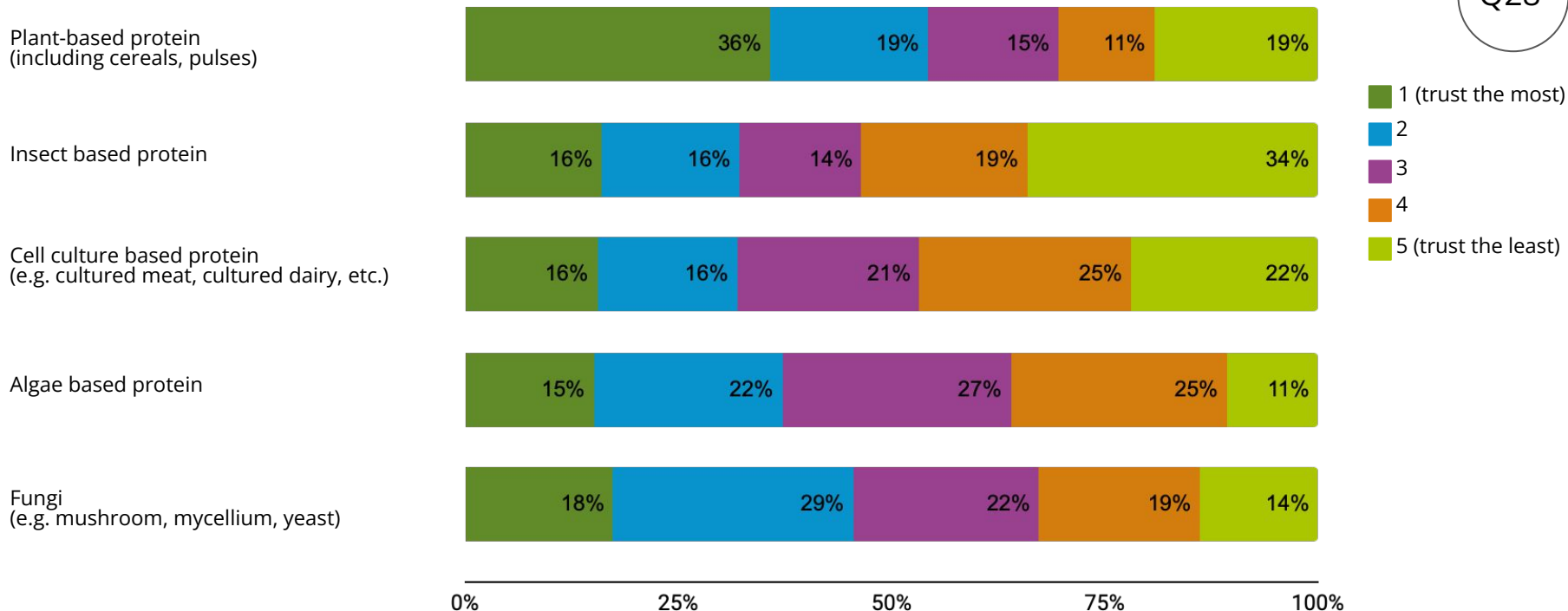




Poland: Trust towards alternative proteins

Polish consumers trust plant-based protein the most.

Q28



Which of the following alternative proteins do you trust the most? Rank them from 1 (trust the most) to 5 (trust the least). | Ranking answer option

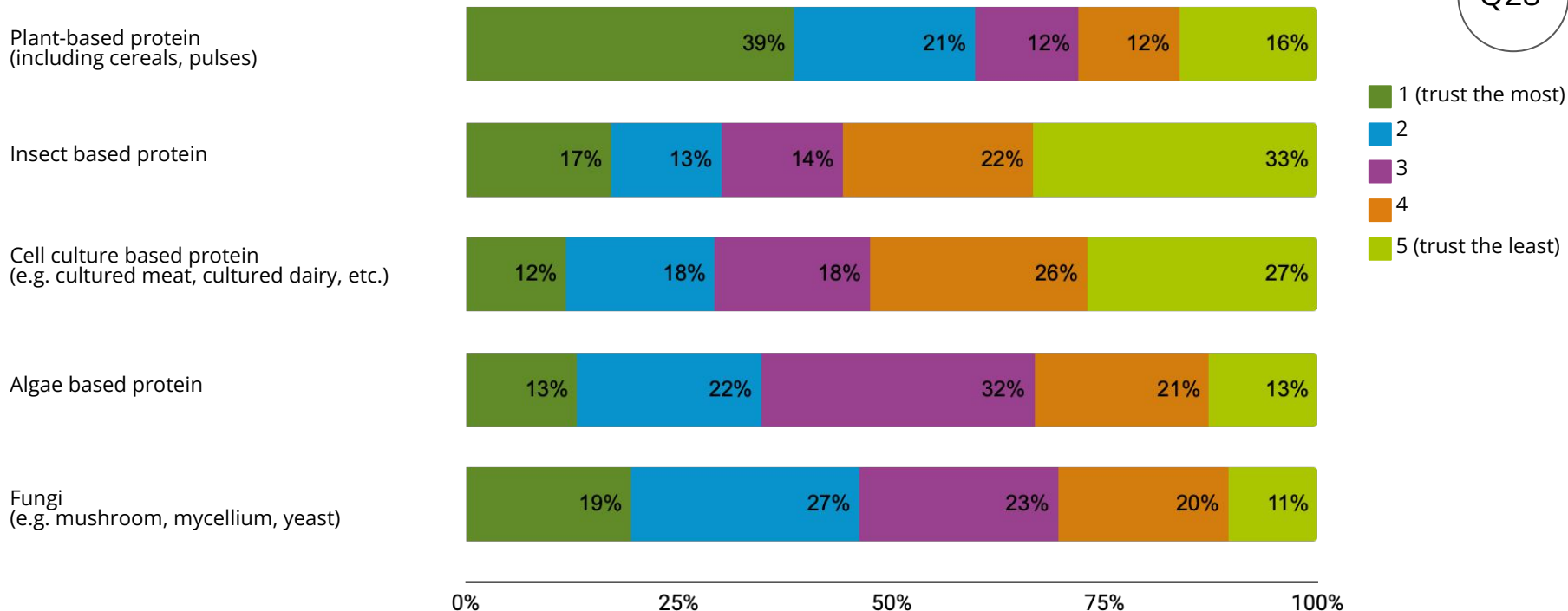
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Romania: Trust towards alternative proteins

Romanian consumers trust plant-based protein the most.

Q28



Which of the following alternative proteins do you trust the most? Rank them from 1 (trust the most) to 5 (trust the least). | Ranking answer option

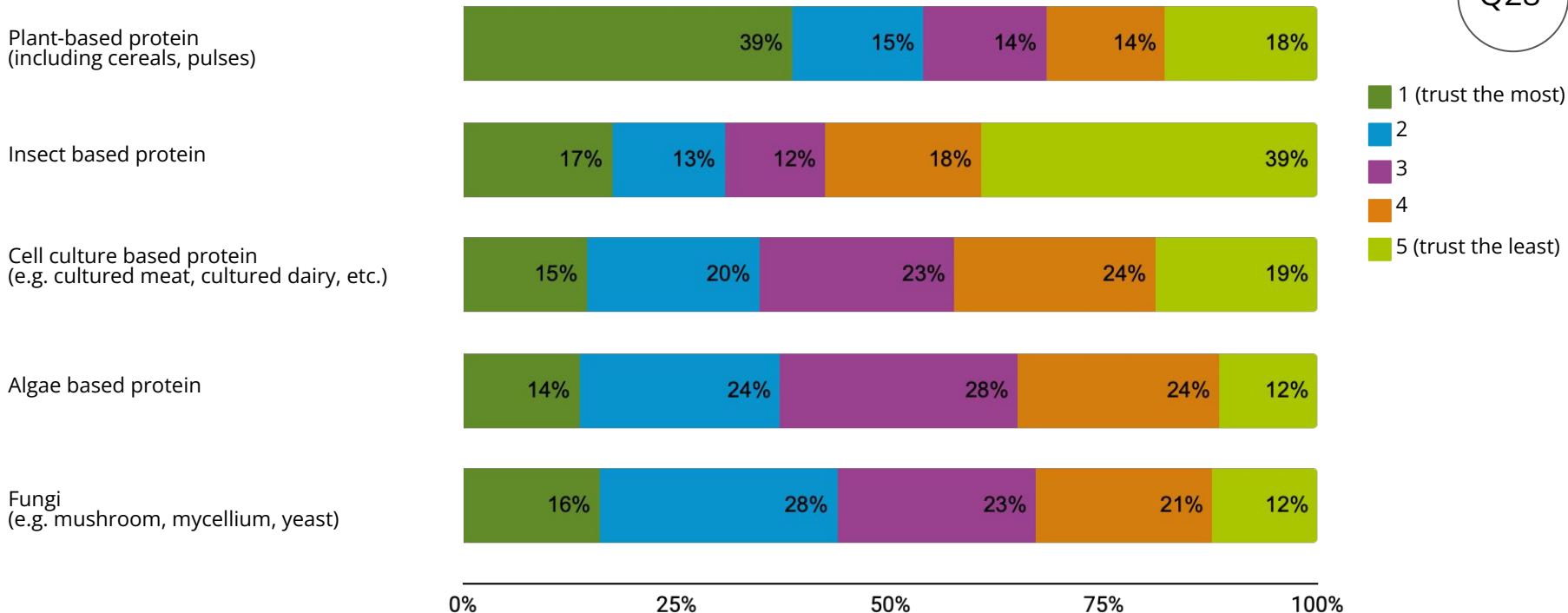
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Spain: Trust towards alternative proteins

Spanish consumers trust plant-based protein the most.

Q28



Which of the following alternative proteins do you trust the most? Rank them from 1 (trust the most) to 5 (trust the least). | Ranking answer option

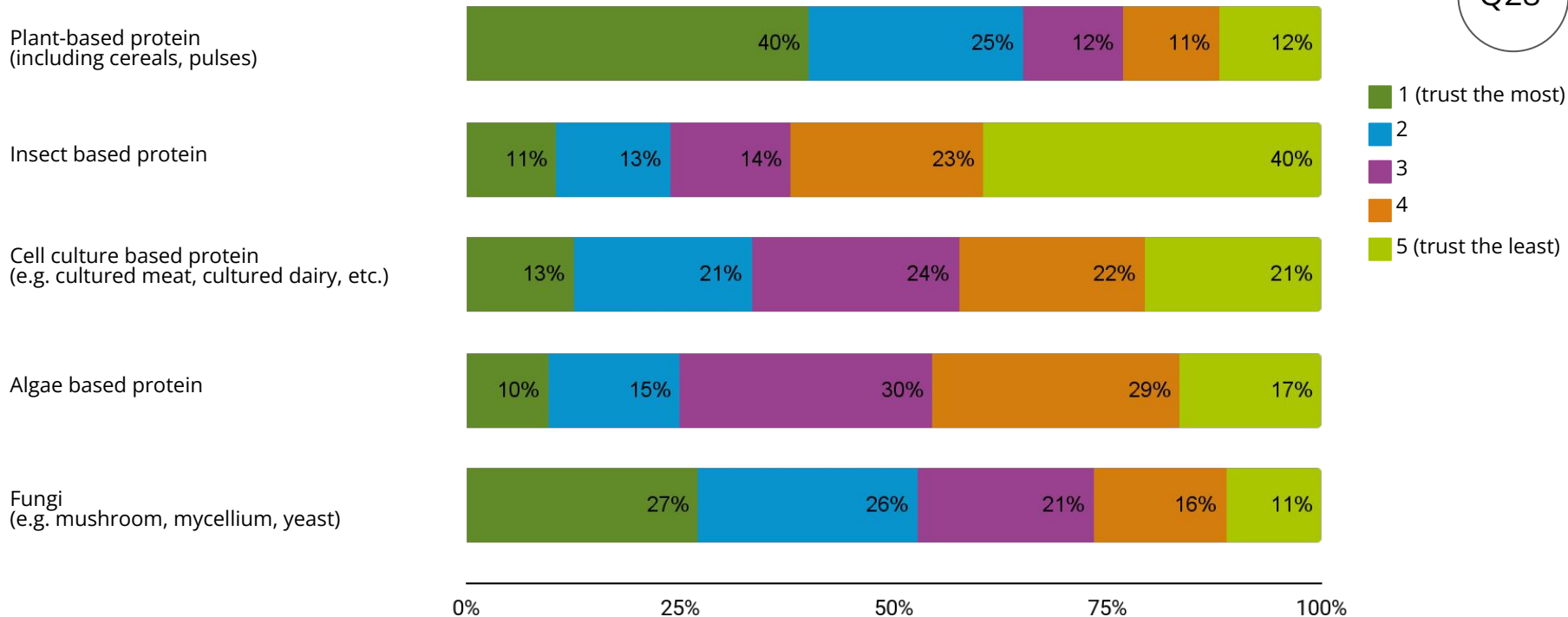
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



UK: Trust towards **alternative proteins**

UK consumers trust plant-based protein the most.

