

# The Protein Report: Meat and Meat Alternatives - US - 2022

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## This report looks at the following areas:

- Influence of market factors on protein sales and consumer behavior
- Successful protein brands, marketing strategies and innovation opportunity areas
- Protein consumption formats and frequency
- Important animal and plant-based protein attributes
- Protein associations and attitudes

Plant-based protein's rise to mainstream awareness and accessibility has not diminished animal protein's place in US consumers' diets, with 94% of consumers having eaten some form of animal protein in the last six months compared to 18% who report plant-based protein consumption. Although animal proteins are on the chopping block for health, environmental and ethical concerns, consumers are turning to plant-based options as more of a complement to their diets rather than a full replacement. Plant-based proteins will slowly continue creeping into regular consumer use with each iteration that improves upon flavor and texture profiles, as consumers feel increasingly pressured to make lifestyle changes that favor BFY initiatives.

Inflation's effect on all protein segments will lead many consumers to recalculate their definitions of value, with the value of sheer dollar savings on one end of the spectrum and the value of pure mealtime indulgence on the other. Where health and environmental expectations fall on the spectrum will be determined by individuals and their sense of urgency to take personal action in either sector.

The biggest threat to animal proteins is the threat of product availability in the face of global food supply unpredictability, which had not yet recovered from lockdown-era disruptions before the crisis in Ukraine threw more kinks in the chain. All protein brands can establish consumer trust and build brand loyalty in times of uncertainty through full transparency in ingredient profiles, processing



“Protein is the focal point of consumers' plates as well as discussions of health, sustainability and ethics. As consumers continue to lean on home cooking during inflation's prolonged grip on wallets, they must decide how their definitions of value translate into their protein purchasing priorities.”

– **Adriana Chychula, Food, Drink and Nutrition Analyst**

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methods and company initiatives with flavor and meal ideas that make consumers look forward to cooking at home.

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