

# The Grocer : Spotlight on Protein

Research in Conjunction with The Grocer – January 2018

**Lucia Juliano**

Head of CPG & Retail Research

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+44 (0) 161 242 1371

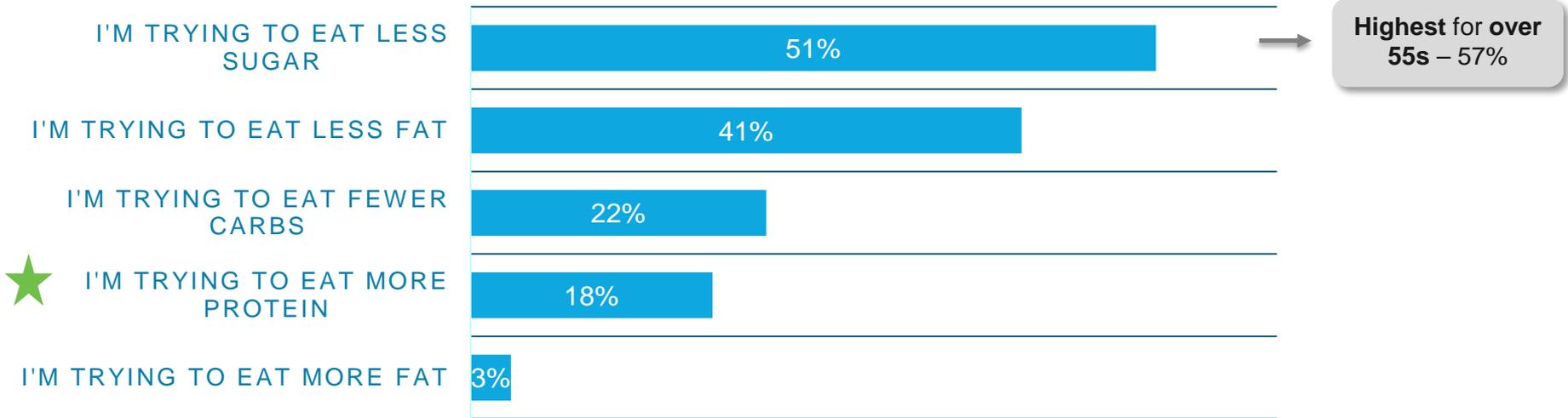
[ljuliano@harrisinteractive.co.uk](mailto:ljuliano@harrisinteractive.co.uk)

**The**  
**Grocer**



# Protein Consumption

Just under one fifth (18%) of respondents are trying to eat more protein, with males and younger consumers (18-44) significantly more likely to be doing so.



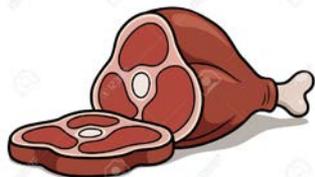
**Women** are significantly more likely to be trying to eat **less sugar (54%)**, **less fat (46%)** and **fewer carbs (26%)** than men.

**Men** are significantly more likely to be trying to eat **more protein (19%)** and **more fat (5%)** than women.

Consumers aged **18-24 (28%)**, **25-34 (23%)** and **35-44 (22%)** are significantly more likely than older age groups to be trying to eat **more protein**.

## Sources of Protein: Meat vs. Insects

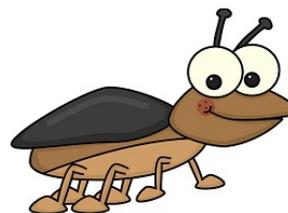
Most respondents consider meat a good source of protein (less so if aged under 25yrs), compared to just over one third (35%) who consider insects a good source. Males and respondents in London are the most likely to consider insects a good source of protein.



**92%**

of respondents said that they consider **meat** a good source of protein

♂ Significantly higher for **males** (93%)



**35%**

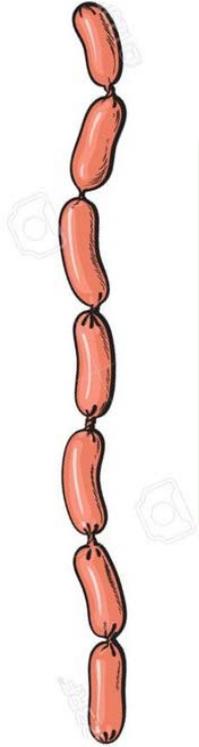
of respondents said that they consider **insects** a good source of protein

♂ Significantly higher for **males** (42%)

- Respondents aged **18-24** (**85%**) are significantly less likely than all other age groups to say that they consider **meat** a good source of protein.
- Respondents in **London** (**48%**) are significantly more likely than all other regions to state that they consider **insects** a good source of protein.

# Environmental Impact of Eating Meat

Over one quarter (27%) worry about the environmental impact of eating meat, significantly more so in London than all other regions. Men however, are significantly more likely to not be concerned.



Over **one quarter (27%)** worry about the environmental impact of eating meat, significantly more so in **London (40%)**



Over **two thirds (68%)** do not worry about the environmental impact of eating meat, significantly more so for **males (72%)**



**5%** don't eat meat

## Environmental Concerns: Insects vs Meat

Almost four in ten (38%) respondents consider insects more environmentally sustainable than meat as a food, with men and Londoners significantly more likely to have this opinion.



