

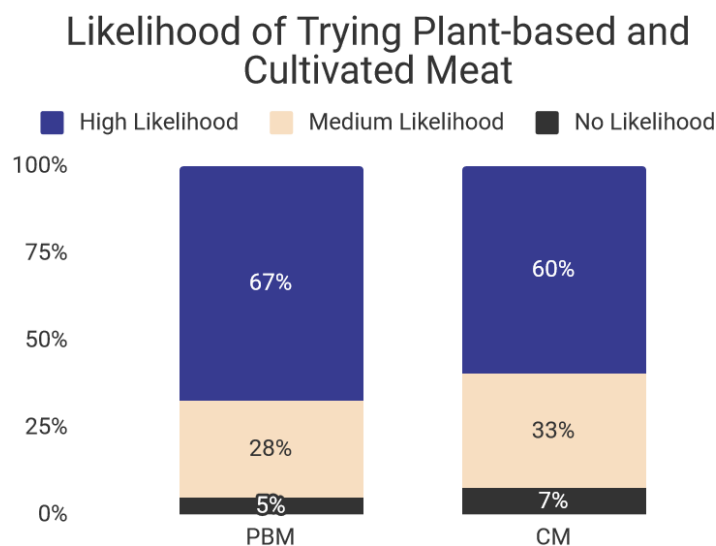
## Consumer Research Shows South Africa's High Demand for Plant-based and Cultivated Meat

*About 2 out of 3 consumers are highly interested in trying these new sources of proteins.*

Together with U.S. based [North Mountain Consulting Group](#), we have published a new study on consumer perceptions of plant-based and cultivated meat in South Africa. We found broad acceptance of these emerging products that could help meet South Africa's protein needs of the future.

### Indicators of future adoption

- Plant-based meat: 67% were highly likely to try, 59% were highly likely to purchase, and 31% were highly likely to pay more.
- Cultivated meat: 60% were highly likely to try, 53% were highly likely to purchase, and 30% were highly likely to pay more.
- Younger generations were the most enthusiastic: born-frees and millennials were more likely to try and buy both plant-based and cultivated meat than Gen X.

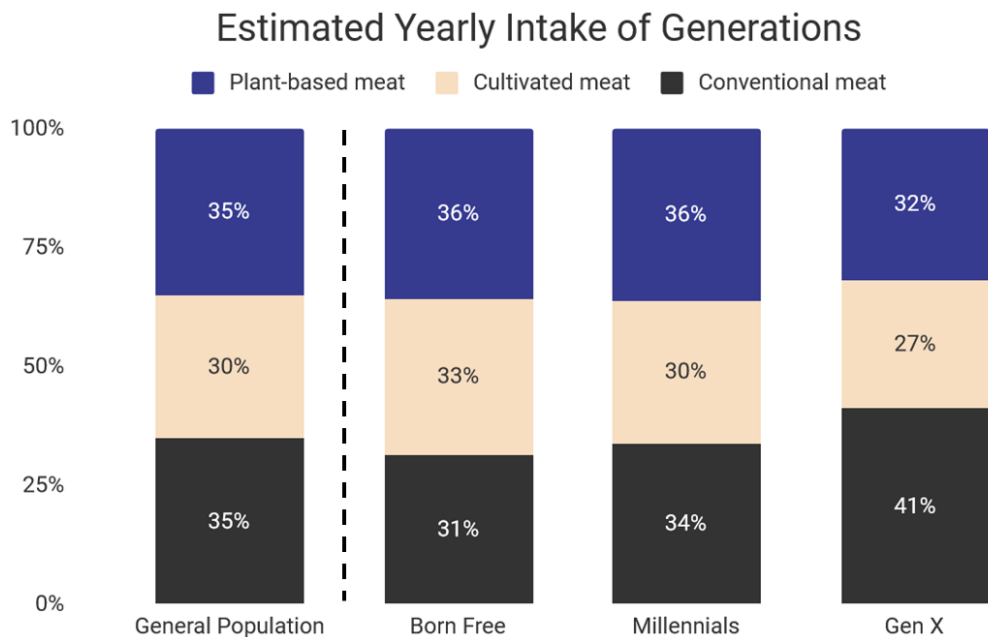


### Who will purchase alternative proteins?

- Having prior familiarity with the technology was the best predictor of purchase intention.
- Consumers who were highly motivated by health, local food security, and environmental benefits were the most likely to purchase.
- Generally, sociodemographic characteristics were not important predictors of who will purchase; early adopters were quite similar to the general population.

### What is the potential market share?

- When asked to imagine a future in which plant-based, cultivated, and conventional meat were all readily available, consumers estimated their yearly meat intake to be split fairly equally among the three meat types.
- In line with the overall generational patterns observed, younger generations estimated lower shares of conventional meat intake.



The study included 1,087 participants ages 18-61 and was nationally representative in terms of age, gender, race, and income. The article was published in the peer-reviewed journal, *Frontiers in Sustainable Food Systems* and can be [freely accessed](#). We have also published a [blogpost on Faunalytics' website](#), discussing some of the wider implications of this research.