

Consumption of plant-based meat alternatives by regular consumers and their motivations to sustain long-term intake

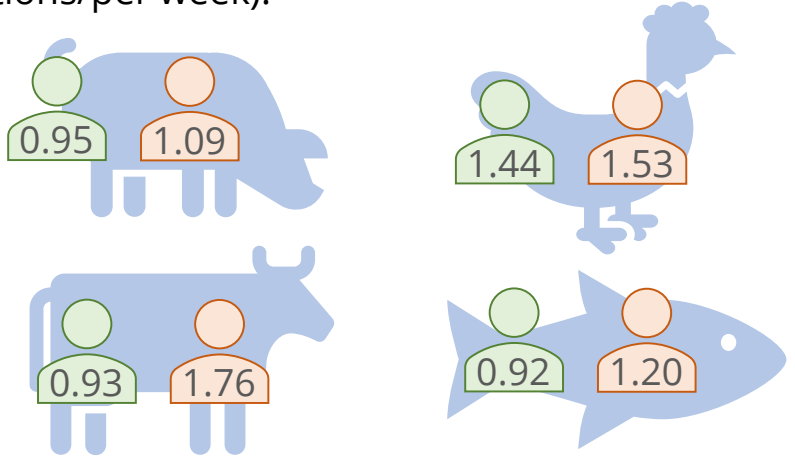
Siti Amelia JURAIMI*, Aimee E. Pink, Florence Sheen, Jennifer Gatzemeier, Rochelle Embling, Benjamin P.C. Smith
 *juraimis@sifbi.a-star.edu.sg

Regular consumers of plant-based meat alternatives (PBMA) offer unique insights to help increase consumption more broadly and sustain PBMA intake for the long term.
 Study method: online survey

In SG & AUS

- Consumers were satisfied with the current range of PBMA available (SG: M=65.6, SD= 20.7; AUS: M = 75.9, SD= 16.3)
- Consumers agreed that a local/cultural dish still maintains its heritage if the meat ingredient was replaced PBMA (SG: M=68.7, SD= 29.9 ; AUS: M = 86.8, SD=18.6).

Amount of PBMA consumed by regular consumers (portions/per week):



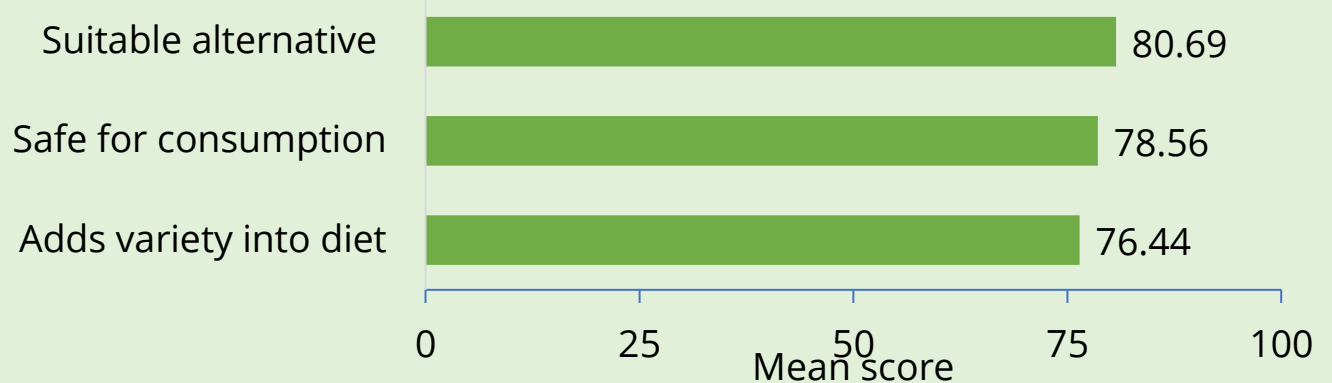
AUS (n=49)

- Mostly 21-40 year old females and are vegans
- 59.1% consume PBMA more than once a week
- Total PBMA consumption were an estimated 6 portions per week.
- Ecological welfare was valued the most in their overall food choices.

SG (n=228)

- Mostly 21-40 year old females and are flexitarians
- 64% consume PBMA once a week
- Total PBMA consumption were an estimated 4 portions per week.
- Health was valued the most in their overall food choices.
- Cost was a prominent barrier to maintain PBMA intake

TOP motives to maintain PBMA intake



PBMA mimicking the taste and appearance of traditional meat was positively correlated ($r=.229, p<.001$) with consumption, while not being readily available ($r=-.231, p<.001$) had a negative correlation.