Q28



Which of the following alternative proteins do you trust the most? Rank them from 1 (trust the most) to 5 (trust the least). | Ranking answer option

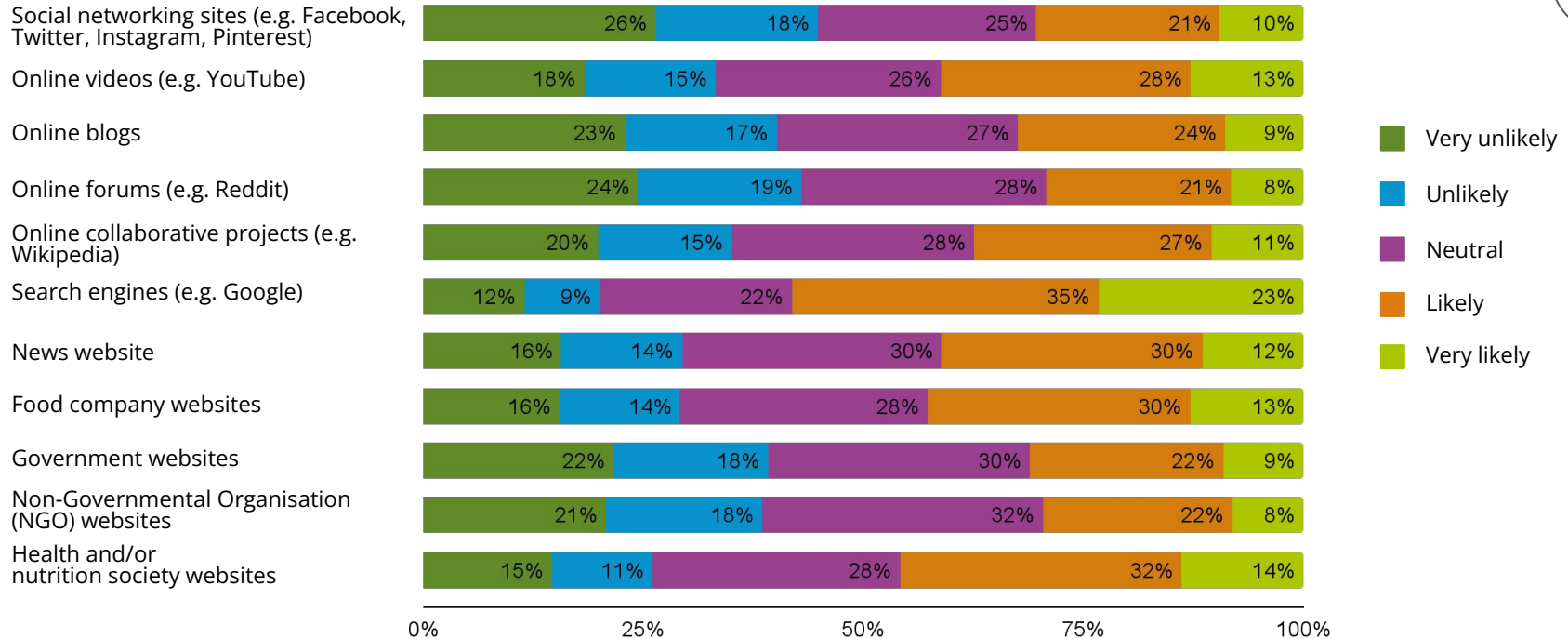
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

Q29 “How likely would you be to use these online communication channels to find information about plant-based food products?”

Total: Likelihood of using different channels

Overall, consumers are most likely to use search engines, health/nutrition-society websites, and food company websites to look for information on plant-based food products.

Q29



How likely would you be to use these online communication channels to find information about plant-based food products?... | Single selection

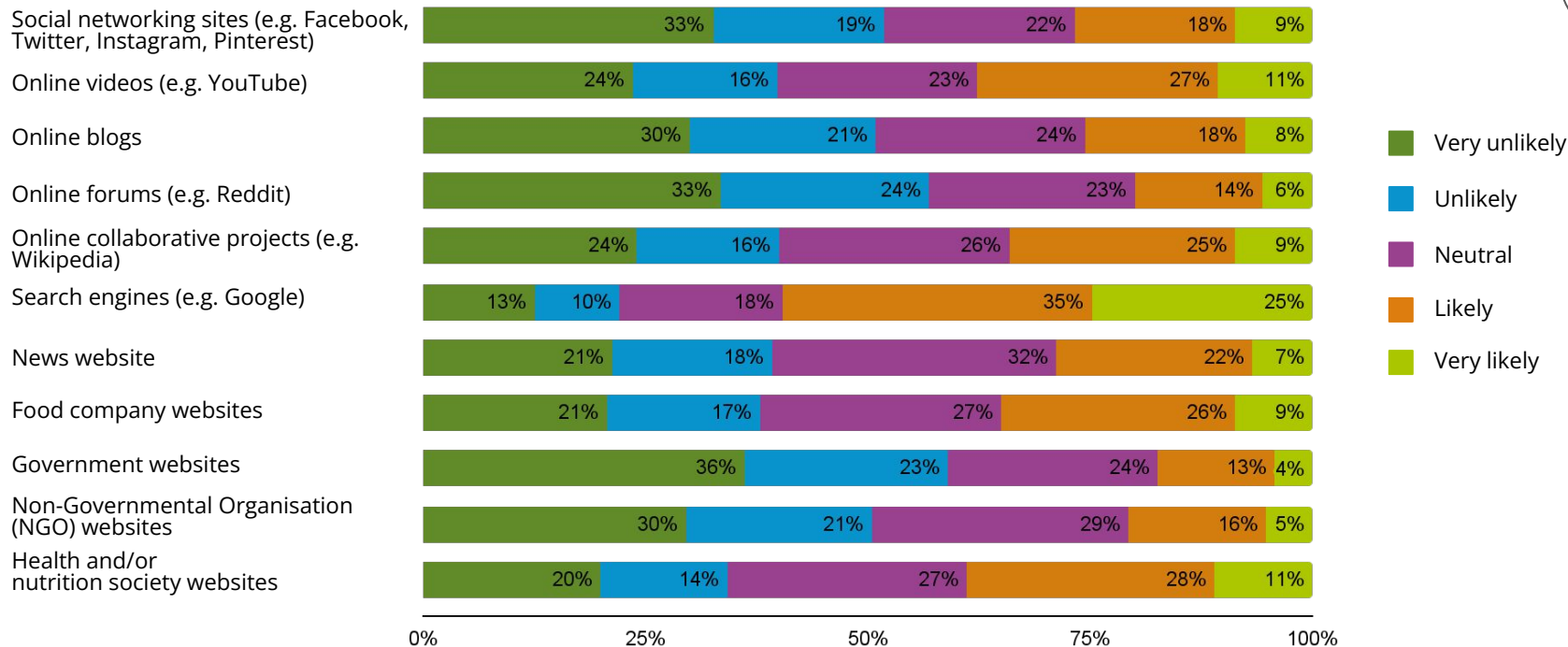
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Austria: Likelihood of using different channels

Austrian consumers are most likely to use search engines.

Q29



How likely would you be to use these online communication channels to find information about plant-based food products?... | Single selection

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

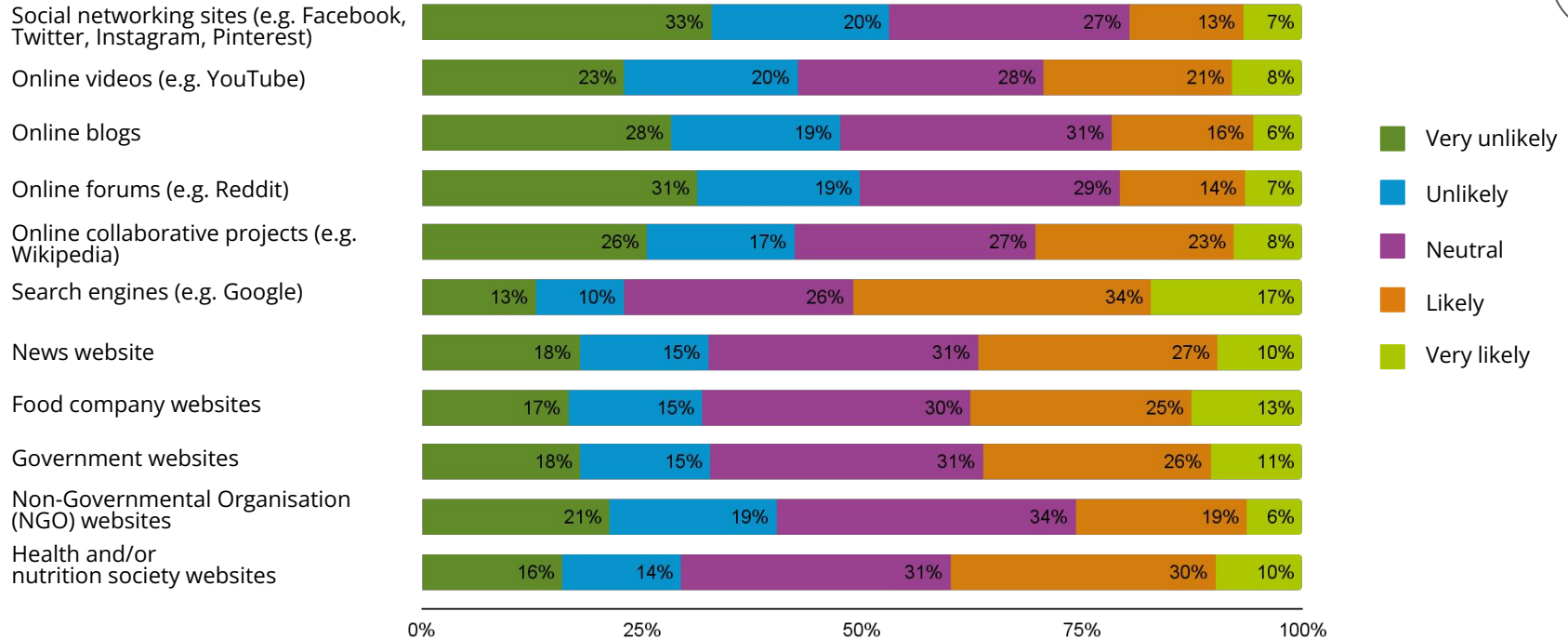


Denmark: Likelihood of using different channels



In Denmark, consumers are most likely to use search engines and health/nutrition-society websites to look for information on plant-based food products.

Q29



How likely would you be to use these online communication channels to find information about plant-based food products?... | Single selection

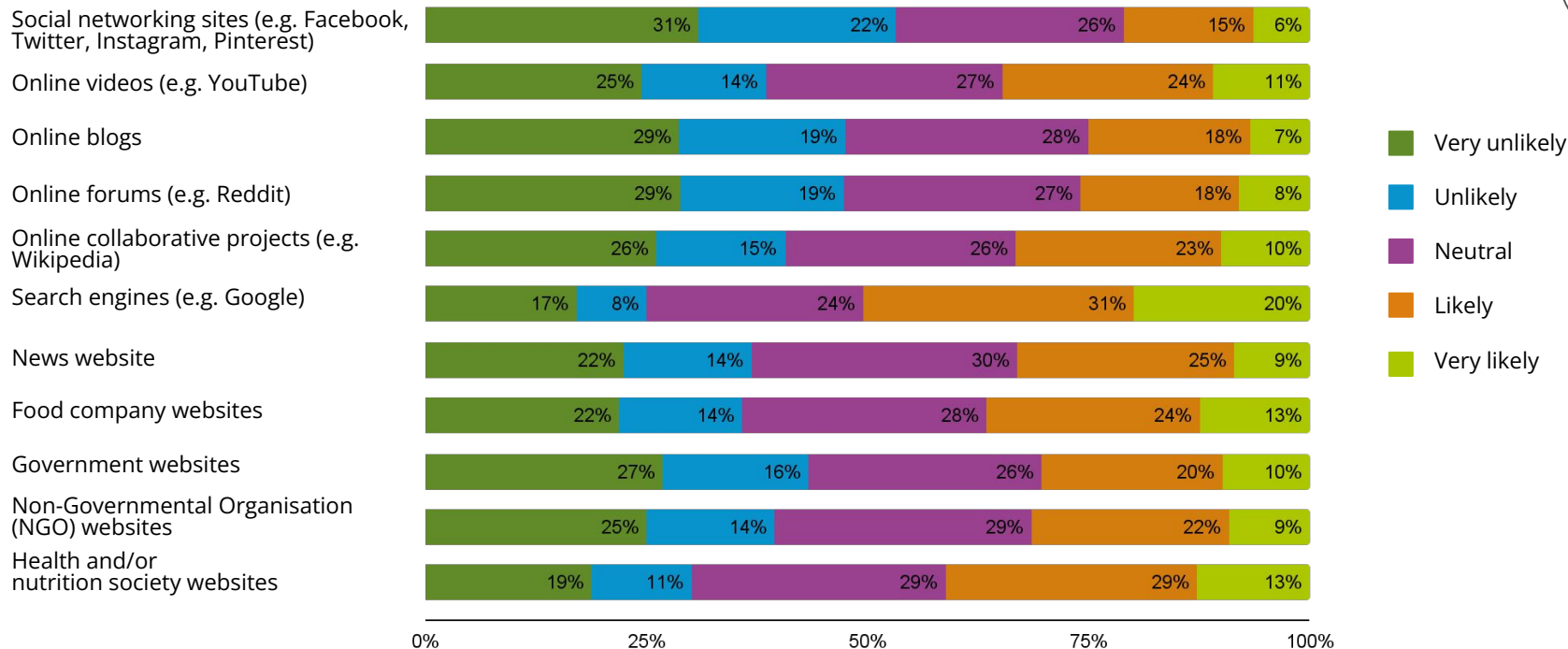
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



France: Likelihood of using different channels

In France, consumers are most likely to use search engines to look for information on plant-based food products.

Q29



How likely would you be to use these online communication channels to find information about plant-based food products?... | Single selection

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

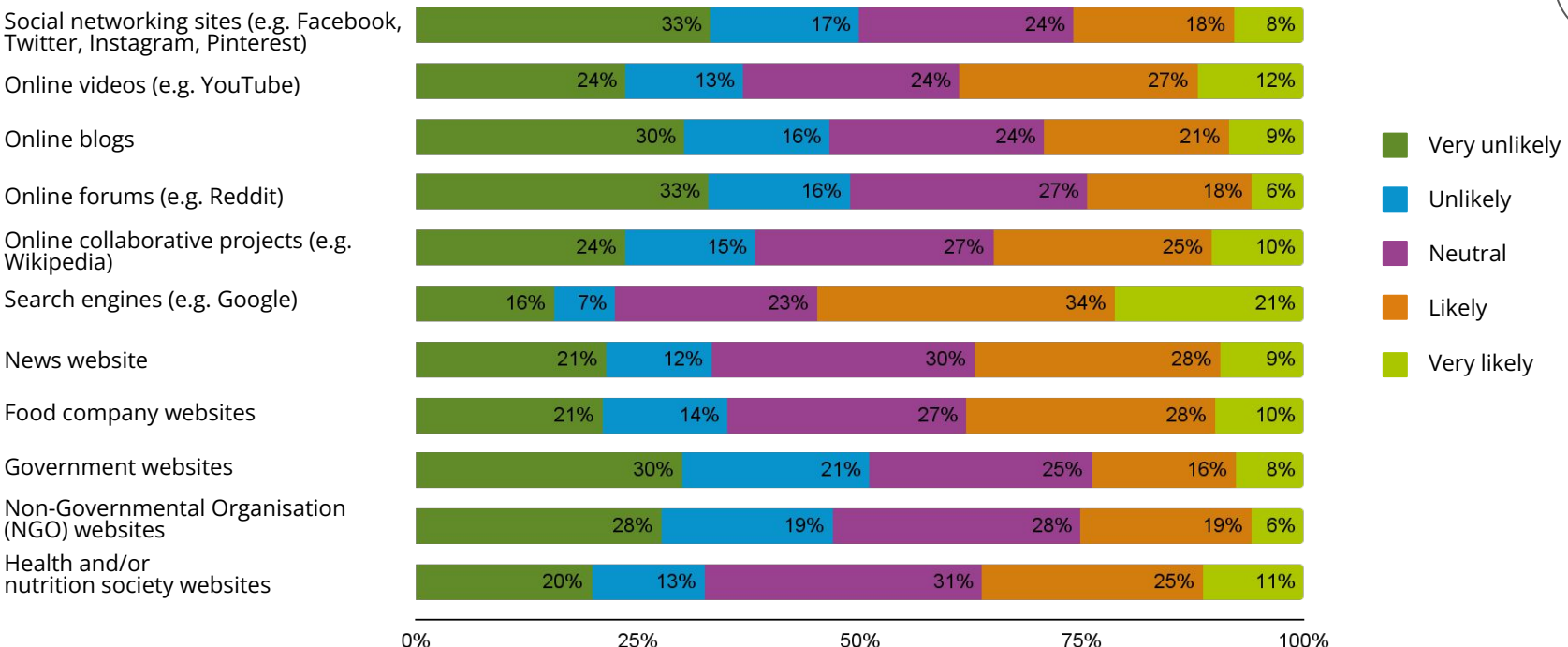


Germany: Likelihood of using different channels



German consumers are most likely to use search engines to look for information on plant-based food products.

