



The Grocer : Plant based food

Research on behalf of The Grocer – April 2018

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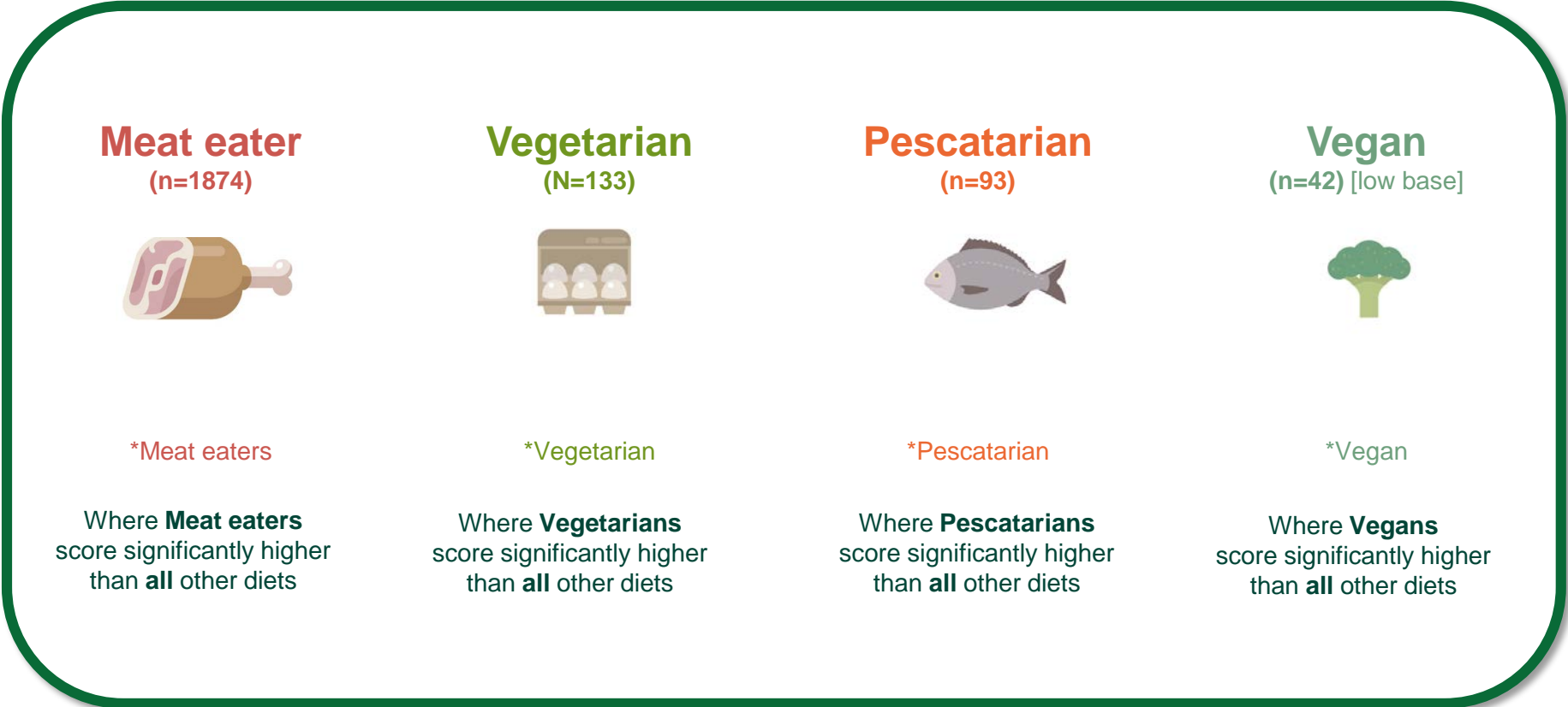
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**The
Grocer**

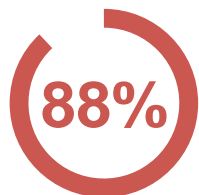


Note : Significant differences within this report are shown across different dietary types at the 95% confidence level, where one dietary group scores significantly higher than all others.



