PROTEIN SHAKE-UP?

Which alternatives will take over U.S. menus and meat counters

May 2022
**Key Findings**

01. Plant-based proteins with meatlike properties emerge as favorite alternative.

02. Even niche proteins like microalgae and insects drive purchase interest.

03. Naming matters: “Meatless” beats “Vegan” and others when it comes to labels.

04. Younger consumers favor government policies to shift consumption habits.
About the study
The study measured demand for seven proteins across seven different formats

7 PROTEINS

Animal-based
Plant-based with Meatlike Properties
Conventional Plant-based
Cultivated Meat/Fish
Mycoprotein
Microalgae
Insect

7 FORMATS

Burger patties
Sushi
Nuggets
Filet Mignon
Jerky
Bacon
Lasagna

The research was conducted in March 2022 among 3,538 U.S. consumers over the age of 18.
The study also tested:

- Popular brands of plant-based burger patties
- Naming conventions for veggie dogs
- How messaging affects demand for beef

The research was conducted in March 2022 among 3,538 U.S. consumers over the age of 18.
The research used Veylinx’s unique methodology to measure actual consumer purchase behavior instead of intent. This is summarized in the Demand Score, a proprietary metric developed by Veylinx to predict the performance of a product or innovation.

Participants placed a single sealed bid using their own real money on the products being tested.

Participants next answered a series of follow-up questions about their preferences, perceptions and purchase behavior.
Ranking of proteins across all formats

Animal-based proteins lead in purchase interest, but alternatives trail closely

- Animal-based: 53%
- Plant-based with Meatlike Properties: 49%
- Conventional Plant-based: 48%
- Cultivated Meat/Fish: 47%
- Mycoprotein: 46%
- Microalgae: 41%
- Insect: 30%

Percentage of study participants who placed a positive bid for a product based on a particular protein
Percentage of study participants who placed a positive bid for a product based on a particular protein

Highest-ranking alternative protein for each format

Consumers show diverse preferences for substitutes depending on format

- Burger: Cultivated Beef (49%)
- Sushi: Cultivated Microalgae (38%)
- Jerky: Cultivated Beef (50%)
- Filet Mignon: Cultivated Beef (56%)
- Lasagna: Plant-based with Meatlike Properties (50%)
- Bacon: Plant-based with Meatlike Properties (49%)
- Nuggets: Cultivated Chicken (46%)

Percentage of study participants who placed a positive bid for a product based on a particular protein.
Veggie Burger brands ranked by demand score
Amy's Kitchen and Sweet Earth outperform competitors

Ranked by Demand Score for each product
How does labeling affect demand?

Calling a hot dog “Meatless” instead of “Vegan” boosts demand by 16%
Demand drivers for alternative proteins

Improved taste and lower cost offer greatest opportunity for convincing consumers to switch

<table>
<thead>
<tr>
<th>Reasons consumers buy alternative proteins</th>
<th>Reasons consumers would buy alternative proteins more often</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthier alternative</td>
<td>Improved taste</td>
</tr>
<tr>
<td>Taste</td>
<td>Lower cost</td>
</tr>
<tr>
<td>Animal welfare</td>
<td>More natural ingredients</td>
</tr>
<tr>
<td>Natural ingredients</td>
<td>Greater evidence that they're healthier</td>
</tr>
<tr>
<td>Better for the environment</td>
<td>Improved nutrition</td>
</tr>
<tr>
<td>Suits my lifestyle</td>
<td>Better texture</td>
</tr>
<tr>
<td></td>
<td>Less processed ingredients</td>
</tr>
<tr>
<td></td>
<td>Greater evidence that they're better for the planet</td>
</tr>
<tr>
<td></td>
<td>A stronger personal commitment to animal welfare</td>
</tr>
</tbody>
</table>
Impact of health, environment and animal welfare

When consumers were shown messaging about the negative effects of meat consumption, demand dropped.

- Health warning: 1.9%
- Environmental warning: 6.2%
- Animal welfare warning: 7.3%

Decrease in purchase interest
# Meat taxes and subsidies for alternatives

Gen Z consumers show much stronger support for policy changes favorable to alternative proteins

<table>
<thead>
<tr>
<th>Question</th>
<th>All</th>
<th>Gen Z</th>
</tr>
</thead>
<tbody>
<tr>
<td>Would you support an extra 10% tax on meat to reduce consumption?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>37%</td>
<td>62%</td>
</tr>
<tr>
<td>No</td>
<td>63%</td>
<td>38%</td>
</tr>
<tr>
<td>Do you think that the government should subsidize meat alternatives to reduce their price and stimulate innovation?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>51%</td>
<td>71%</td>
</tr>
<tr>
<td>No</td>
<td>49%</td>
<td>29%</td>
</tr>
</tbody>
</table>
PROTEIN SHAKE-UP?
Which alternatives will take over U.S. menus and meat counters?

This summary report represents an excerpt of the full research results. For the complete findings or more information about the study, please contact info@veylinx.com

Press inquiries: Rachel McAllister
rachel@rachelmcallister.com
+1 661-917-7419
Veylinx is the most realistic behavioral insights platform for confidently answering critical business questions during all stages of product innovation.

To reliably predict demand, Veylinx captures insights through a Nobel Prize-winning approach in which consumers have real skin in the game. This is a major advance from traditional market research practices that rely on what consumers say they would hypothetically buy.

Veylinx’s unique research methodology is trusted by the world's most innovative consumer goods companies, including Unilever, PepsiCo, Nestlé, General Mills, Reckitt and Kimberly-Clark.