Q29



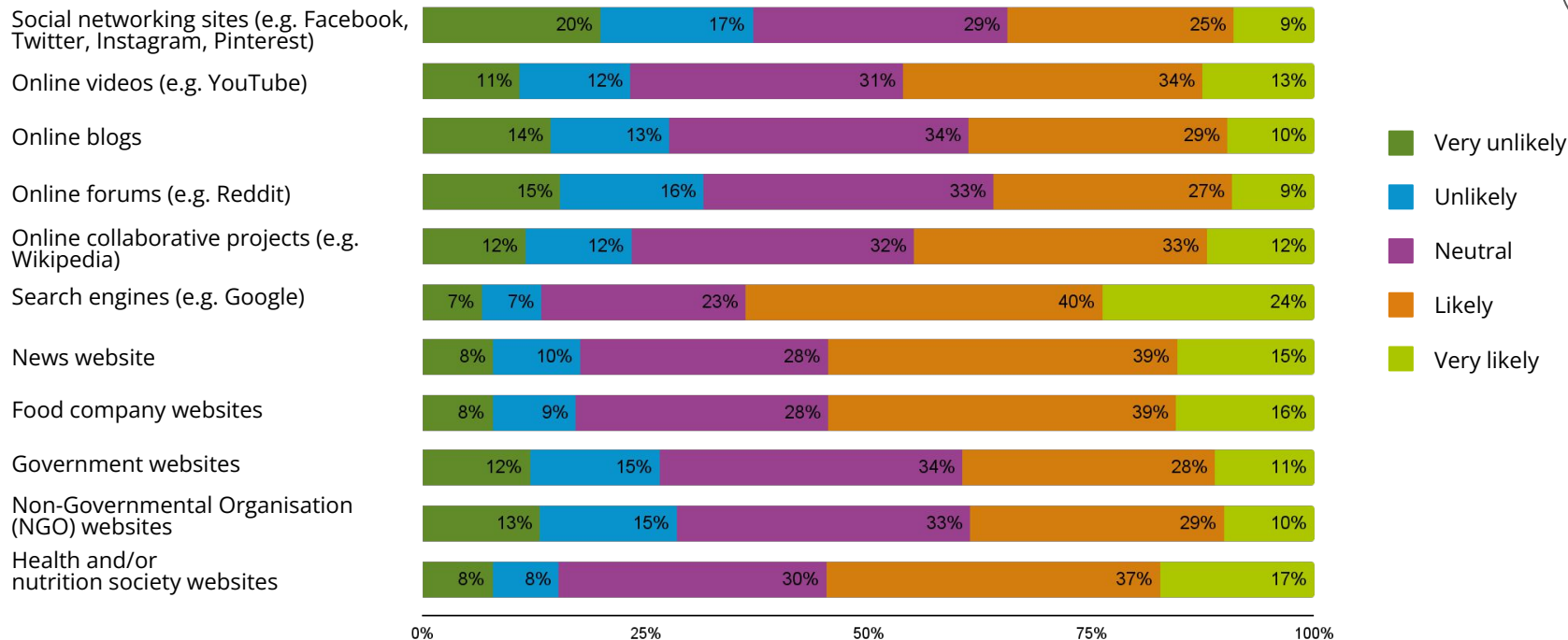
How likely would you be to use these online communication channels to find information about plant-based food products?... | Single selection



Italy: Likelihood of using different channels

Italian consumers are most likely to use search engines to look for information on plant-based food products.

Q29



How likely would you be to use these online communication channels to find information about plant-based food products?... | Single selection

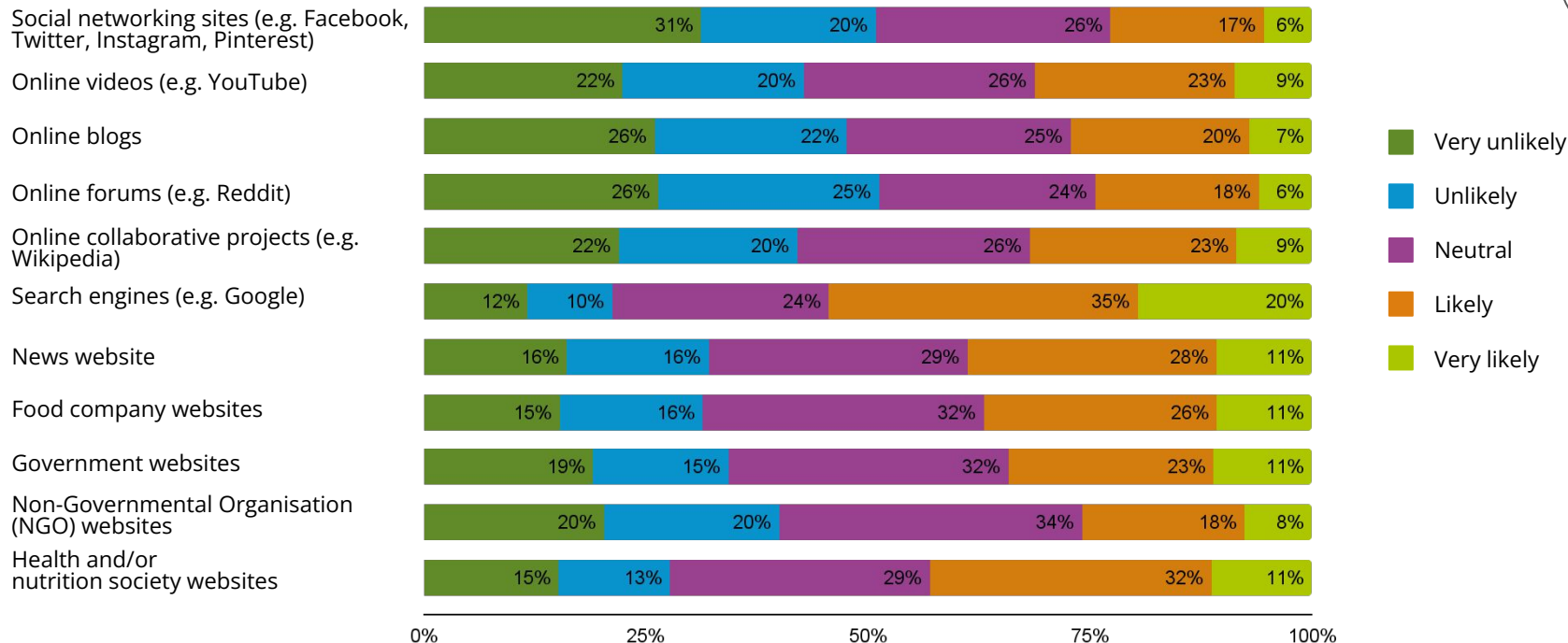
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Netherlands: Likelihood of using different channels

Dutch consumers are most likely to use search engines and health/nutrition-society websites to look for information on plant-based food products.

Q29



How likely would you be to use these online communication channels to find information about plant-based food products?... | Single selection

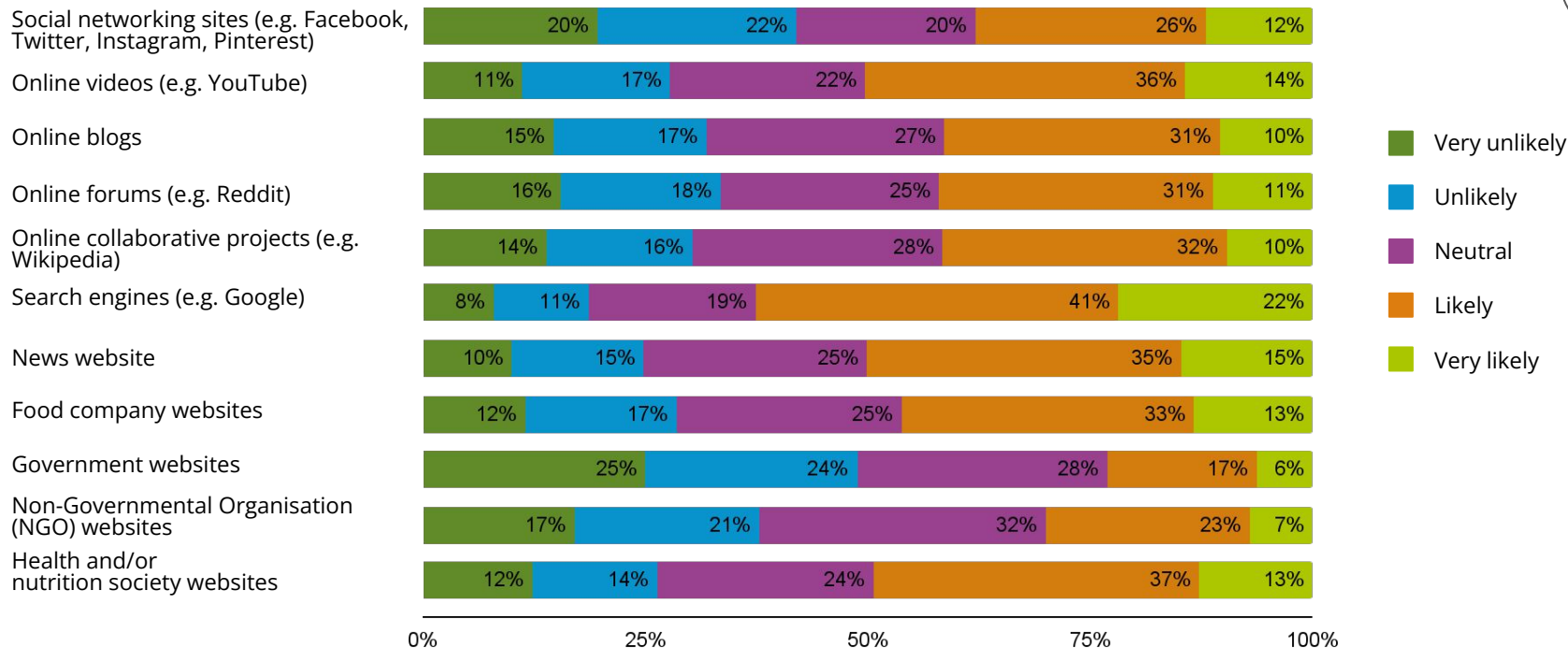
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Poland: Likelihood of using different channels

In Poland, consumers are most likely to use search engines.

Q29



How likely would you be to use these online communication channels to find information about plant-based food products?... | Single selection

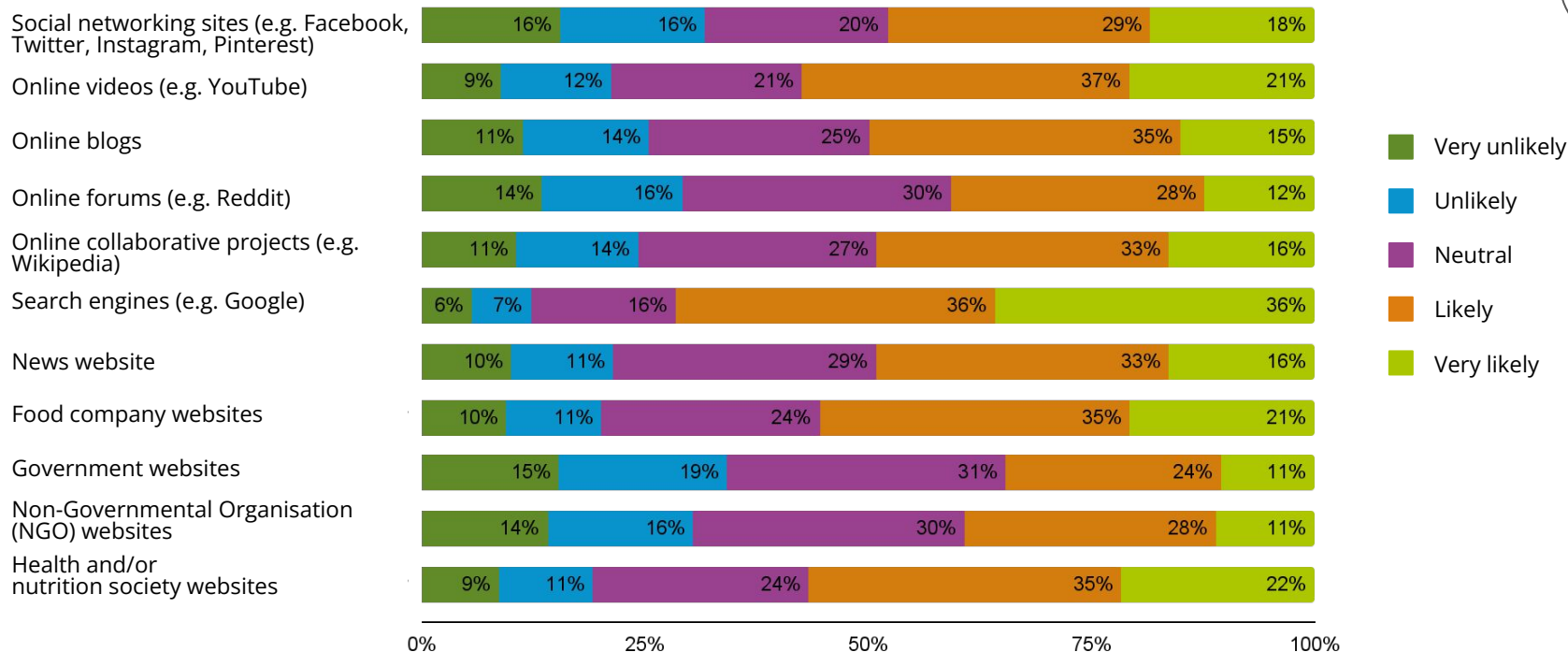
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Romania: Likelihood of using different channels

Romanian consumers are most likely to use search engines.