The vast majority of our respondents are meat eaters and have been for more than 10 years. Vegetarians, pescatarians and vegans, who make up 12% combined, are more likely to have switched their diets more recently. Almost a third of vegans converted in the past 12 months

Different diet types



Meat eater



Vegetarian



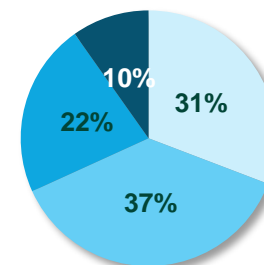
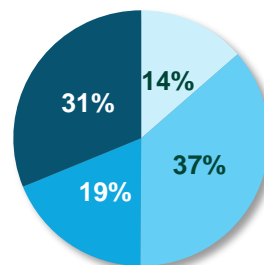
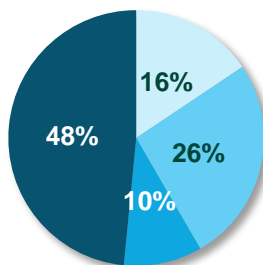
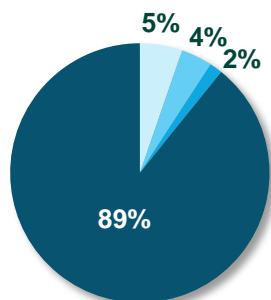
Pescatarian



Vegan



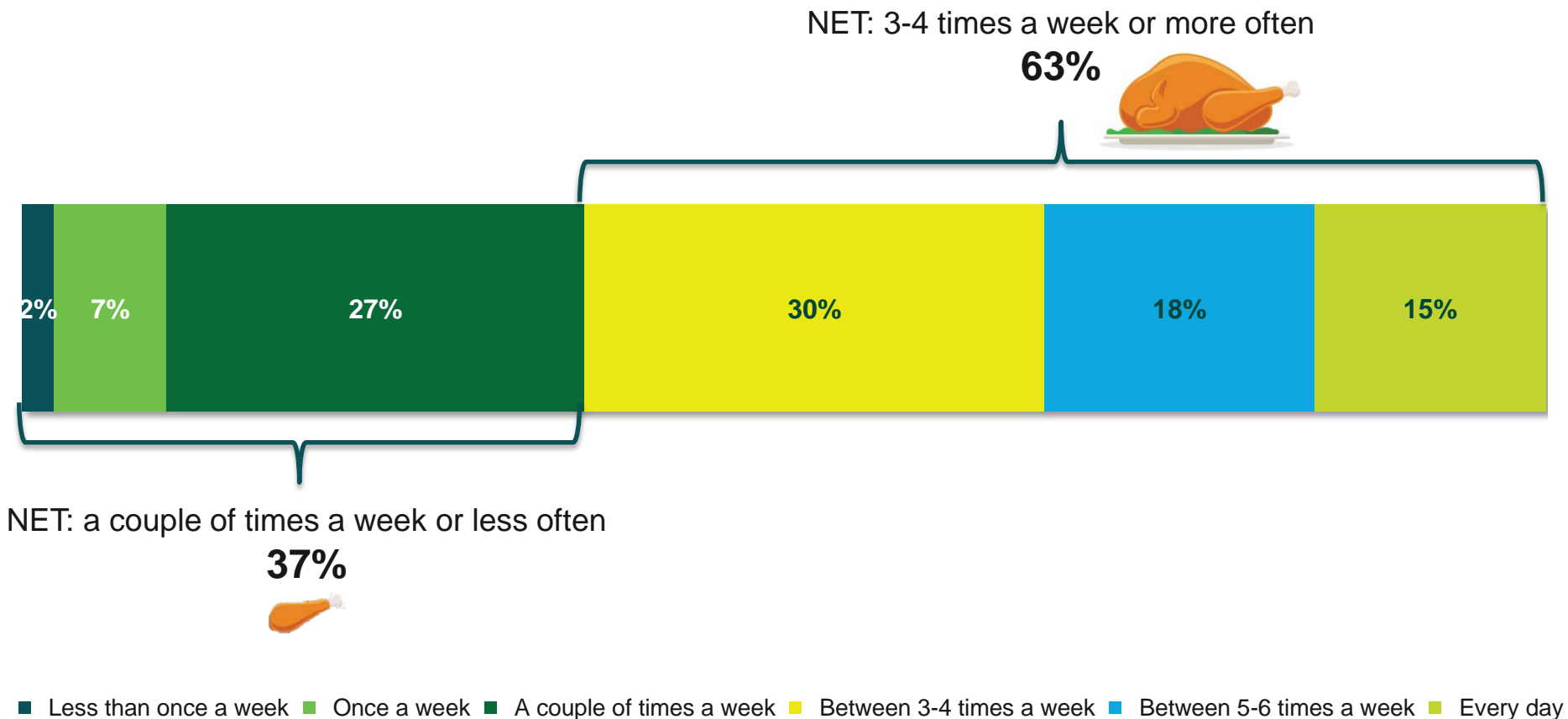
Length of time each diet has been followed



