

Do the consumers eat alternative proteins?

Diet of Europeans¹

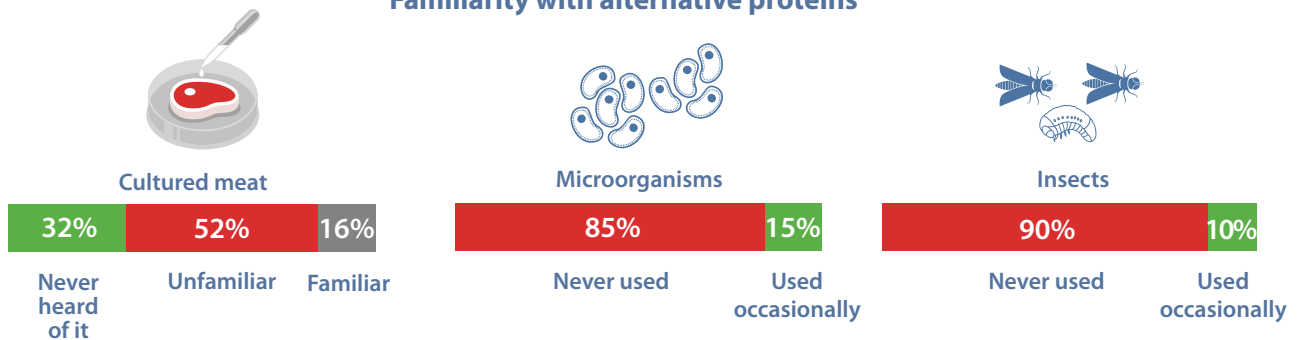
Most important reason for intentionally aiming to reduce meat consumption in EU¹



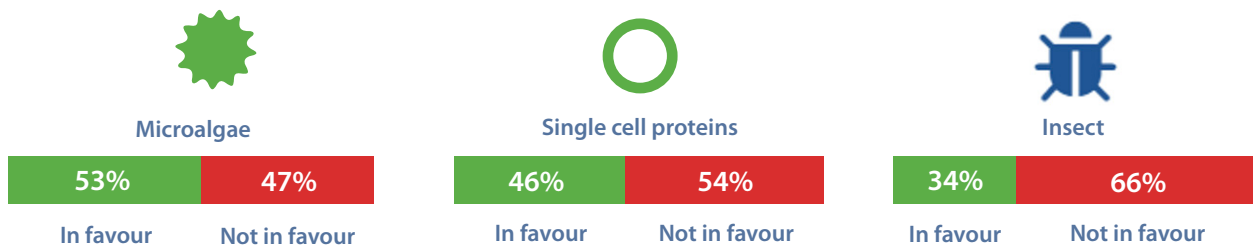
Most important reason for intentionally aiming to reduce meat consumption in EU¹



Familiarity with alternative proteins¹



Are Europeans in favour of the NextGenProteins?¹



¹ Results of an online NextGenProteins survey implemented in Finland, Germany, Iceland, Italy, Poland, Sweden, and UK in May and June 2021 with 6600 respondents in total (without food tasting): NextGenProteins (2022) Deliverable No 5.1. Consumer views about the Next Generation proteins for food in Europe available on <https://zenodo.org/communities/nextgen-proteins/?page=1&size=20>