Q29



How likely would you be to use these online communication channels to find information about plant-based food products?... | Single selection

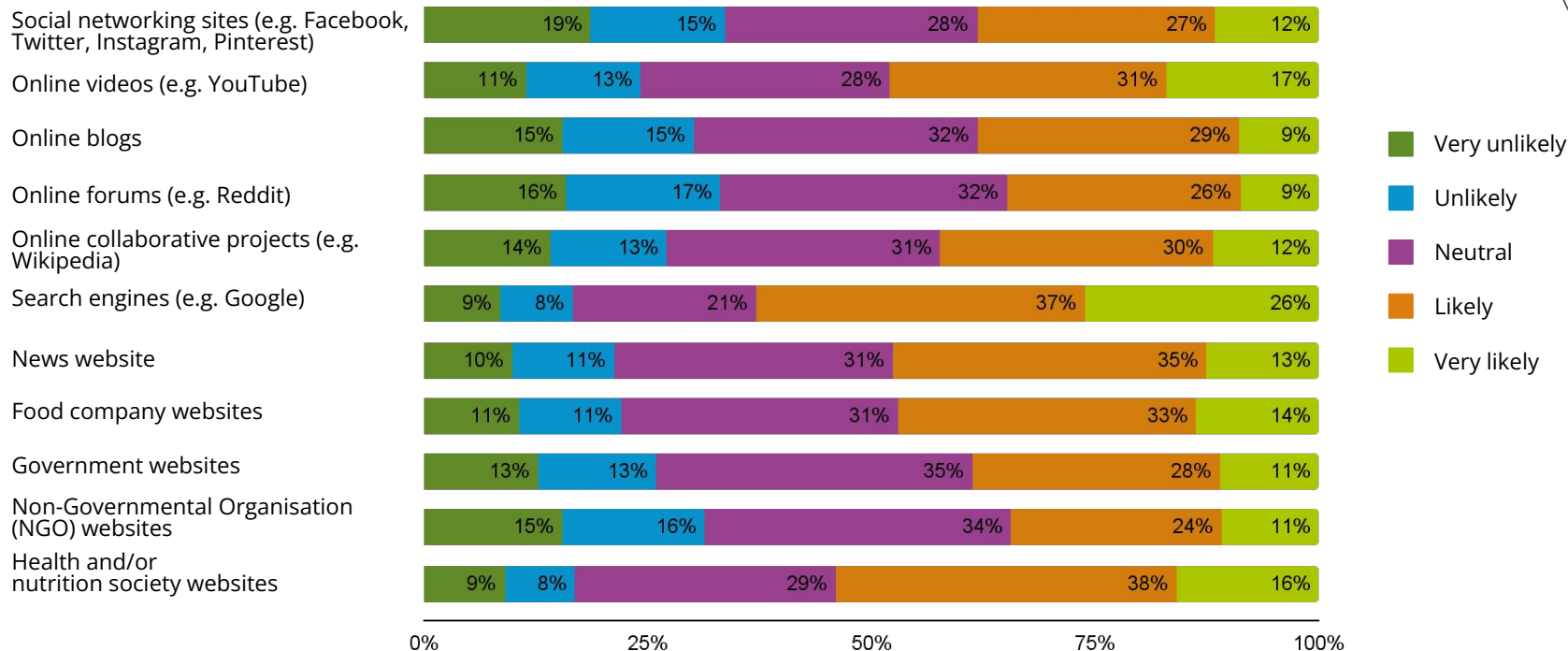
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Spain: Likelihood of using different channels

In Spain, search engines are the most likely used channel.

Q29



How likely would you be to use these online communication channels to find information about plant-based food products?... | Single selection

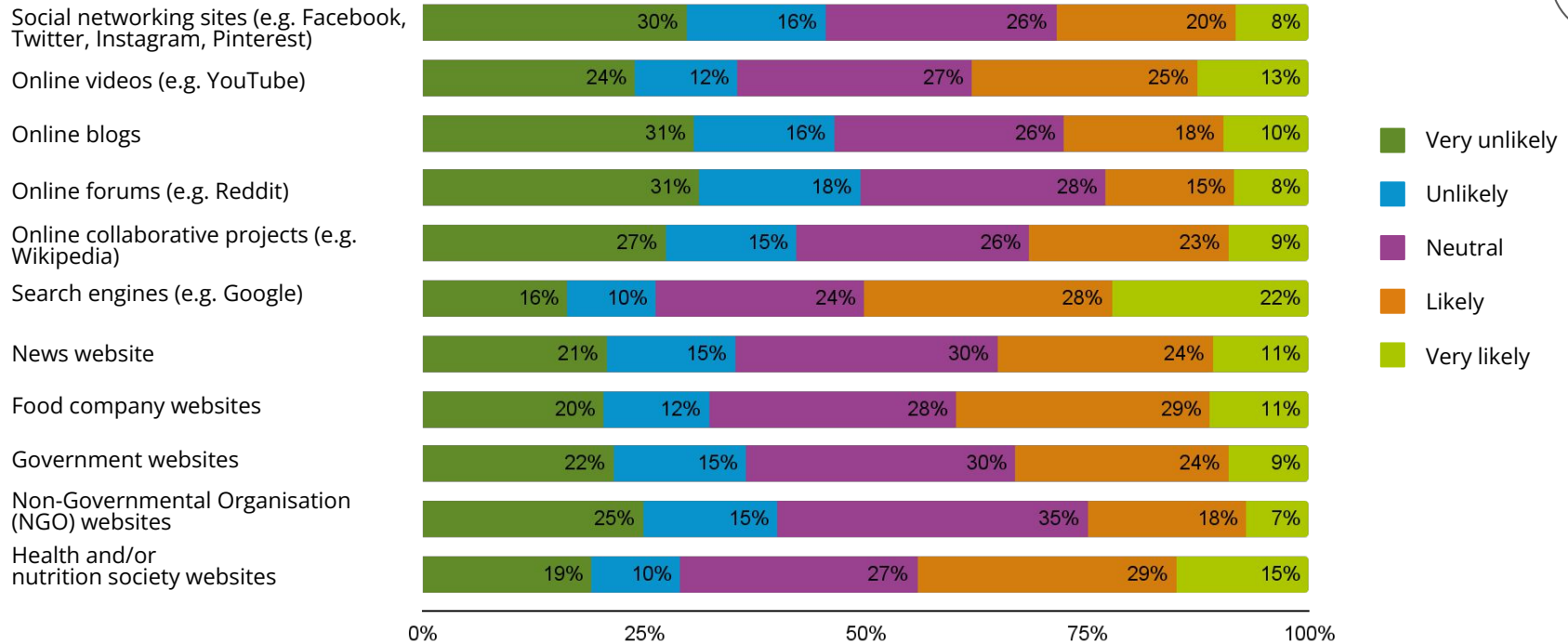
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



UK: Likelihood of using different channels

In the UK, consumers are most likely to use search engines.

Q29



How likely would you be to use these online communication channels to find information about plant-based food products?... | Single selection

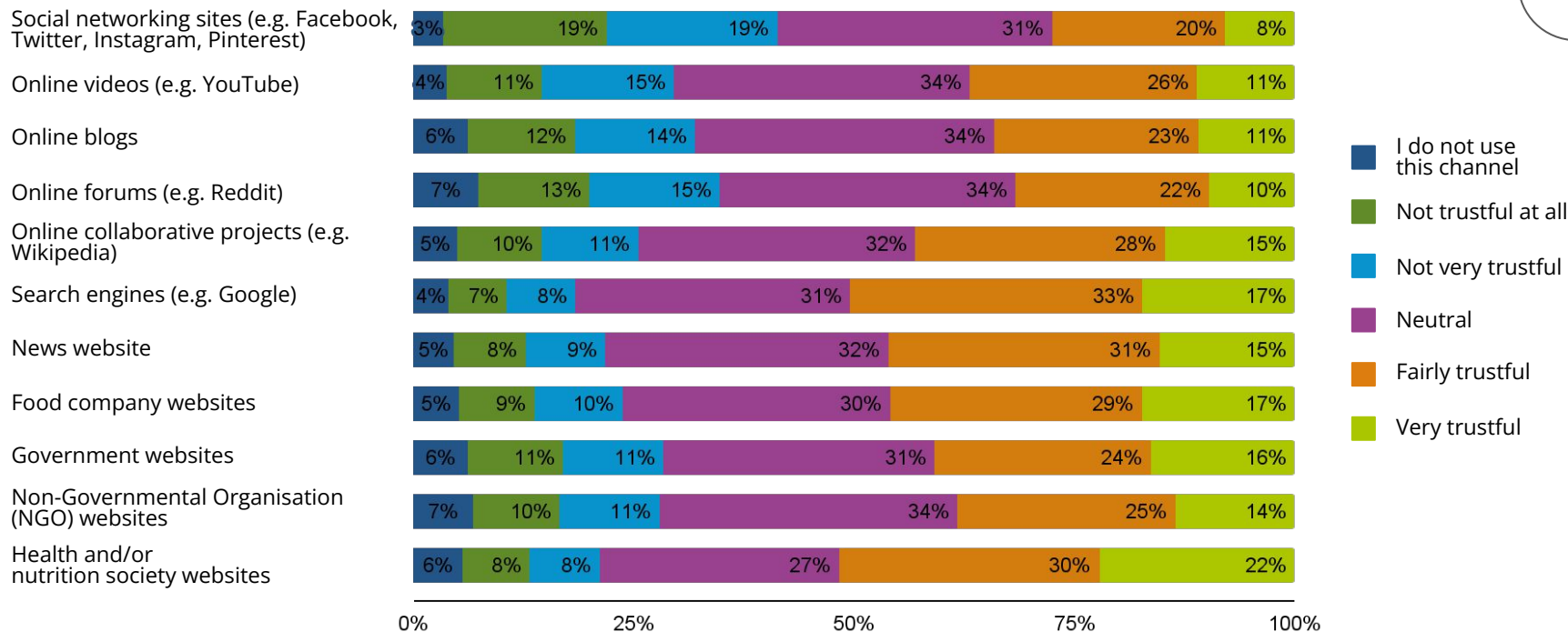
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

Q30 “In general, how much would you trust the information about plant-based food products from...?”

Total: Trust in information from different channels

Overall, consumers trust health and nutrition-society websites and search engines the most.

Q30



In general, how much would you trust the information about plant-based food products from... | Single selection

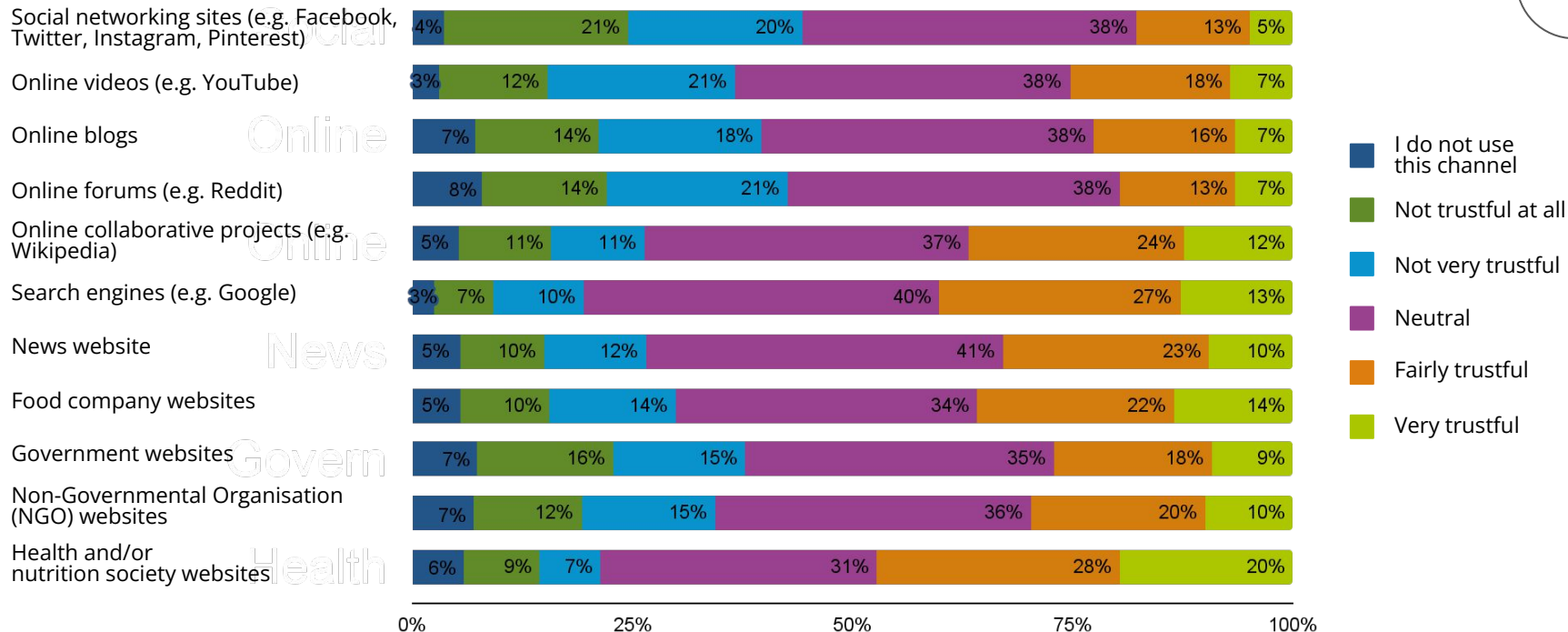
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Austria: Trust in information from different channels

Austrian consumers trust health and nutrition-society websites the most.