■ Less than 12 months ■ Between 1-5 years ■ Between 5-10 years ■ More than 10 years

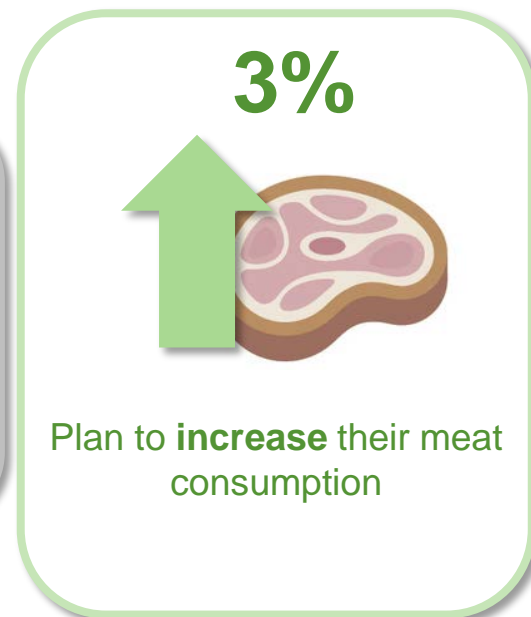
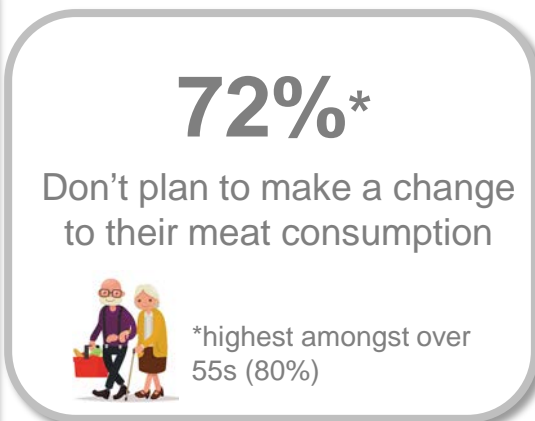
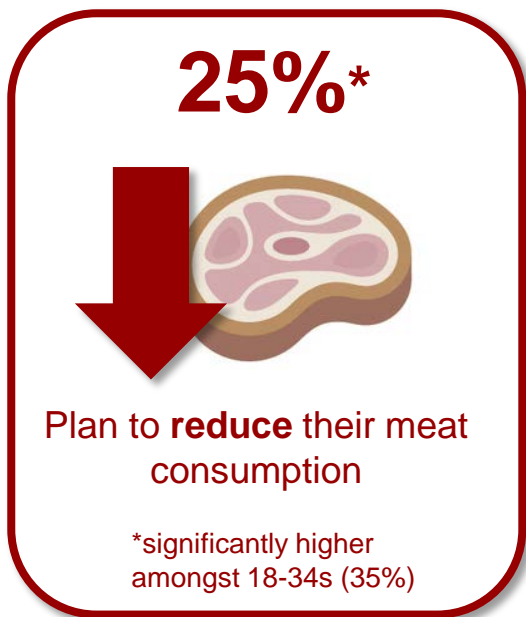
Almost two-thirds of meat eaters consume meat 3-4 times a week or more often, compared to over a third stating they eat meat a couple of times a week or less often. Just 15% of meat eaters eat meat every day.