Almost **four in ten (38%)** consider insects more environmentally sustainable than meat as a food, significantly more so amongst **males (46%)** and those in **London (51%)**



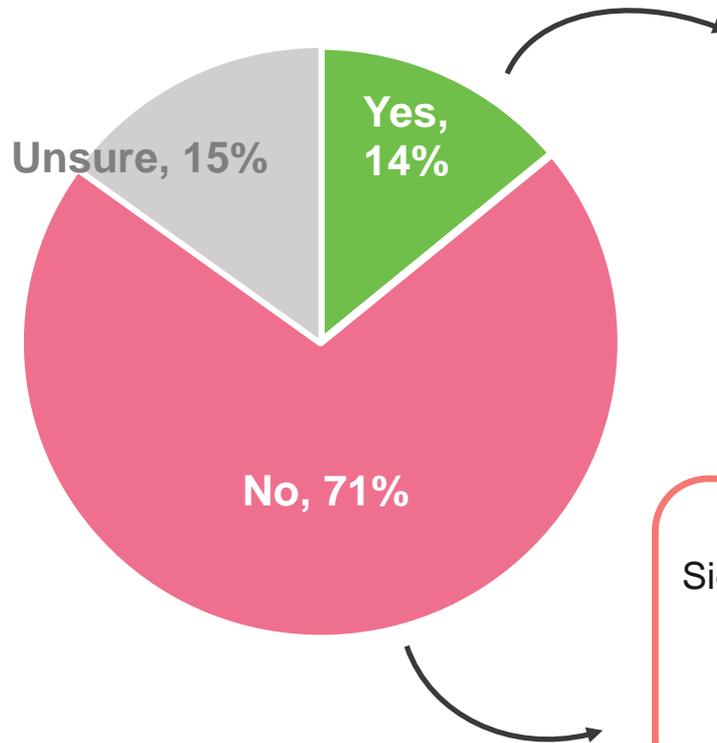
**Females (69%)** are significantly more likely to say they do not consider insects more environmentally sustainable than meat as a food.

# Eating Insects as a snack..... Would you???

The majority of consumers would not consider eating insects as a snack, with only 14% saying they would. Males, respondents aged 25-34 and those in London are significantly more likely to consider eating insects as a snack.



Would you consider eating insects as a snack?



**22%**  
Significantly more **males** than females (7%)

**23%**  
Significantly more **25-34s** than other ages

**24%**  
Significantly more **Londoners** than other regions

**79%**  
Significantly more **females** than males (62%)

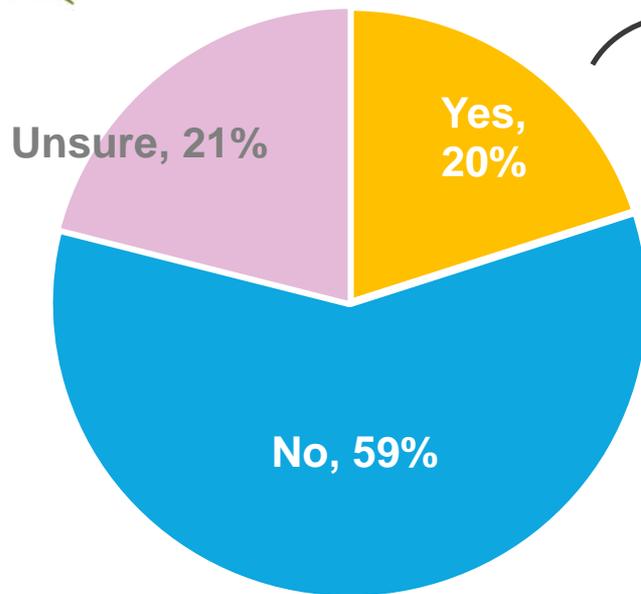
**85%**  
Significantly more in the **North East** than most other regions

# Eating Insects ground up into food..... Would you?

If ground up into food, one in five would consider eating insects, with men, consumers aged 25-34 and those in London significantly more likely to consider it. More people are unsure, indicating they could be persuaded with more information/reassurance



## Would you consider eating insects if they were ground up into your food e.g. as flour in bread?



# Key Take Outs...



- Overall, just under one in five (18%) respondents are trying to eat **more protein**, with **males** and **younger** consumers (18-44) significantly more likely to be doing so.
- The vast majority (92%) **consider meat** a good source of protein. However, substantially less (35%) **consider insects** a good source of protein. It seems that consumers aren't aware of the protein insects can provide, although **males** (42%) and **Londoners** (48%) are more clued up.
- When consumers were asked if they would consider insects as more environmentally sustainable than meat, almost four in ten (38%) say they would, significantly more so in **males** (46%) and those in **London** (51%).
- However, despite a reasonable proportion believing that insects are more sustainable than meat, consumers are not open to the idea of insects as a food source. The majority would not consider eating insects as a snack (71%), and although slightly more would consider them ground up into their food, the number who said they would consider this is still relatively low (20%). A fifth say they are unsure.
- Of those who would consider insects in either form, **males, 25-34s** and **Londoners** are the most likely to be receptive. **Males** and the **younger consumers** are also most likely to say they are trying to eat **more protein**, so this could be a potential target audience for any future insect food products, especially if awareness of the protein content of insects were to be increased.
- Over one quarter (27%) **worry** about the environmental impact of eating meat, significantly higher in **London** (40%), which suggests that there is a market for an environmentally friendly alternative to meat. If more consumers were aware of the environmental issues with eating meat and the level of concern was higher, more may be open to an alternative option such as insects. However, with so many unwilling to consider it, it may take more than education for insect food to be embraced by consumers.