Q30



In general, how much would you trust the information about plant-based food products from... | Single selection

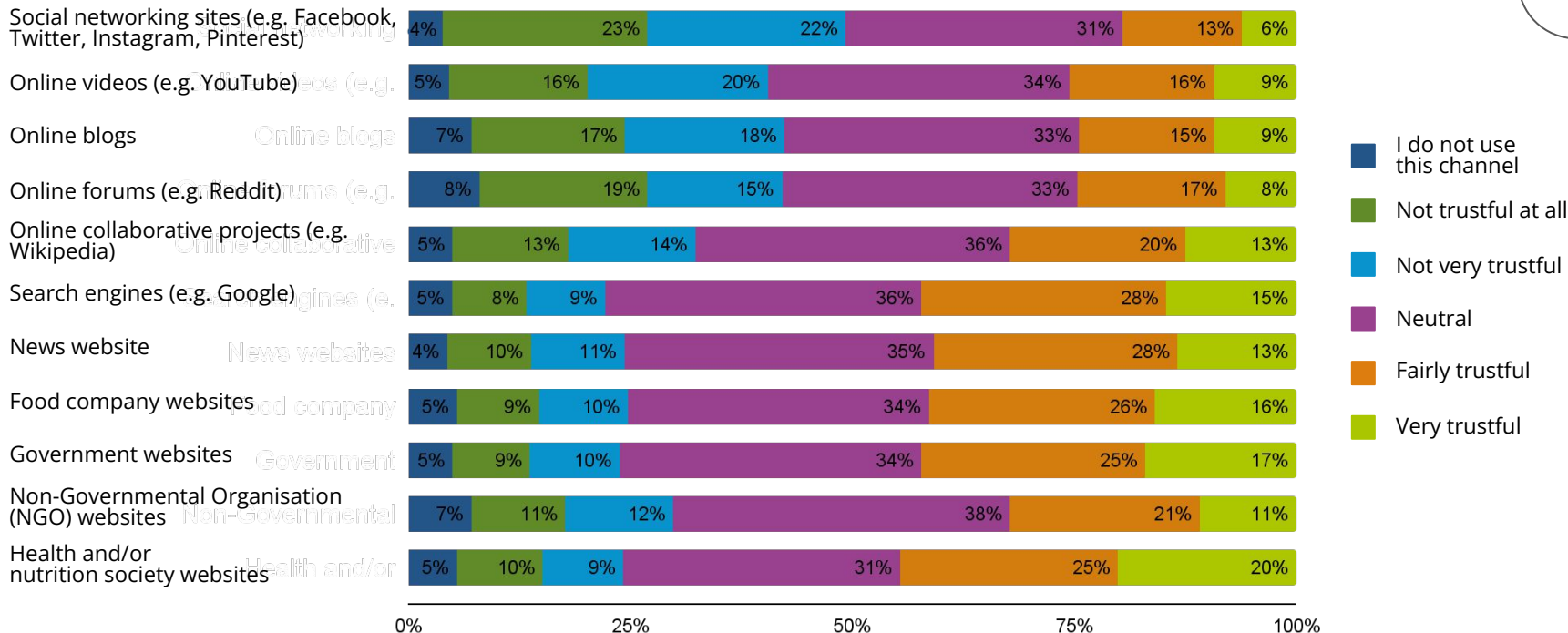
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Denmark: Trust in information from different channels

In Denmark, most consumers trust health/nutrition-society and government websites.

Q30



In general, how much would you trust the information about plant-based food products from... | Single selection

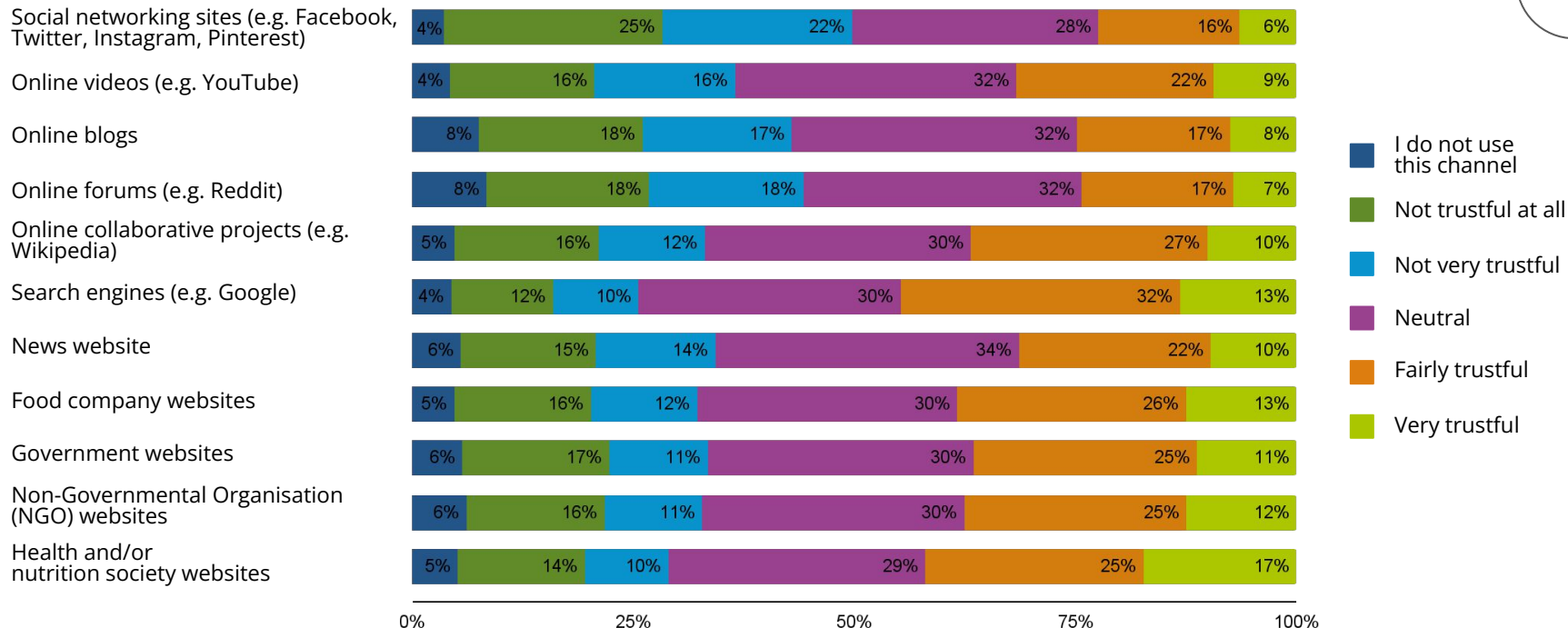
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



France: Trust in information from different channels

French consumers trust search engines and health and nutrition-society websites the most.

Q30



In general, how much would you trust the information about plant-based food products from... | Single selection

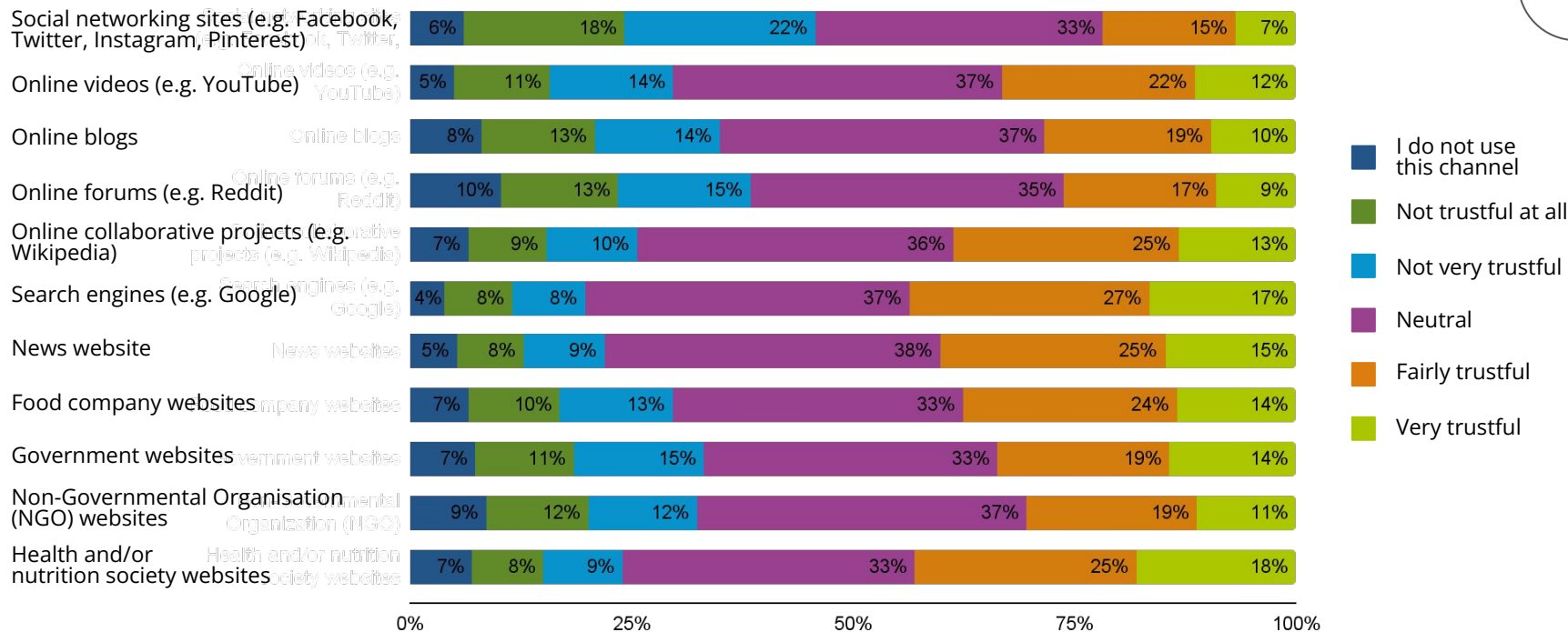
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Germany: Trust in information from different channels

German consumers trust search engines and health and nutrition-society websites the most.

Q30



In general, how much would you trust the information about plant-based food products from... | Single selection

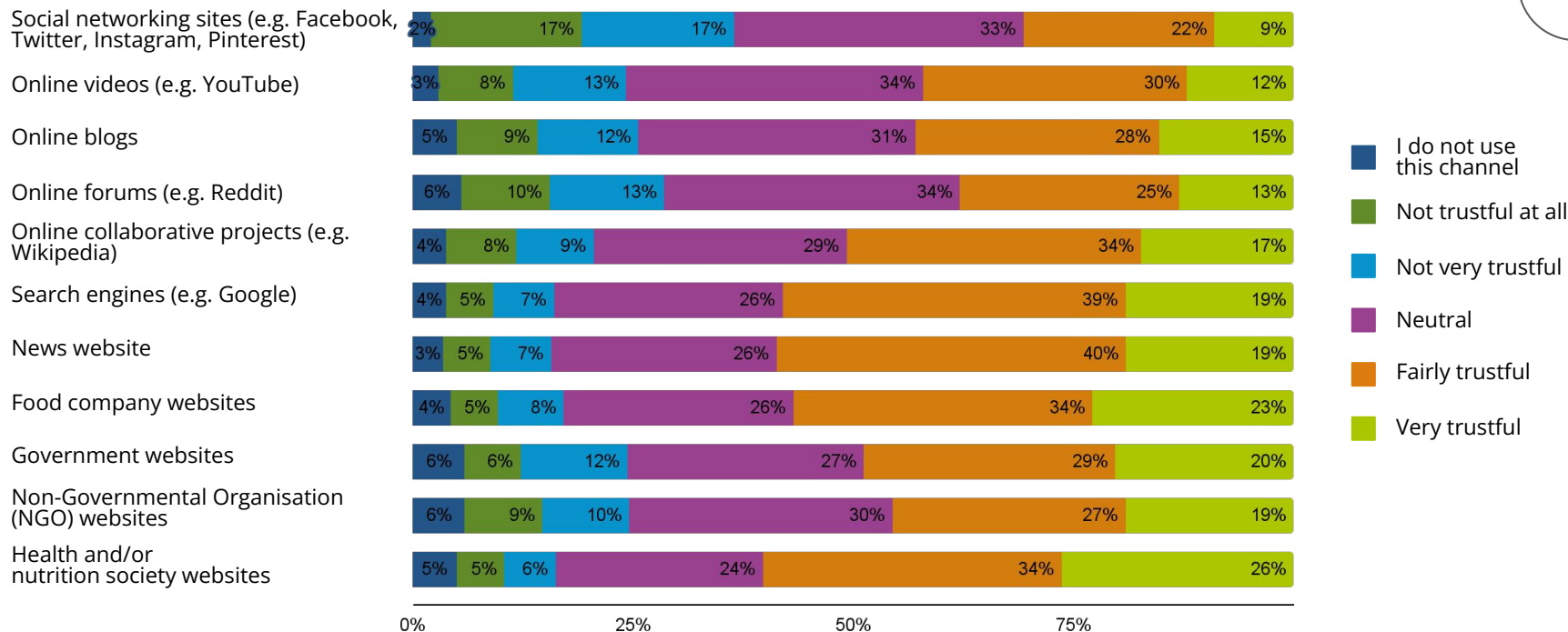
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Italy: Trust in information from different channels

Italian consumers trust health/nutrition-society websites, news websites, and search engines the most.