Frequency of eating meat (amongst meat eaters)



Whilst the majority (72%) of meat eaters do not plan to make a change to their meat consumption habits, a quarter are planning to reduce the amount of meat they eat across the next 12 months. This is highest amongst the under 35s

Planned change to meat consumption (amongst meat eaters)
in the next 12 months



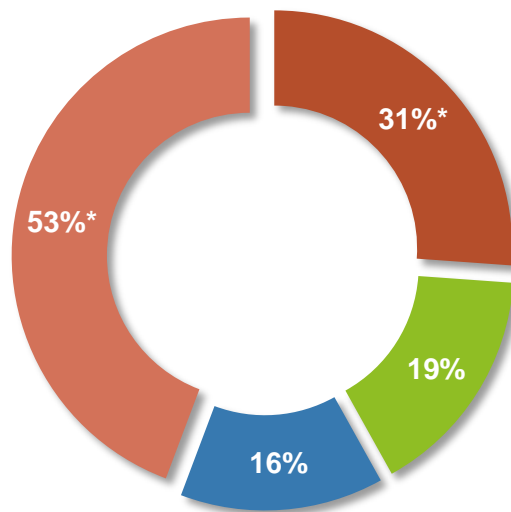
A third of meat eaters worry about animal welfare, whilst a fifth worry about the environmental impact. Still, over half do not worry about the environmental or ethical impact of their meat consumption, significantly more so amongst men and over 55s

Statement that best describes attitude to meat (amongst meat eaters)



Are not worried about the ethics or environmental impact of their meat consumption

*significantly higher amongst over 55s (60%) and males (56%)



Are increasingly worried about animal welfare in meat production

*significantly higher amongst females (37%)



Are increasingly worried about the environmental impact of the meat they eat



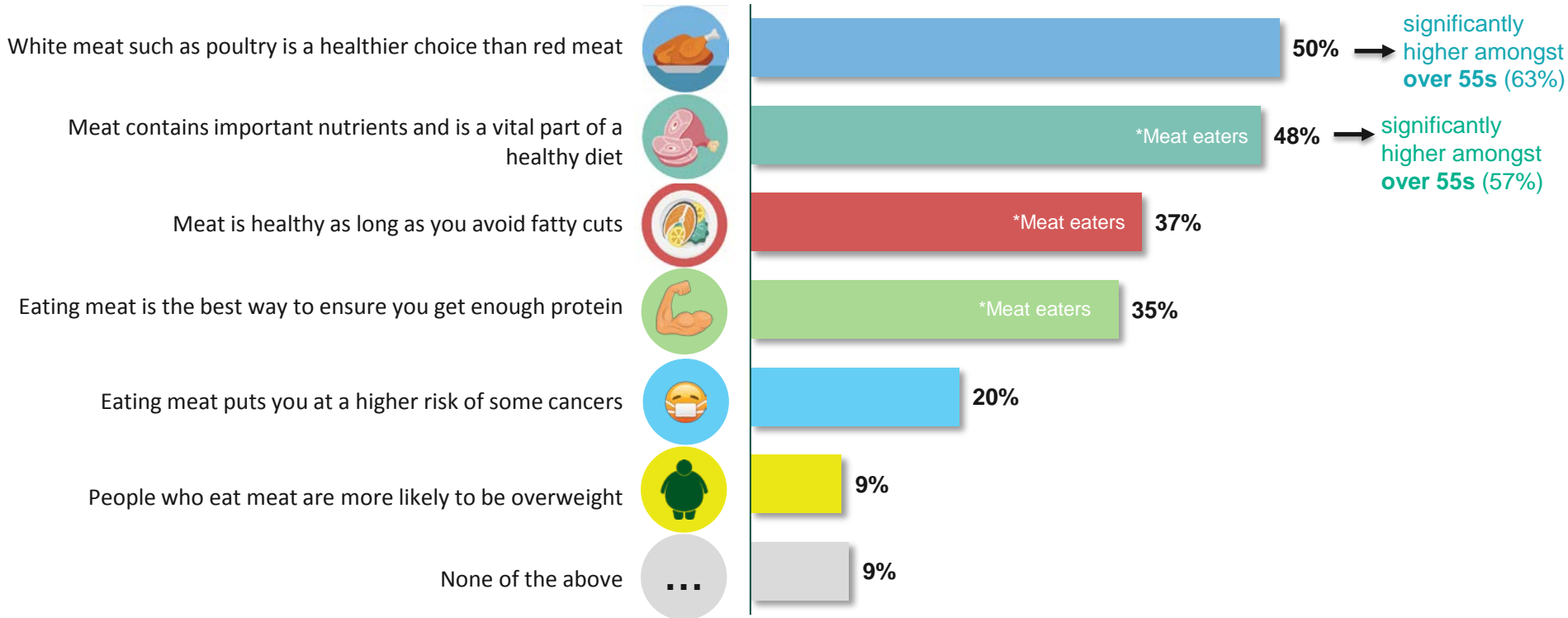
Are increasingly worried whether their meat consumption is ethical



Around half of respondents believe that white meat is the healthier choice, and that meat contains important nutrients and is a vital part of a healthy diet, significantly more so amongst the over 55s.



