

## Acceptance of meat analogues by consumers in Ukraine

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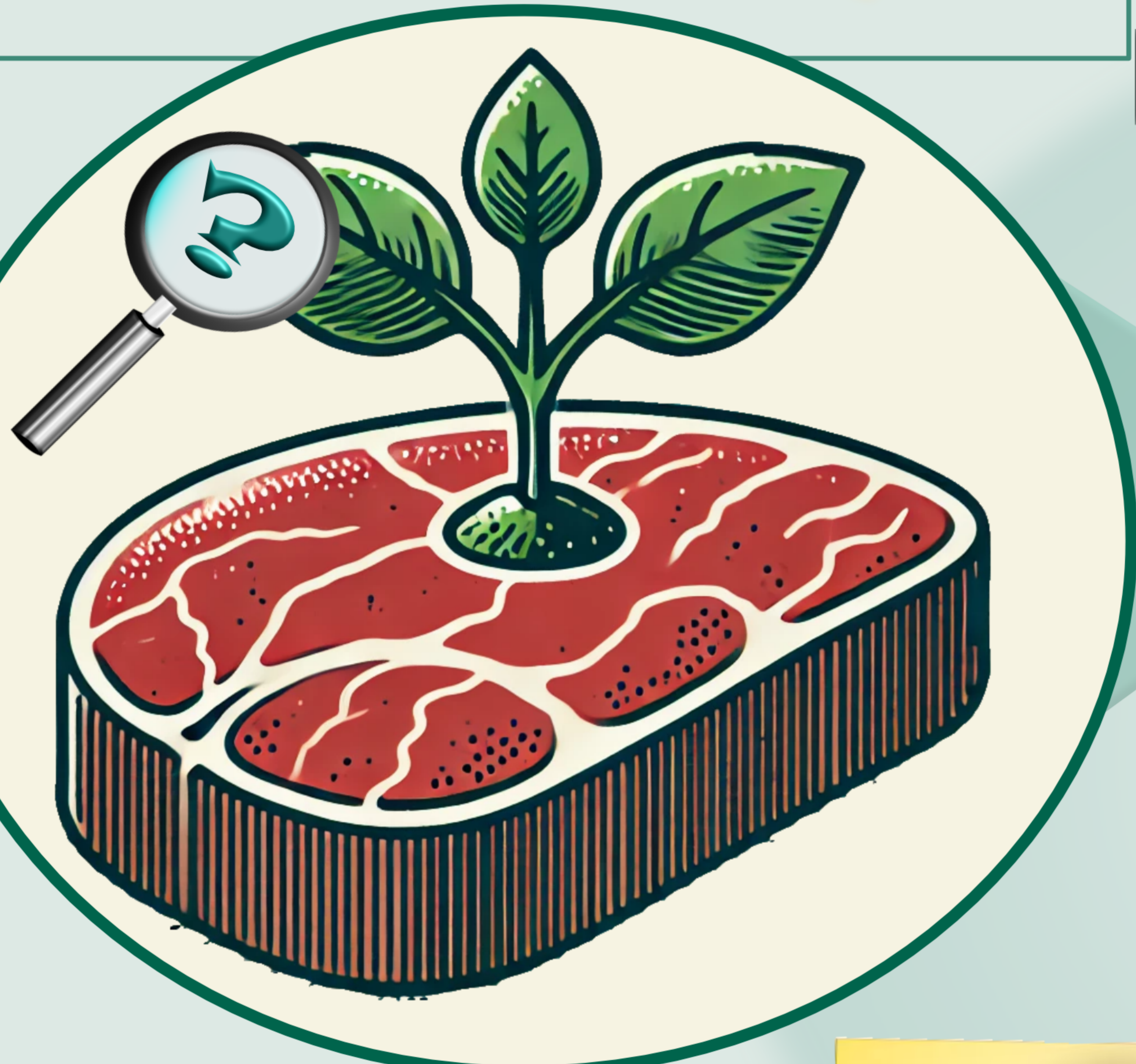
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### Introduction

Interest in healthy lifestyle and sustainable foods led to the development of plant-based meat analogues in many countries. However, not all countries are equally willing to reduce meat consumption. Local dietary habits, cultural values, and economic factors influence the willingness of consumers to adopt these alternatives.