Q30



In general, how much would you trust the information about plant-based food products from... | Single selection

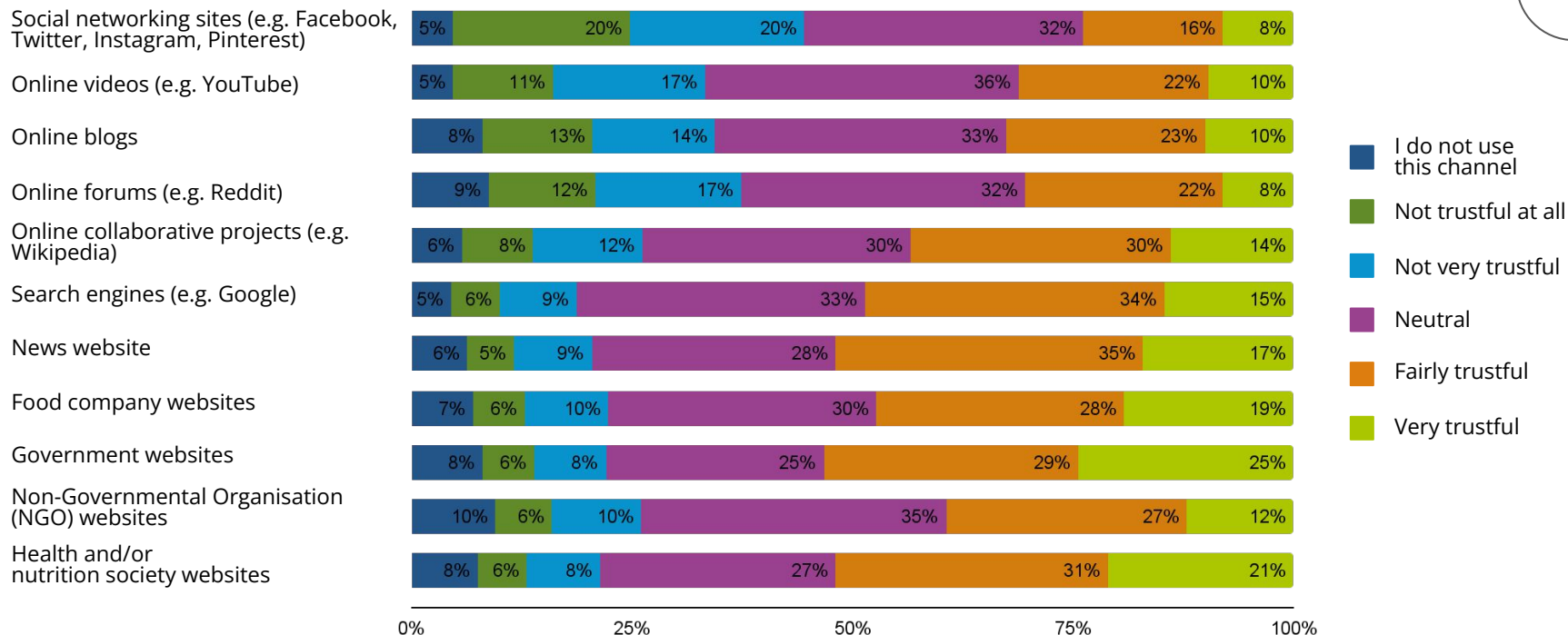
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Netherlands: Trust in information from different channels

Dutch consumers trust government, health/nutrition, and news websites the most.

Q30



In general, how much would you trust the information about plant-based food products from... | Single selection

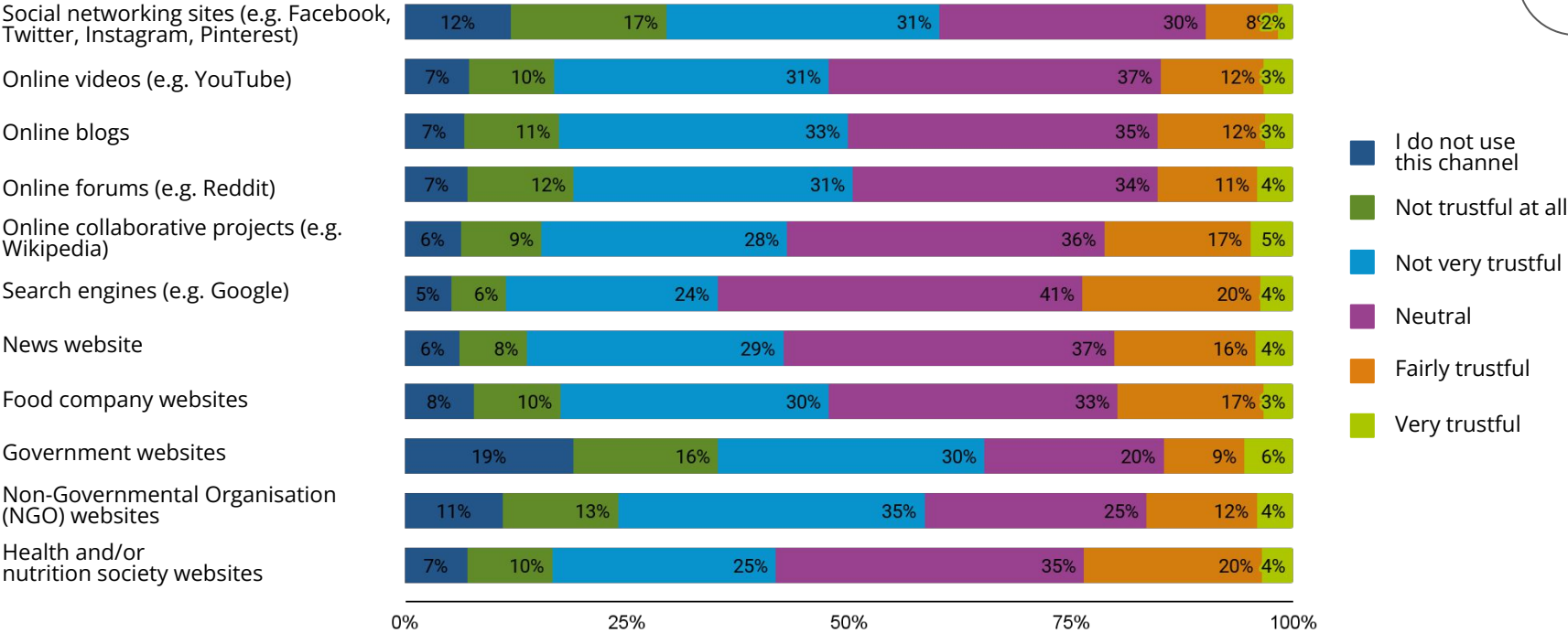
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Poland: Trust in information from different channels

In Poland, consumers trust health and nutrition-society websites and search engines the most.

Q30



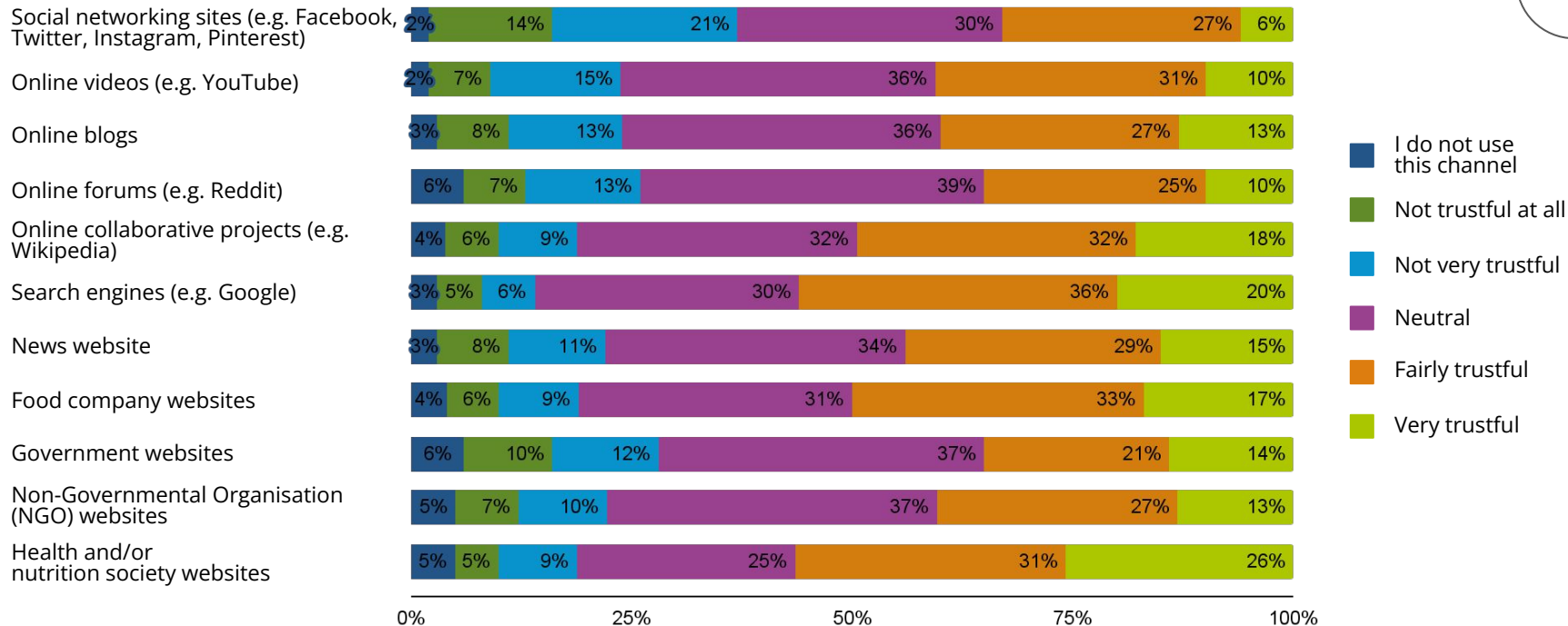
In general, how much would you trust the information about plant-based food products from... | Single selection



Romania: Trust in information from different channels

In Romania, consumers trust health and nutrition-society websites and search engines the most.

Q30



In general, how much would you trust the information about plant-based food products from... | Single selection

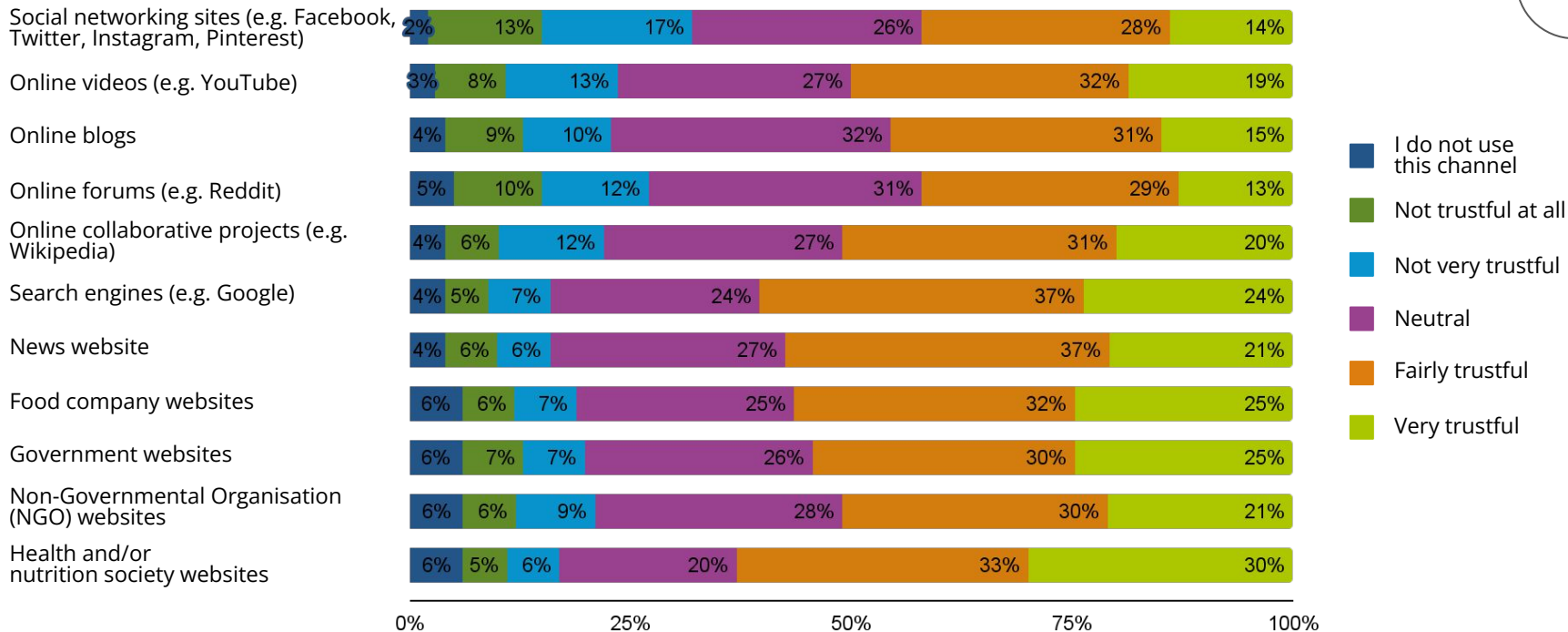
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



Spain: Trust in information from different channels

In Spain, consumers trust health and nutrition-society websites the most.

Q30



In general, how much would you trust the information about plant-based food products from... | Single selection

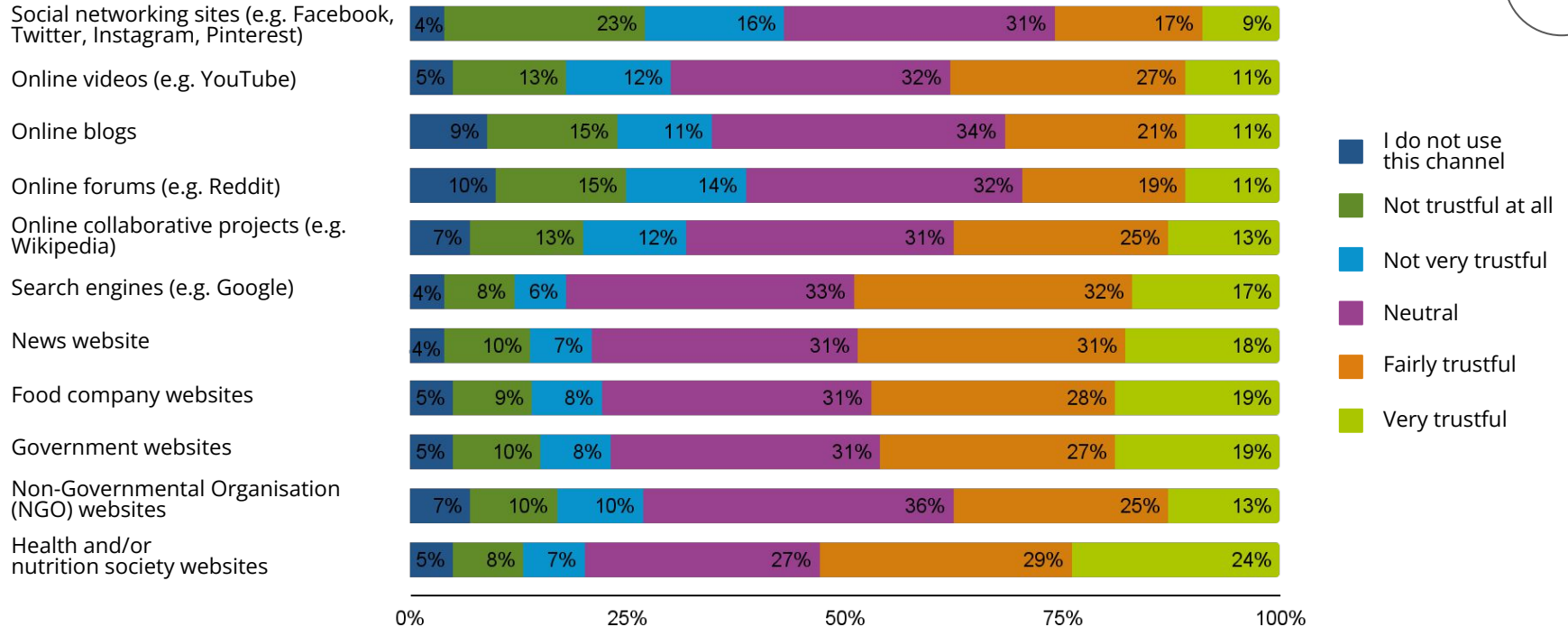
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759



UK: Trust in information from different channels

In the UK, consumers trust health and nutrition-society websites the most.