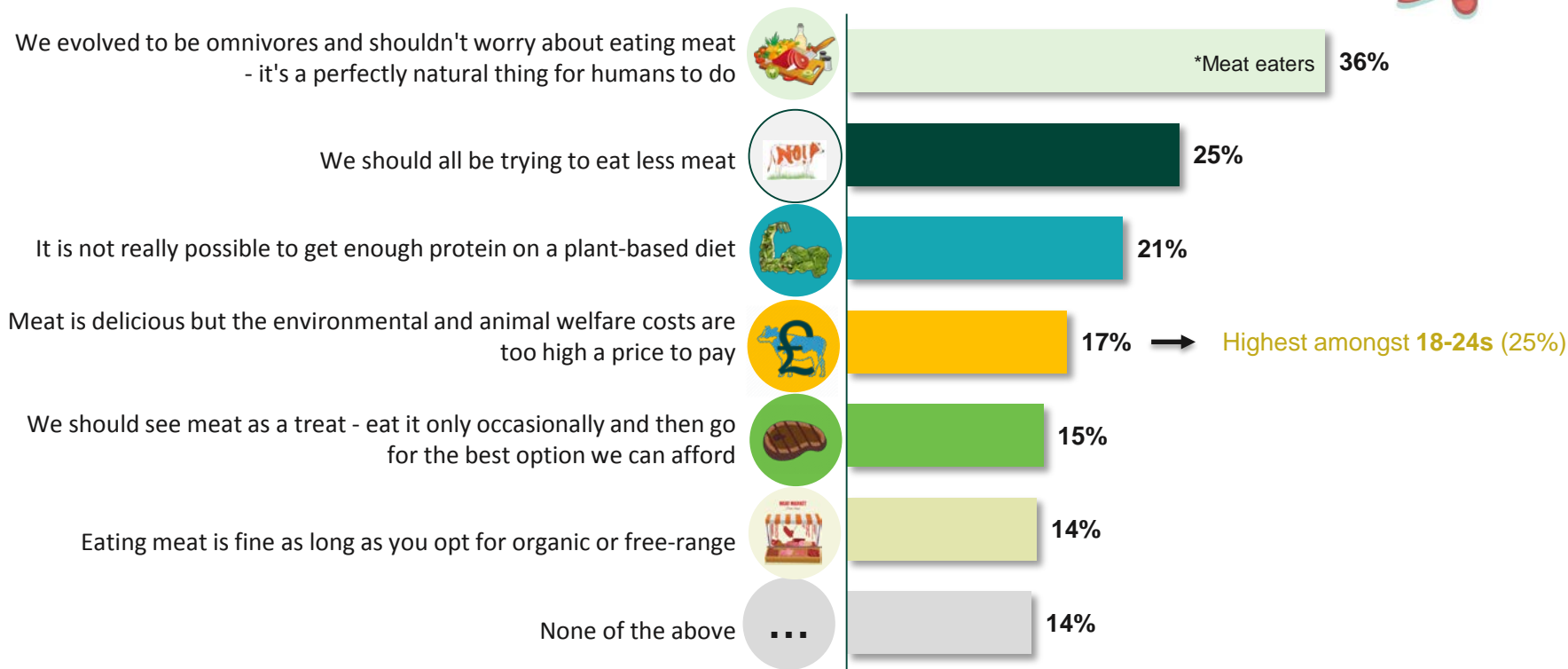
Level of agreement with each statement about health and meat



When considering meat, over a third believe that humans evolved to be omnivores and we should not worry about eating meat. However, a quarter believe that we should all be trying to eat less meat.



