

Cultured Meat: The Vegetarian Dilemma

Madeleine Lanz¹, Bianca Wassmann², Michael Siegrist³

¹ETH Zurich, Department Health Science and Technology (D-HEST), Consumer Behavior, Switzerland; ²Singapore-ETH Centre



The demand for meat alternatives is increasing and cultured meat offers a potential solution. Nevertheless, it remains questionable whether vegetarian consumers are open to eating cultured meat.

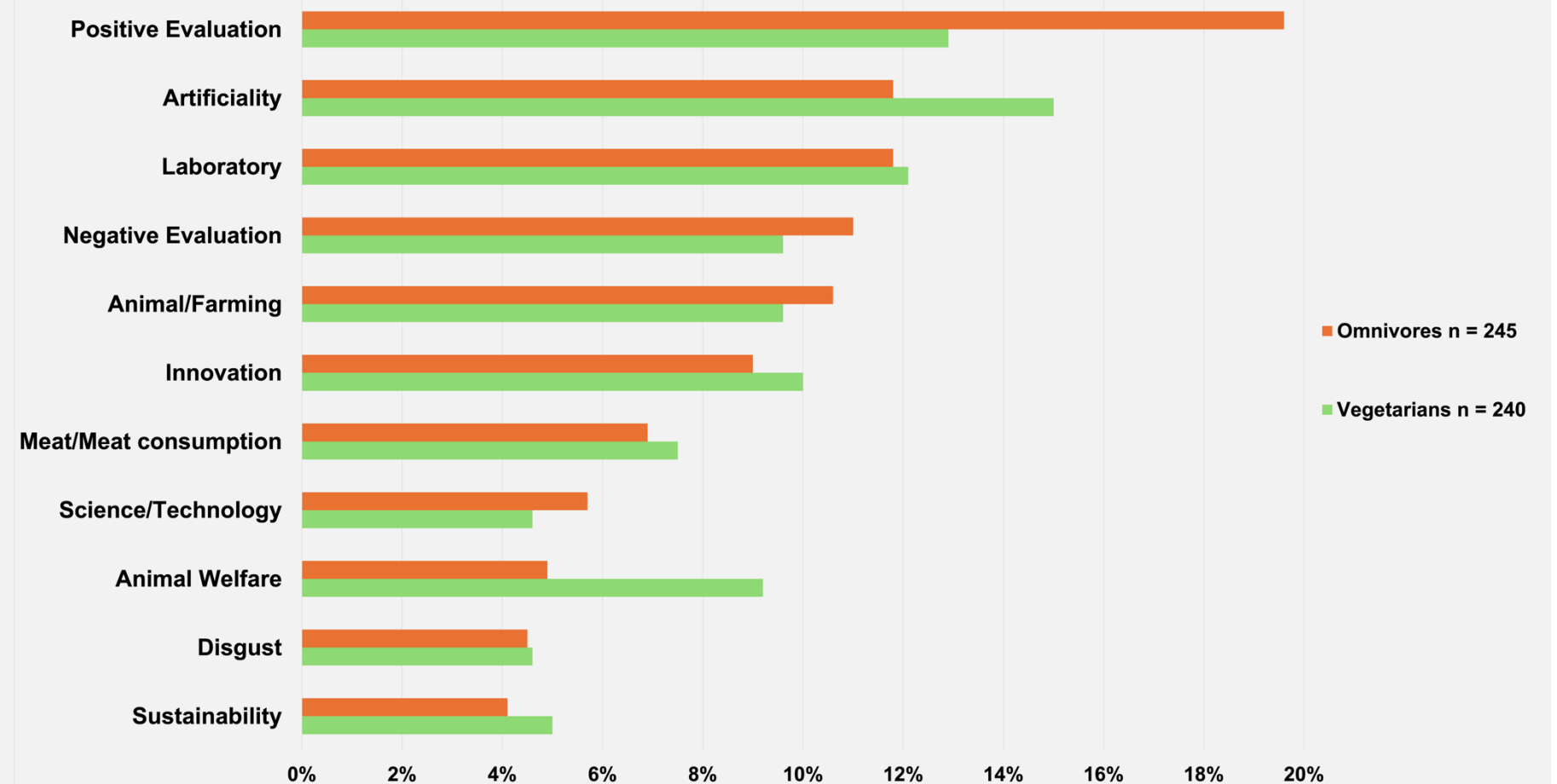


Online survey with N = 566 young adults in Germany; n = 282 Vegetarians and n = 294 Omnivores. Associations evoked by cultured meat were collected and perception of cultured meat as vegetarian and its benefits as well as willingness to eat were measured.



Both groups associated cultured meat with similar categories. Additionally, there was no significant difference in whether the two diet groups perceived cultured meat as vegetarian. While vegetarian consumers appreciated its benefits more, they were less willing to eat cultured meat.

Most frequent associations with cultured meat



Cultured meat could reduce resource use, greenhouse gas emissions and deforestation. This supports SDGs such as climate protection and responsible consumption and promotes a more sustainable, efficient global food system.