Q30



In general, how much would you trust the information about plant-based food products from... | Single selection

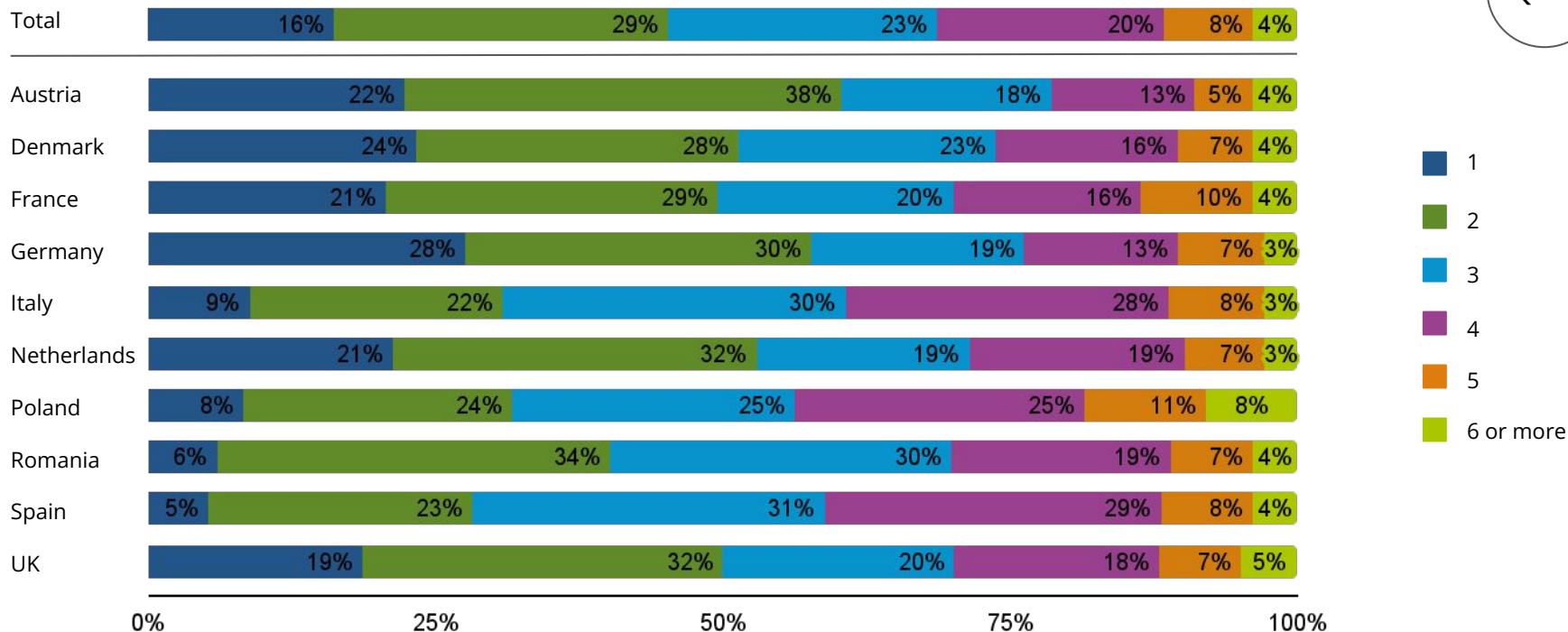
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

Q31 “How many people live in your household, including yourself?”

Number of people in the household

Poland has the largest households.

Q31



How many people live in your household, including yourself? | Please enter the number of people Open answer

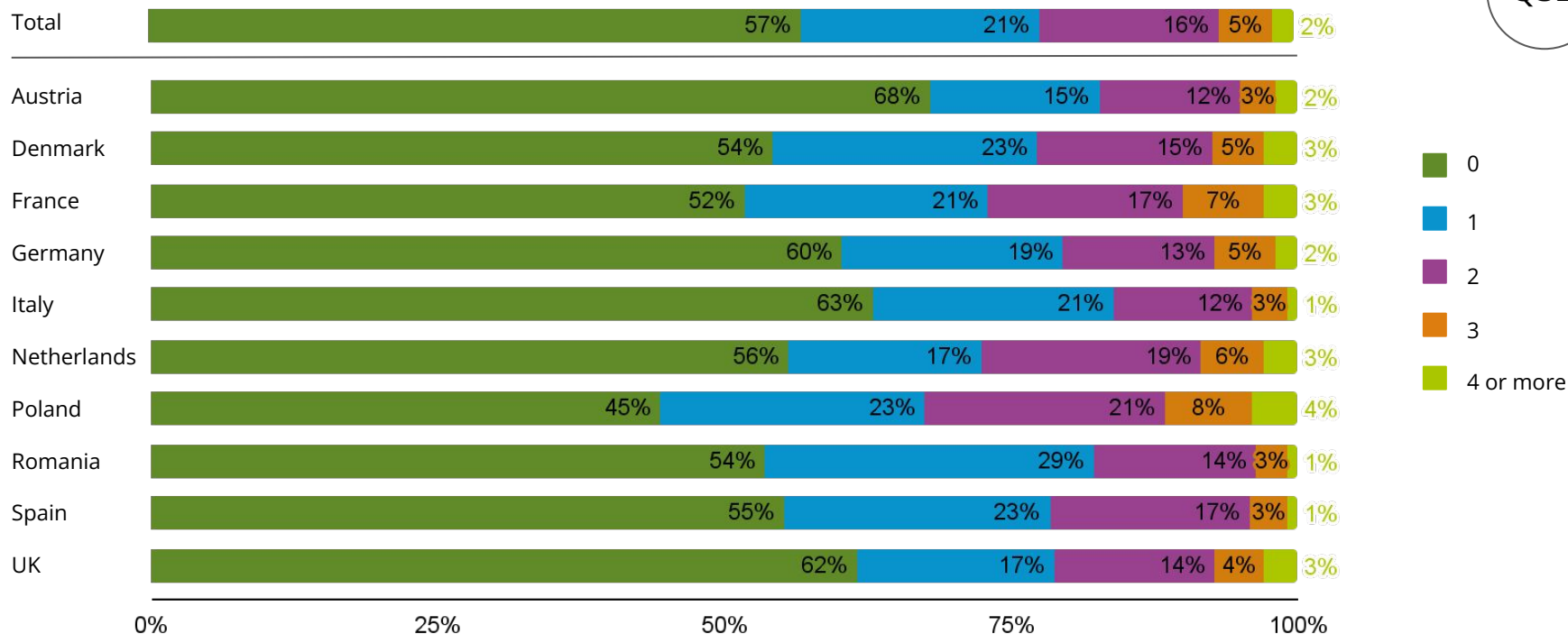
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

Q32 “How many children live in your household?”

Number of children in the household

In Austria, most households do not have children.

Q32



How many children live in your household? Please enter the number of children. | Open answer

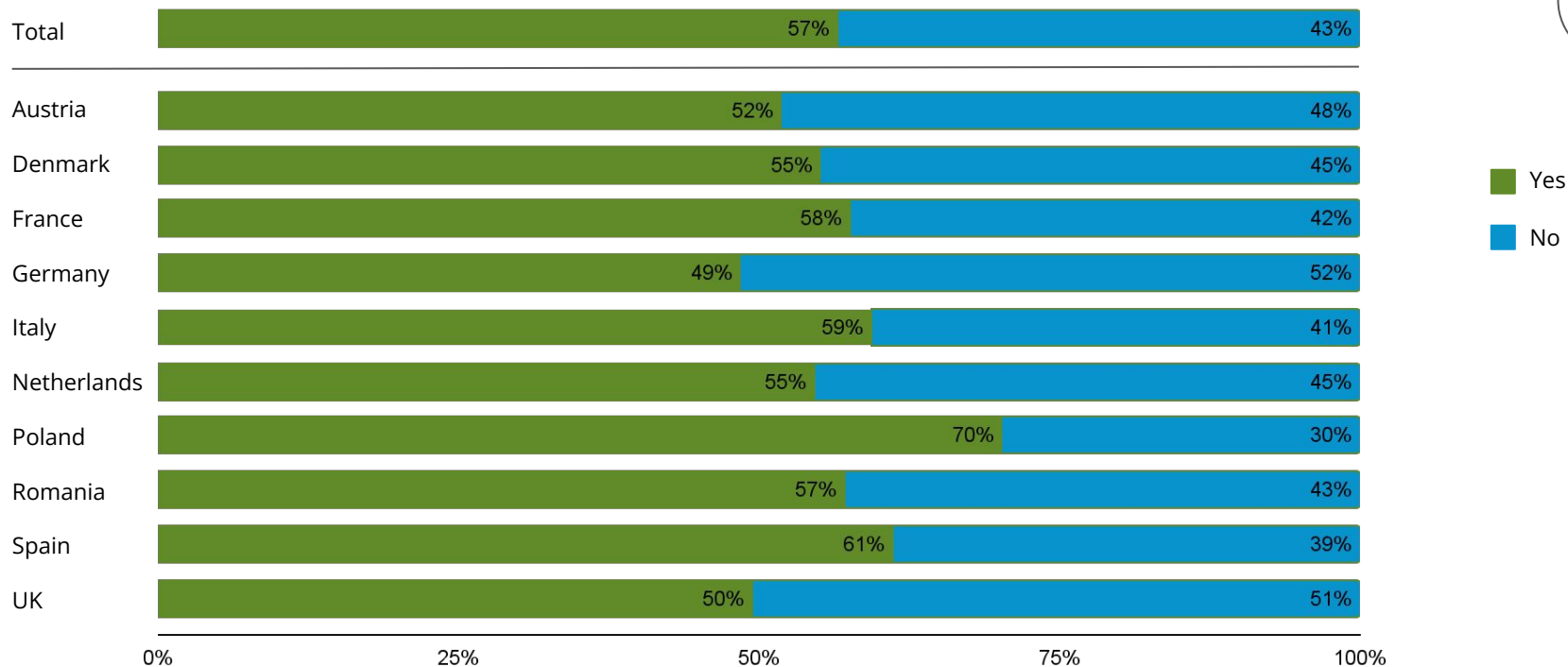
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

Q33 “Do you have an animal living with you?”

People owning animals

Most people own pets.

Q33



Do you have an animal living with you? | Single choice

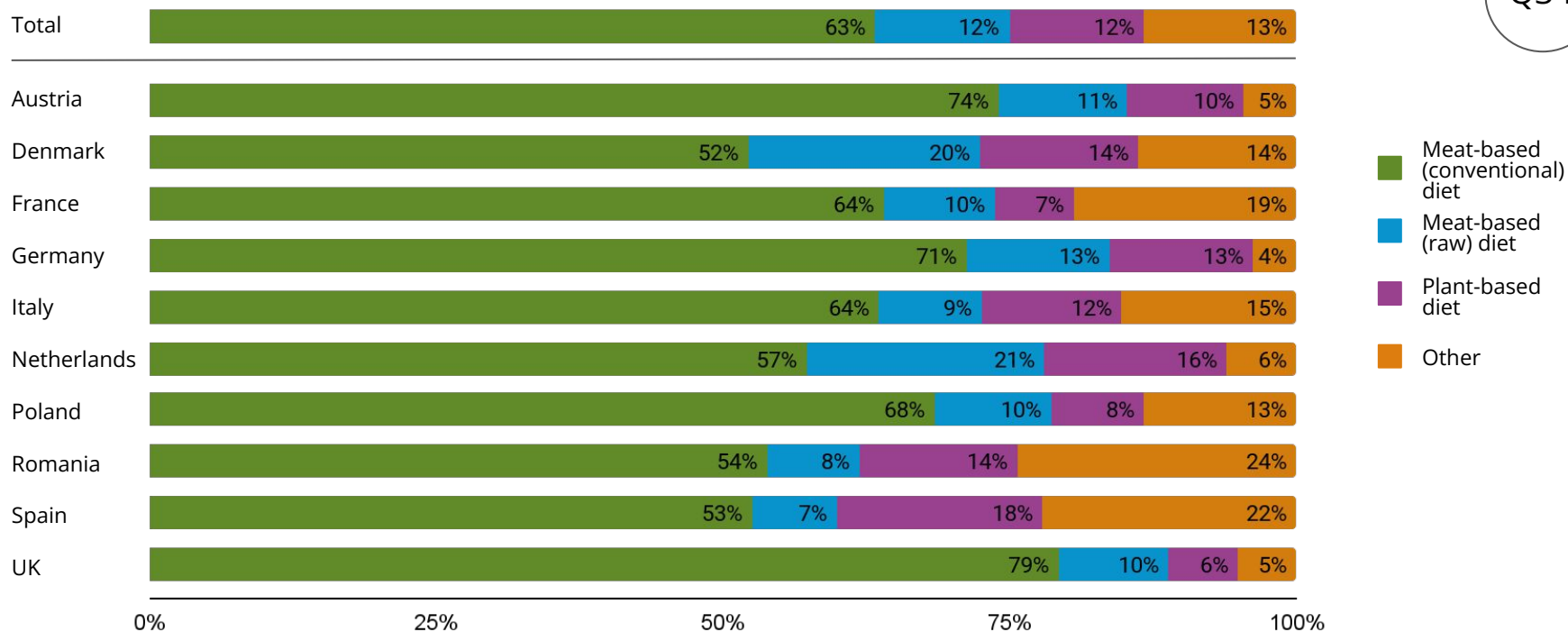
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

Q34 “If yes: what do you feed them?”