# Appendix

## Approach & Demographics



# Approach and Panel

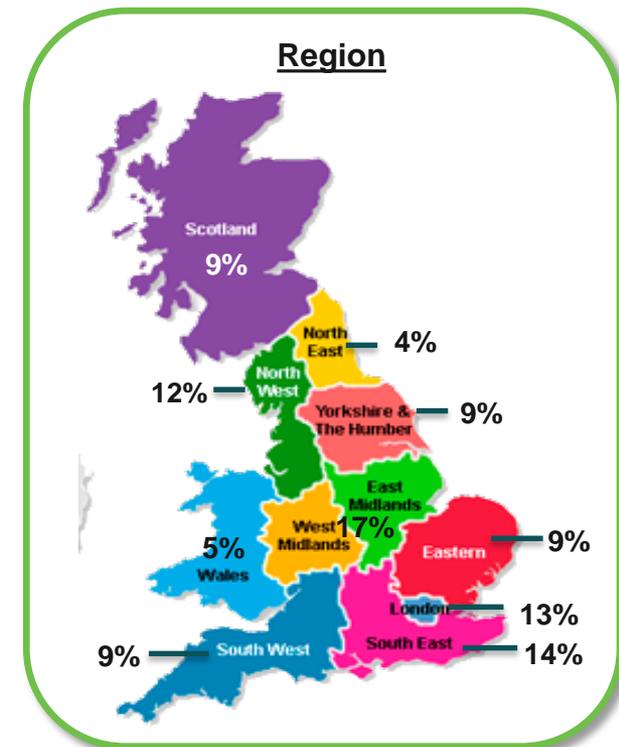
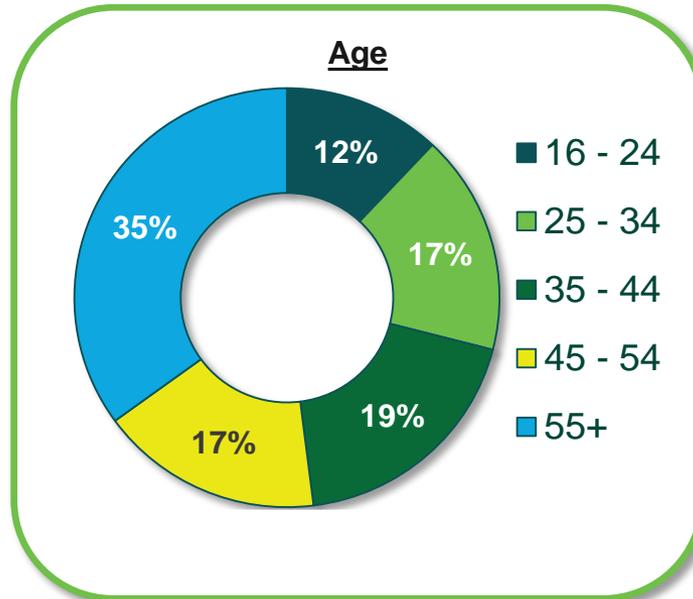
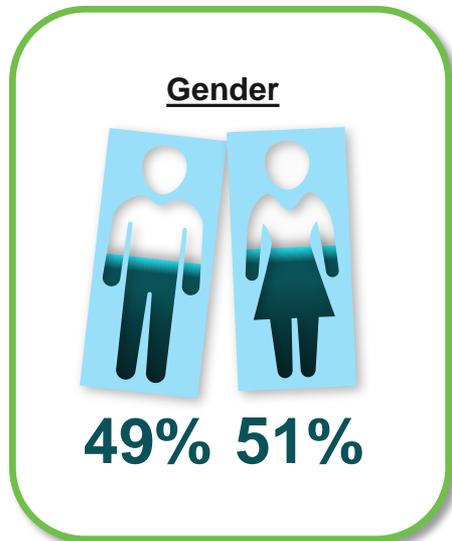
- We conducted an *online omnibus survey* with **2,036 adults** aged **16+** across **England, Scotland, and Wales** between **8<sup>th</sup> January and 12<sup>th</sup> January 2018**
- The survey took place using our sister-company **toluna.com online panel** which consists of members of the **general 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.



**For further information about this study,  
please contact:**

***Umair Afridi | Business Development Manager | [uafridi@harrisinteractive.co.uk](mailto:uafridi@harrisinteractive.co.uk)  
07817 079766 | 020 8832 1642***