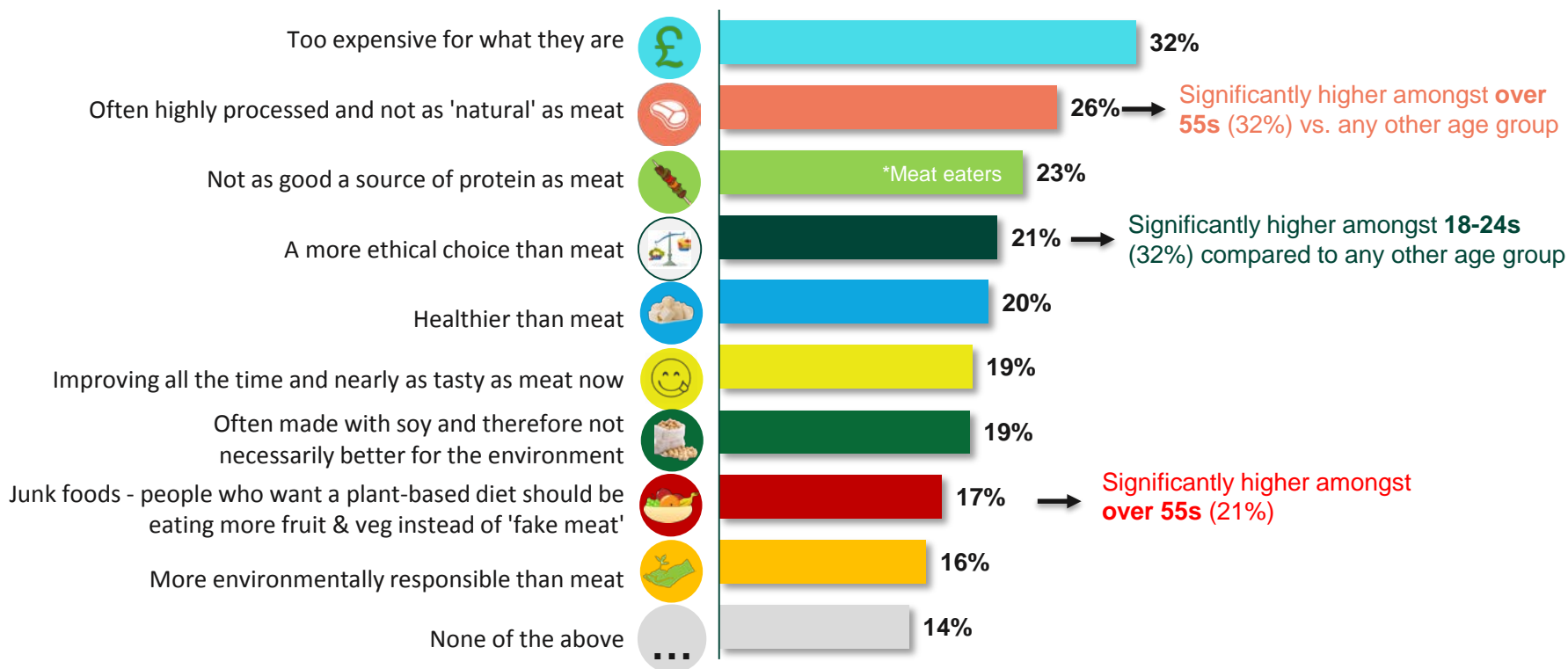
Level of agreement with each statement about eating meat



Plant-based meat alternatives are seen as too expensive for what they are by a third of consumers, with around a quarter stating they are not as 'natural' as meat as well as being not as good a source of protein.



Level of agreement with each statement about plant-based meat alternatives



Almost half do not shop for plant-based alternatives to meat. Of those who do, half believe they are more expensive than meat