Type of animal diet

Dutch and Spanish consumers, in particular, feed their pets with a plant-based diet.

Q34



If yes: what do you feed them? | Single choice | Only participants who answered the previous question Q34 with "yes" were shown this question

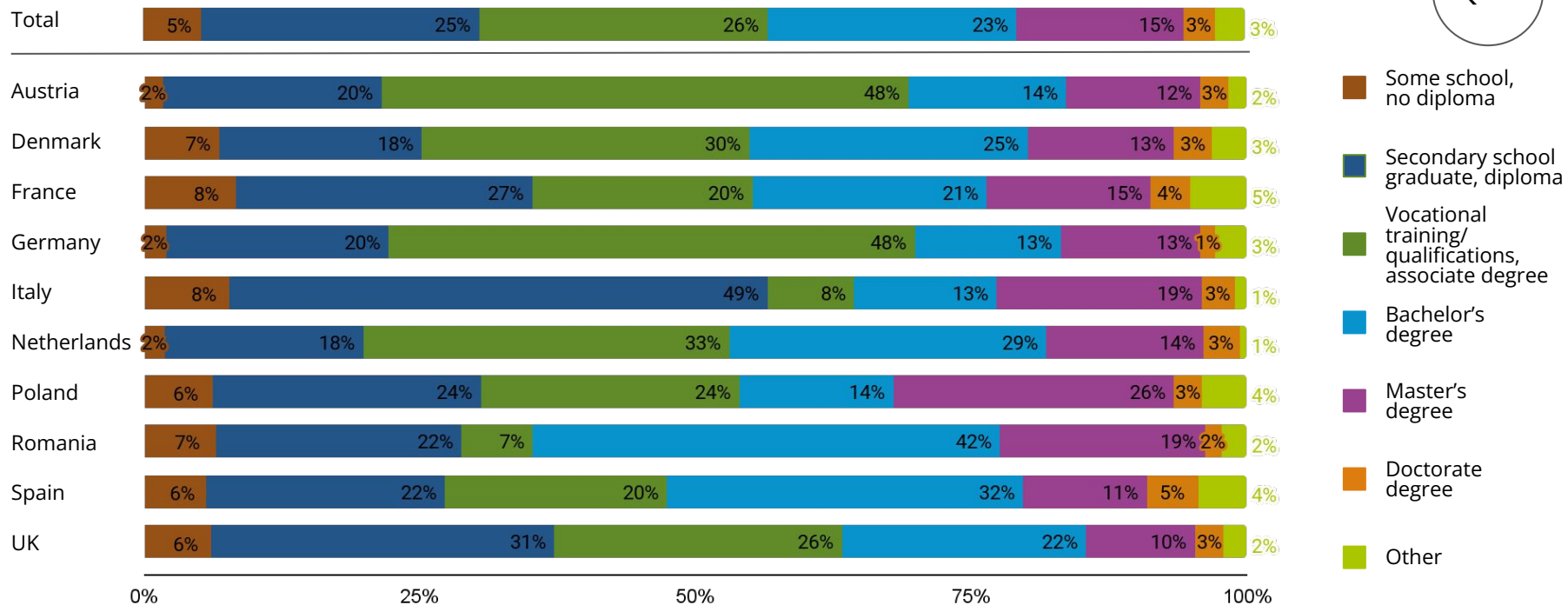
Total: n= 4286 | Austria n=393 | Denmark n=420 | France n=432 | Germany n=367 | Italy n=451 | Netherlands n=410 | Poland n=532 | Romania n=431 | Spain n=474 | UK n=376

Q35 “What is your highest level of education that you have successfully completed?”

Highest level of education

Q35

The majority of consumers have a vocational training/qualifications or associate degree, a secondary school graduate diploma, or a bachelor's degree.



What is your highest level of education that you have successfully completed?|Single choice

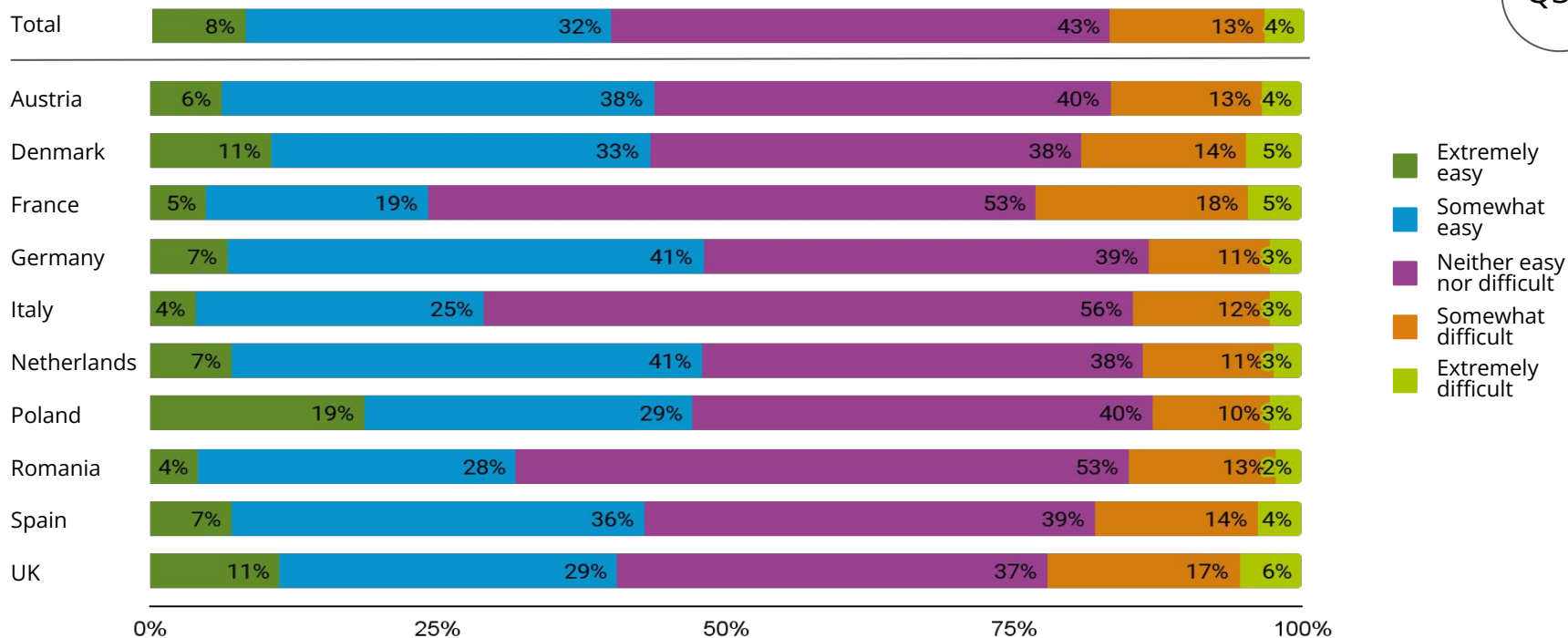
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

Q36 “How would you describe your own financial situation?”

Financial situation

Most consumers' financial situation is neither easy nor difficult.
Poland has the highest share of people with an extremely easy financial situation.

Q36



How would you describe your own financial situation? | Single choice

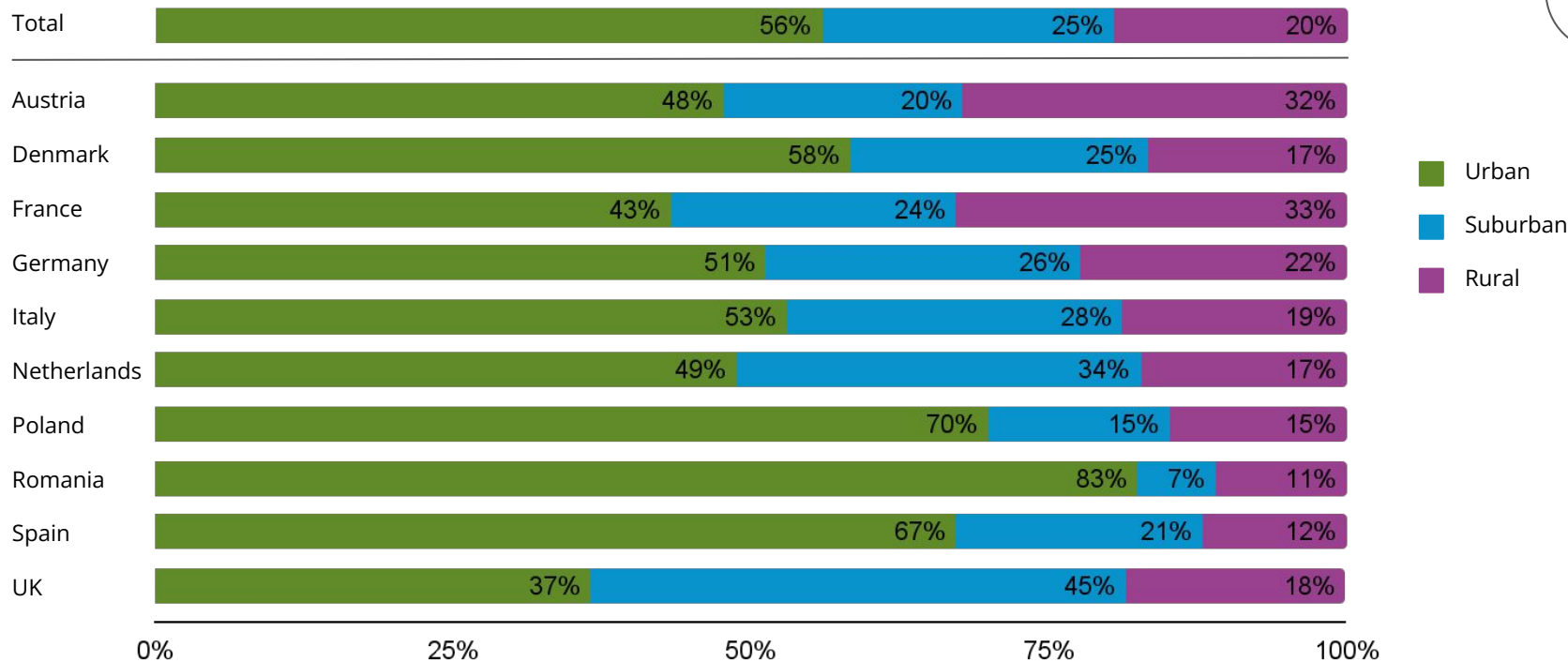
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

Q37 “Which phrase best describes the area where you live?”

Living area

In Romania, more than 80% of consumers live in urban areas.
In the UK, 45% live in suburban areas.

Q37



Which phrase best describes the area where you live?|Single choice

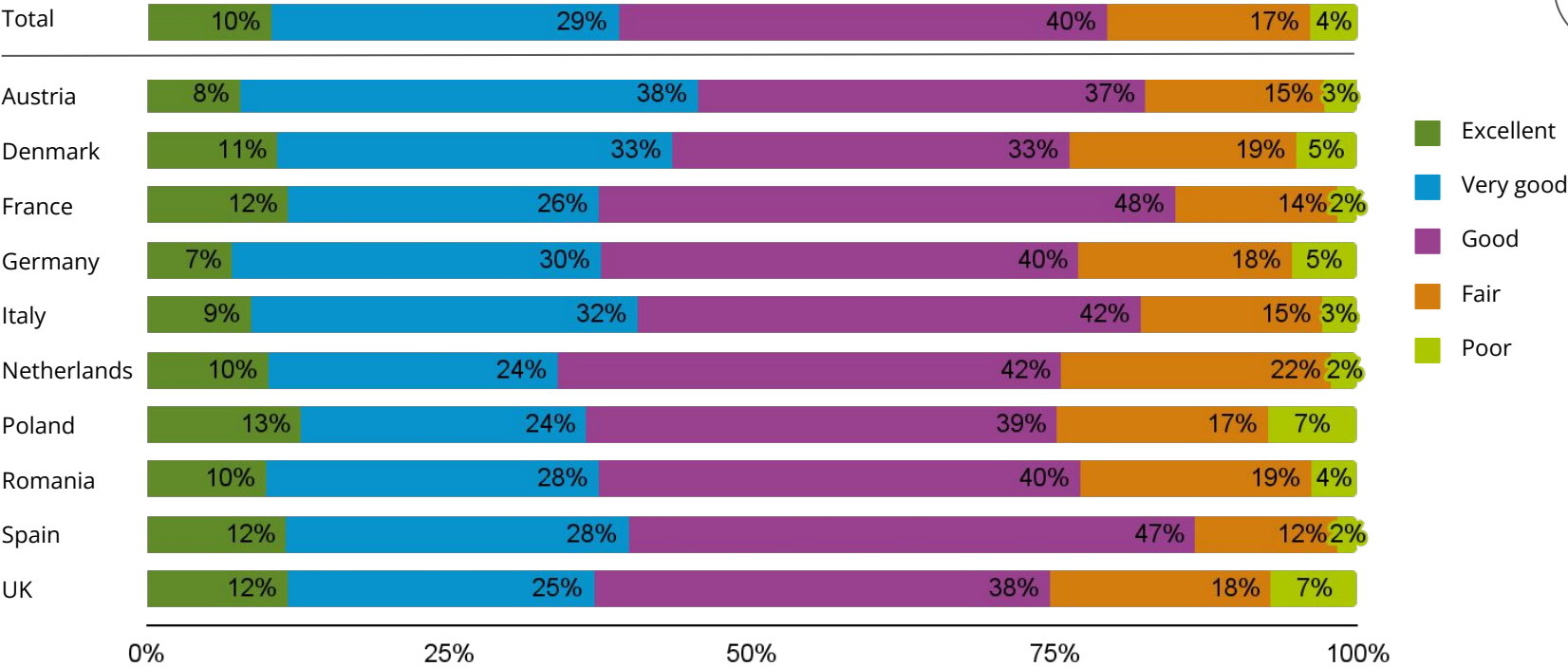
Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

Q38 “In general, how is your health?”

State of health

Q38

Consumers in Austria and Denmark seem to have the best health.



In general, how is your health? | Single choice

Total: n= 7590 | Austria n=757 | Denmark n=773 | France n=750 | Germany n=757 | Italy n=759 | Netherlands n=750 | Poland n=757 | Romania n=754 | Spain n=774 | UK n=759

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