### Aim

Examined acceptance of meat analogues by consumers in Ukraine.

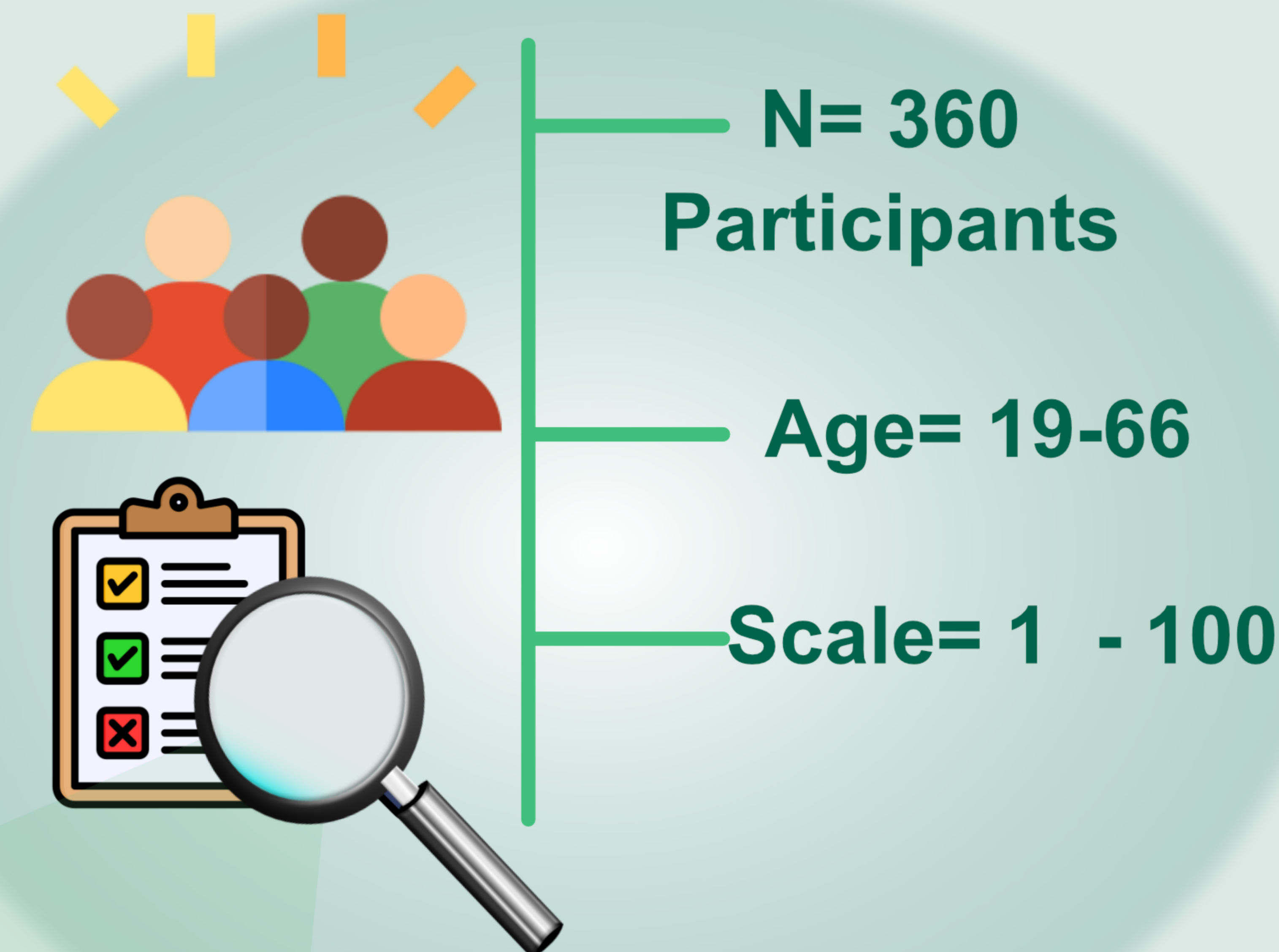
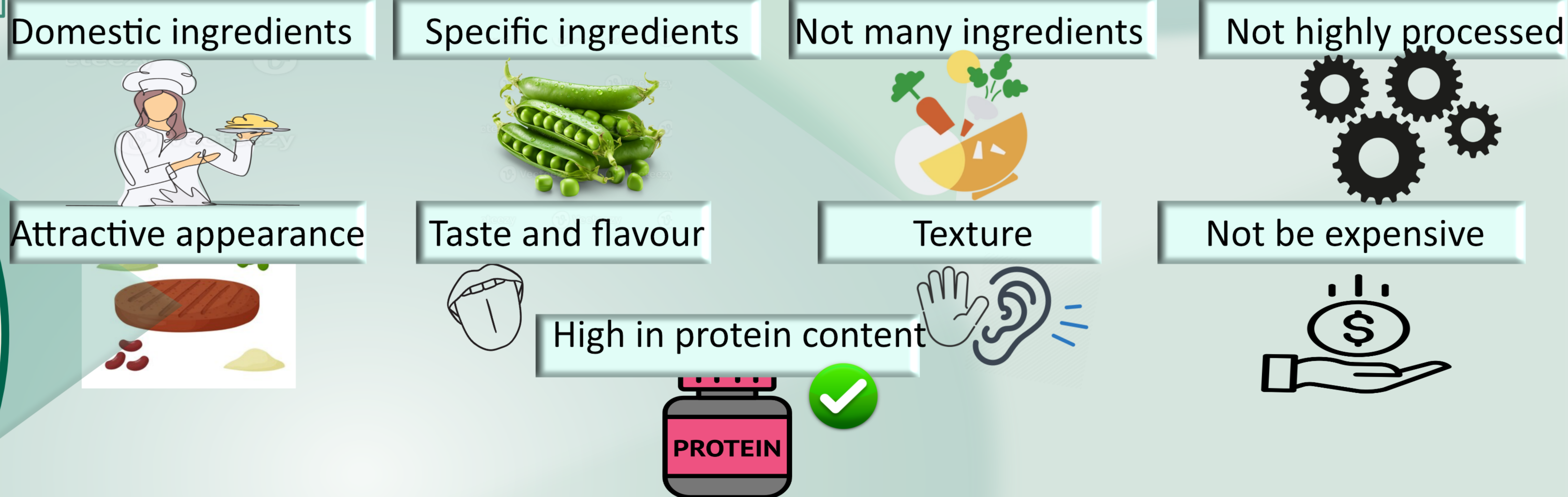