45%

*Meat eaters

Don't shop for plant-based alternatives to meat

Experience of price for those who shop for plant based alternatives

50%

*Meat eaters

Believe that plant-based alternatives tend to be more expensive than meat

33%

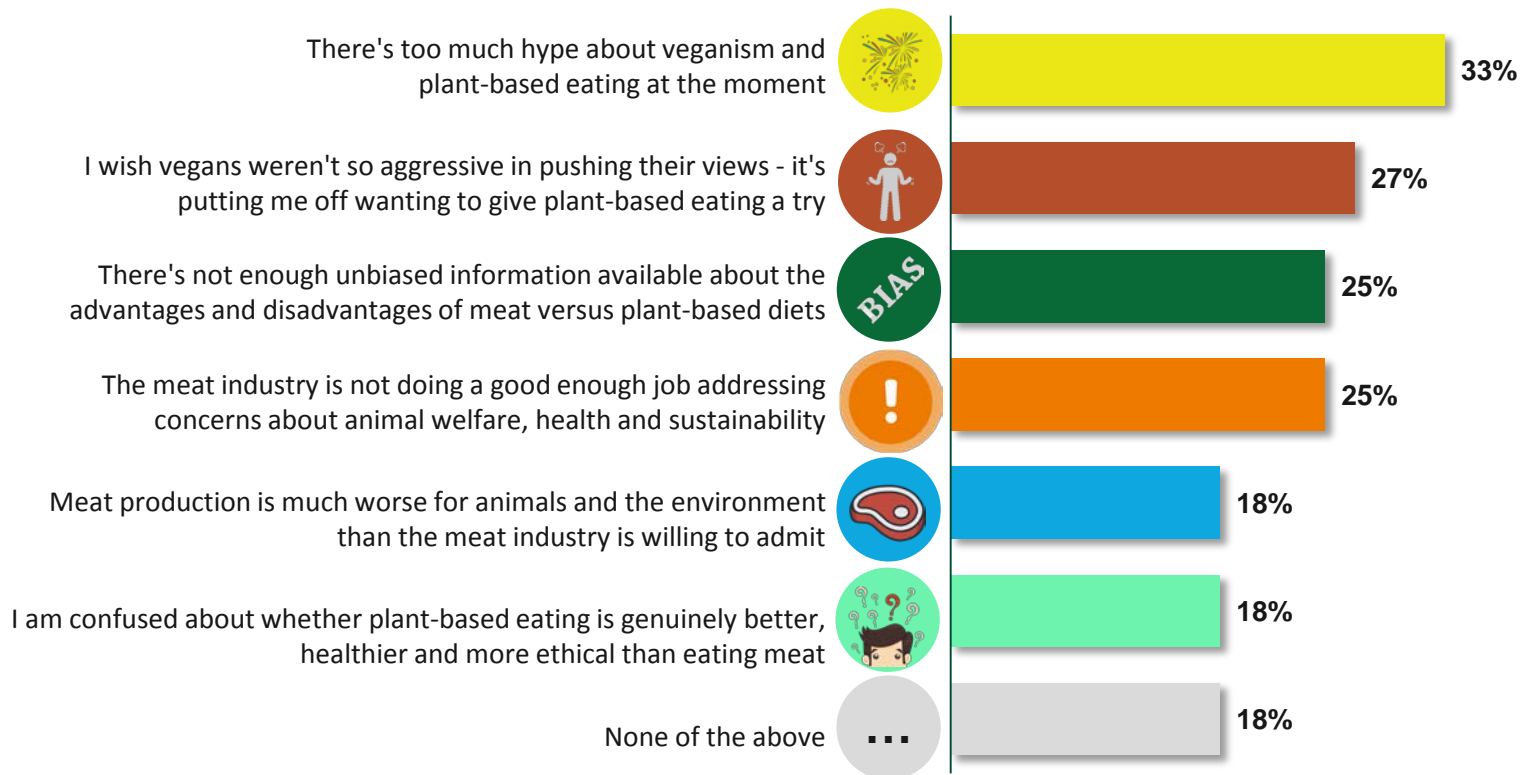
State they don't find any noticeable difference in price

16%

Claim plant-based alternatives tend to be quite a bit cheaper than meat

A third of consumers believe that there's too much hype around veganism at the moment, whilst more than a quarter agree that vegans being aggressive with their views is putting them off from trying plant-based eating.

Level of agreement with each statement about veganism, vegetarianism and meat consumption



Key Take Outs...



- It seems that the traditional evening meal of meat and two veg is long gone; over a third (37%) of meat eaters say they eat meat **a couple of times a week or less**, and just 15% eat meat every day.



- In fact, consumers are consciously reducing their meat consumption - **a quarter** of meat eaters plan to **reduce their meat consumption** in the next 12 months. With persistent media campaigns promoting plant-based eating, and a wide range of meat alternatives readily available, it perhaps isn't surprising that consumers are thinking about changing their ways. This is particularly apparent amongst **younger consumers** – 35% of 18-34s plan to reduce their meat consumption in the next 12 months, suggesting a generational shift towards more meat-free eating.



