

Super Protein: Incl Impact of COVID-19 - US - December 2020

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the animal protein market
- The impact of past recessions on protein consumption
- Product features important to choice
- Perceptions and attitudes by protein type



"Despite the buzziness of plant-based proteins, consumers are still widely engaged with animal-based proteins. While the majority of consumers have made no changes to their protein consumption patterns, for those that have implemented active change, more consumers are increasing rather than reducing."

- **Kaitlin Kamp, Food and Drink Analyst**

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