### Methods

The participants (n=360, Age of 19-66) were asked to evaluate agreement with several statements by giving the scores from 1 to 100. The statements included general interest in meat analogues, and factors of importance when choosing meat analogues as:

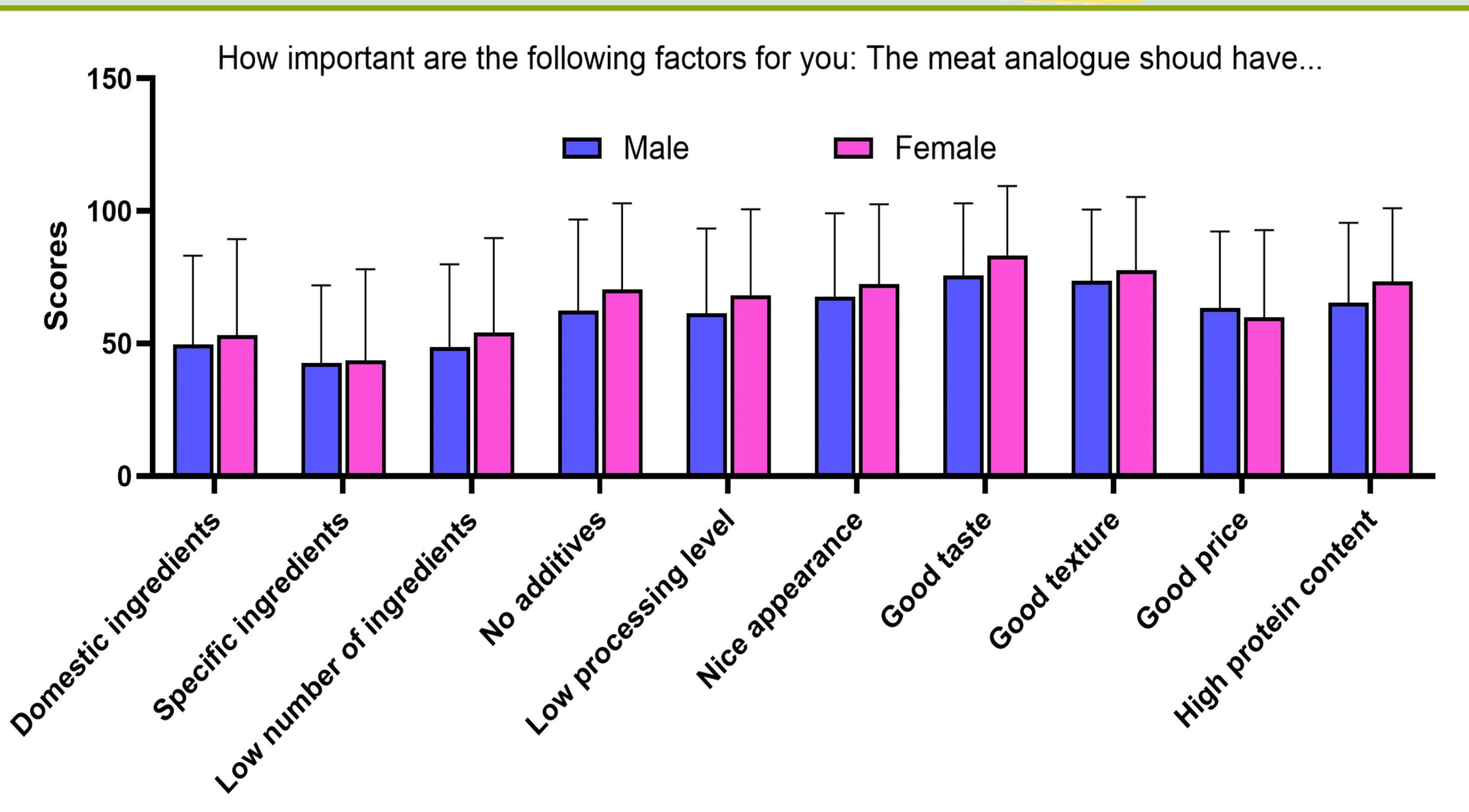
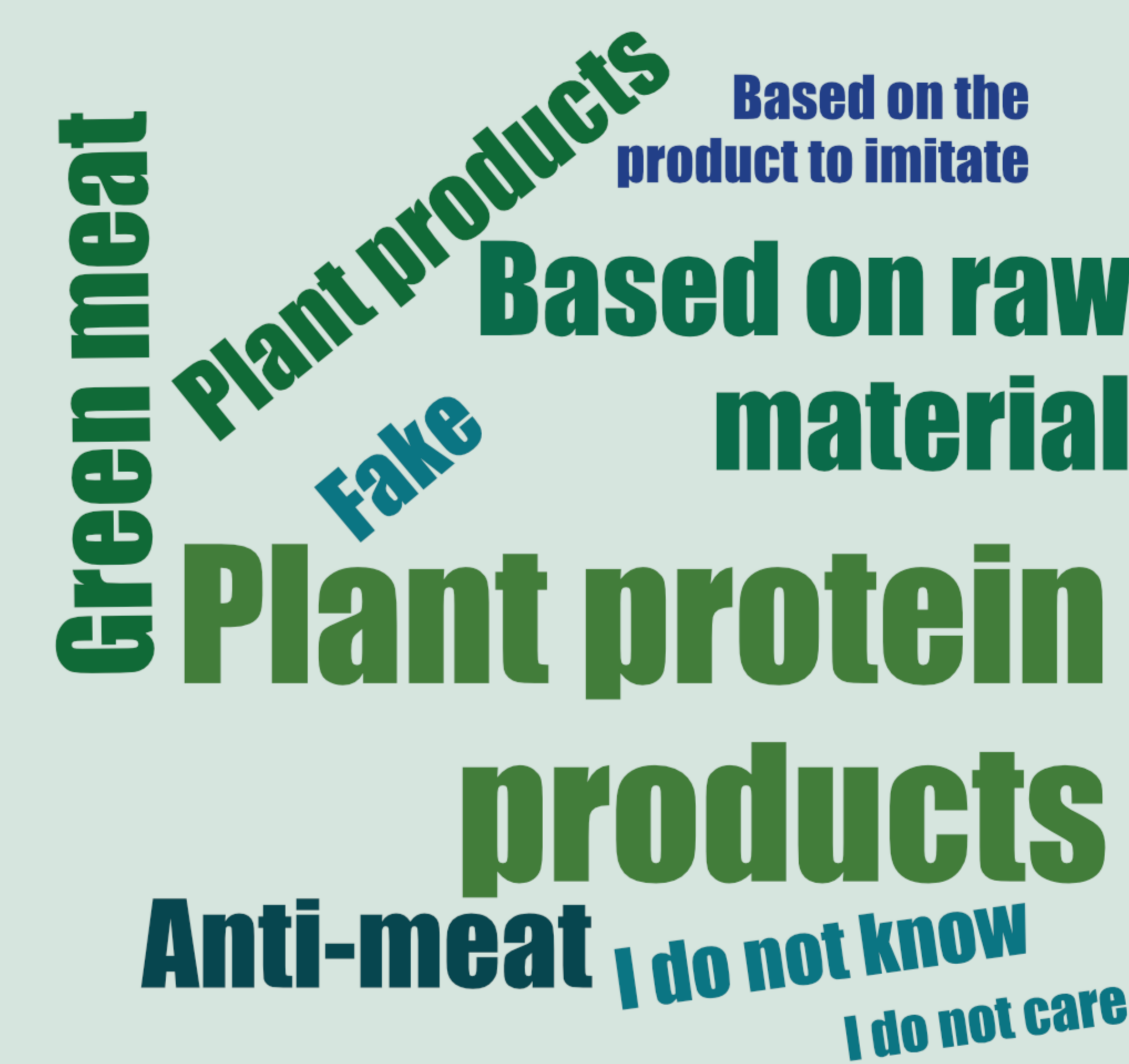
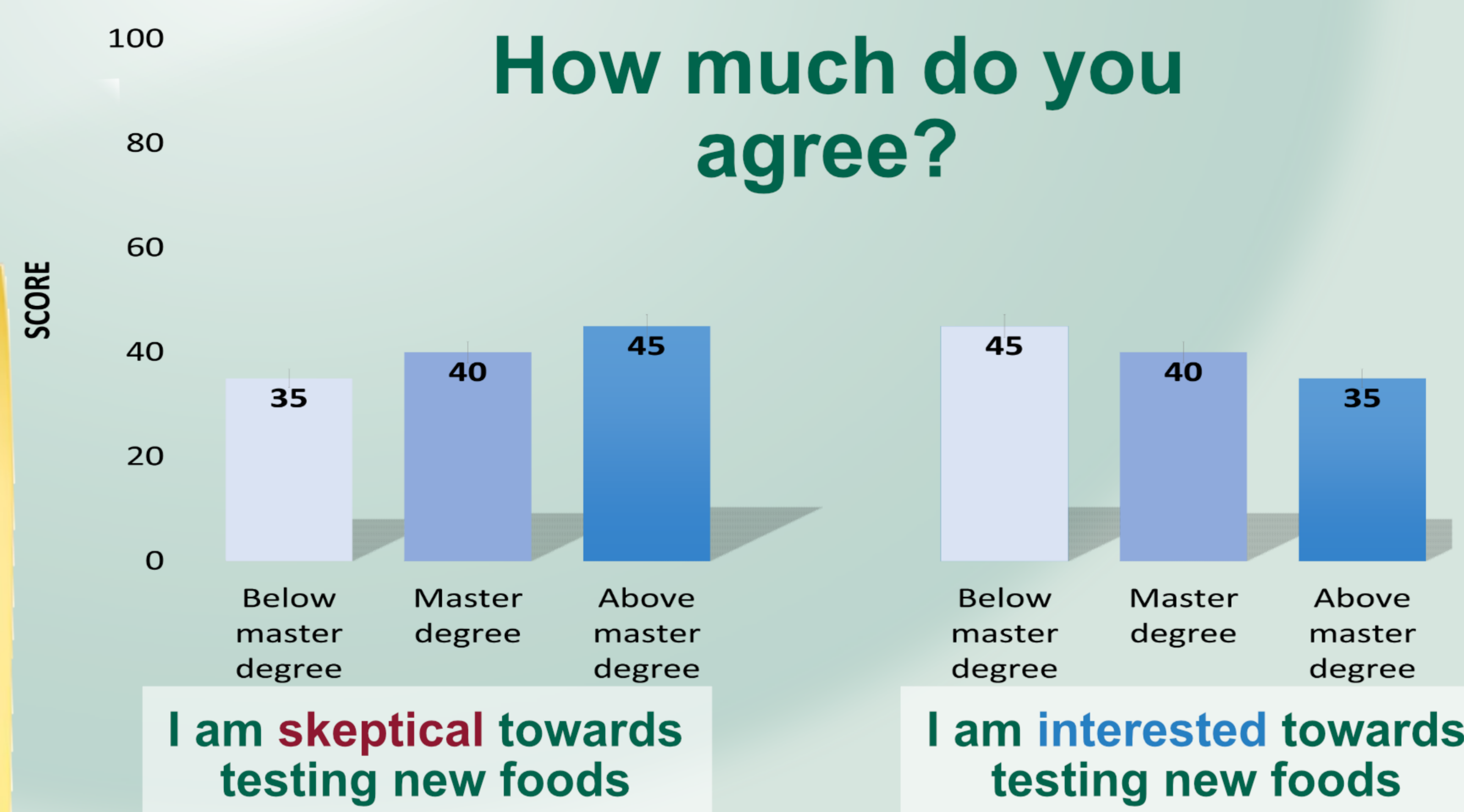
- Presence of additives
- Attractive appearance
- Taste and texture
- Protein content
- Price.

Meat analogue should be/contain...



### Results

Both male and female participants ranked good taste and texture as the most important factors, while the presence of specific ingredients was ranked as the least important.



### Conclusion

Interest in meat-based analogues did not differ between genders, but differed between the participants with different education.

This knowledge might contribute to the development of meat-based analogues on the Ukrainian market

### Future work

Further research is needed to plan the development of meat-based analogues in the Ukrainian market, which would satisfy the consumer.

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