- Amongst meat eaters, **a third worry about animal welfare** in meat production, whilst **a fifth show concern for the environmental** impact of the meat they eat. It is likely that concerns in these areas are driving intentions around reductions in meat consumption. However, despite these apprehensions, over **half of consumers do not worry about ethical or environmental impacts** regarding their meat consumption. This is higher amongst over 55's (60%), who are also most likely to be planning to make **no change** to their meat consumption in the next 12 months.



- For those who shop for plant-based meat alternatives, **half** say they tend to be **more expensive** than meat, and only one in six say they tend to be cheaper than meat. Brands need to be conscious of **price**; if meat alternatives are not affordable then this could be a **clear barrier for some consumers in switching to these products**, and could be off-putting for those who are considering trying them for the first time.



- With nearly half (48%) of respondents agreeing that **meat contains important nutrients and is a vital part of a healthy diet**, significantly more so amongst the over 55s (57%), there is a long way to go before consumers will be turning to completely plant based diets. It appears that the older consumer in particular will need some convincing. However, the younger generation are leading the way when it comes to this food trend – so perhaps the plant-based eating phenomenon is here to stay.



Appendix

Approach & Demographics



Approach and Panel

- We conducted an *online omnibus survey* with **2,142 adults** aged **18+** across **England, Scotland, and Wales** between **5th - 9th March 2018**.
- The survey took place using our sister-company *toluna.com online panel* which consists of members of the *general public* who have opted in and voluntarily agreed to participate in online research studies.
 - Through careful recruitment and management, *we are able to rapidly survey large numbers of the general population* and accurately *represent the views of the nation*.

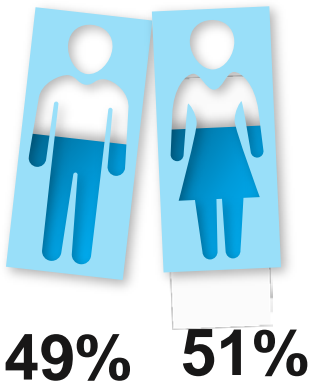


Omnibus Audience

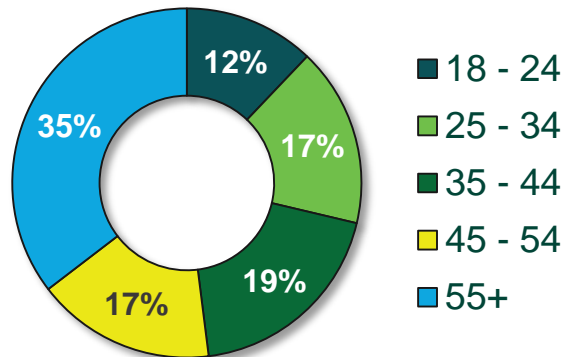
A representative Sample

- The results of the study were weighted to best reflect the size and shape of the population of the UK
- This means that the results in this report reflect an audience that is as true as possible of the GB population with the same age, gender and regional profile. The audience profile is detailed below.

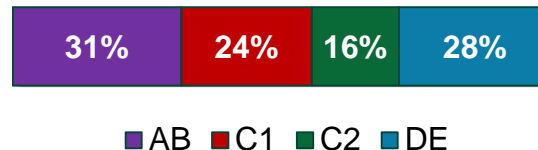
Gender



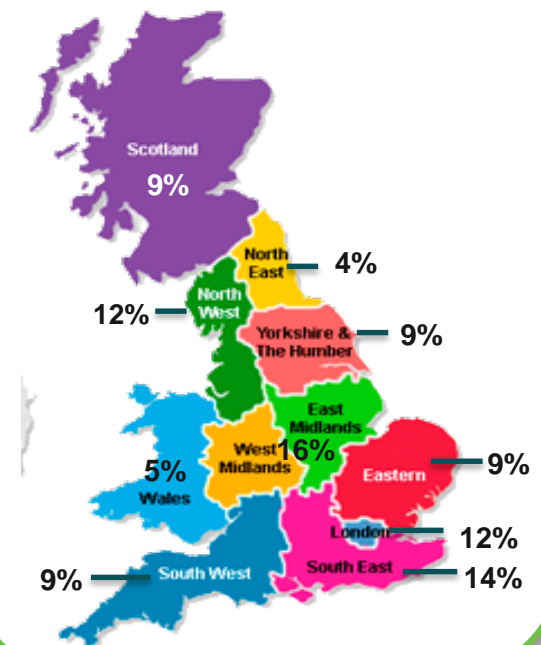
Age



Social Grade



Region



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