



Consumer Research Shows High Demand for Plant-based Meat in Egypt, Kenya, and Nigeria

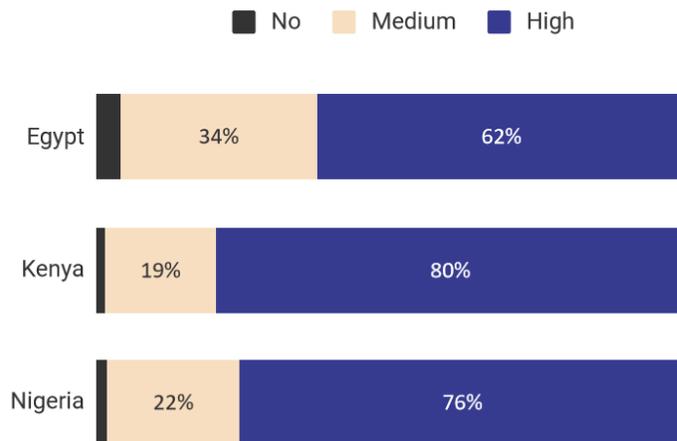
In Kenya and Nigeria, 4 out of 5 Gen Z and Millennials are highly likely to try plant-based meat. In Egypt, 3 out of 5 are highly likely to try.

Together with U.S. based [North Mountain Consulting Group](#), we have published a new study on consumer perceptions of plant-based meat in Africa. Building on [previous research in South Africa](#), we found broad consumer acceptance in Egypt, Kenya, and Nigeria, suggesting that plant-based meat products can be a viable market-based solution to mitigate the effects of rising meat consumption.

Indicators of future adoption

- Consumers are ready to embrace plant-based meat products in all three countries, especially Kenya and Nigeria. Eighty percent of Kenyans, 76% of Nigerians, and 62% of Egyptians reported they were highly likely to try plant-based meat. High likelihood to buy was also high, at 72%, 63%, and 46% respectively.
- Comparatively, cultivated meat was less familiar and less accepted than plant-based meat. However, acceptance was still fairly high: 56% of Kenyans, 59% of Nigerians, and 42% of Egyptians reported they were very or extremely likely to try cultivated meat.
- Acceptance of hybrid products (combination of plant-based and cultivated) ranged between that of plant-based and cultivated meat.

Likelihood to Try PBM



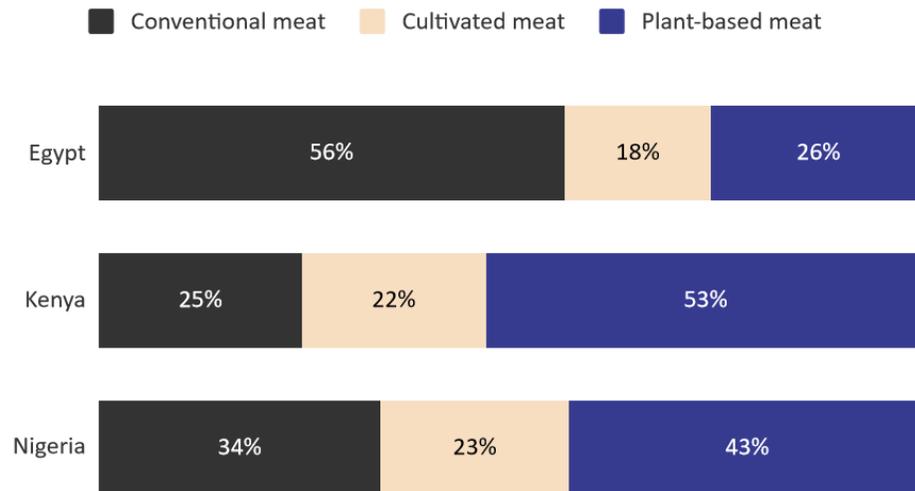
Who will purchase alternative proteins and why?

- In all three countries, prior familiarity with plant-based meat products and being motivated to purchase them for health and food security reasons predicted purchase intention.
- Consumers considered nutrition, taste, and cost to be the most important plant-based meat product characteristics.
- Consumers who had already tried plant-based meat had typically tried it for the first time in a home setting, often influenced by friends and family members.

What are the potential market shares?

- In a future scenario where plant-based, cultivated, and conventional meat were all widely available and had a similar taste and price, participants anticipated that alternatives to conventional meat could make up about $\frac{1}{2}$ the total share of meat consumption in Egypt, $\frac{2}{3}$ in Nigeria, and $\frac{3}{4}$ in Kenya.
- In line with the overall patterns observed, estimates for plant-based meat were higher than those for cultivated meat.

Estimated Future Intake of Meat Types



What are the implications for producers?

- Lower middle income countries are an important emerging market for alternative proteins.
- Kenya may offer the most promising opportunity for plant-based meat adoption, as consumers show high acceptance, and many are limiting their meat consumption.
- Although Nigeria also had high rates of acceptance, the primary use of informal markets for meat purchasing may present infrastructure difficulties in the near term. Nevertheless, Nigerians' heavy meat consumption may be an important reason to target this market.
- Acceptance rates were comparatively modest in Egypt. However, their greater use of supermarkets for meat purchasing may be advantageous for integrating plant-based meat options.

The study included 3,654 participants, 1,099 in Egypt, 1,351 in Kenya, and 1,204 in Nigeria. Participants were between ages 18 and 39, using age and gender quotas to ensure a nationally representative sample in that age group. All materials and the full report are freely available on [Open Science Framework](#).