

Consumers' willingness to substitute dairy with plant-based alternatives

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1 Motivation & Method

A transition from animal- to plant-based foods – **the dietary shift** – is key to **reduce the footprint of our food system**.

Substituting dairy with plant-based alternatives plays an important role in this transition. However, current consumption of dairy alternatives is relatively low.



A survey was conducted in Switzerland to obtain insight on **consumer perceptions of dairy alternatives**, which is crucial to enhance acceptance.



Study sample (N = 100)		N	%
Gender			
Female		56	56
Male		44	44
Dietary style			
Omnivore		58	58
Flexitarian		42	42
		Mean	SD
Age (in years)		41	17

2 Results

Willingness to substitute dairy products

If you think about the next months, how often could you imagine to substitute the following dairy products with a plant-based dairy alternative?

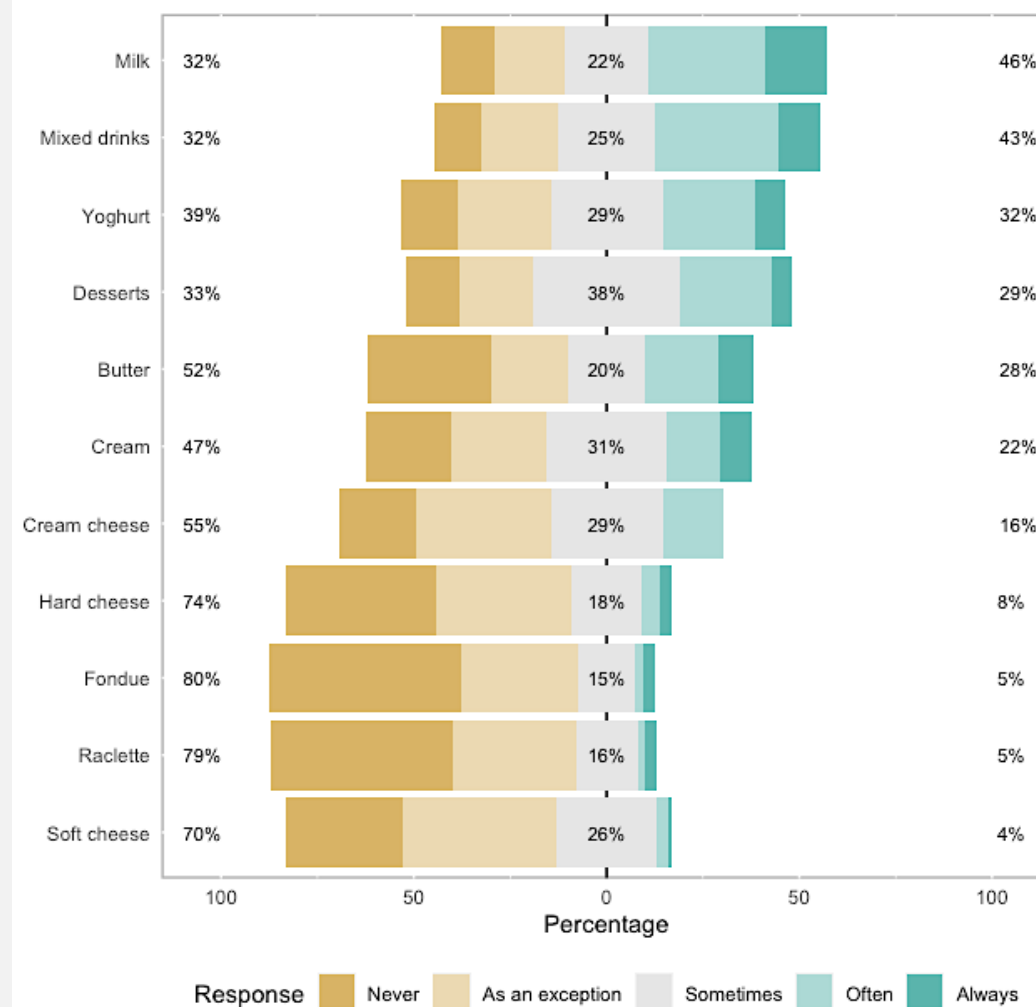


Figure 1. Consumers' willingness to substitute different dairy products with plant-based dairy alternatives

3 Conclusion

- Swiss consumers indicated **higher willingness to substitute milk** with plant-based alternatives, in contrast to their **low willingness to substitute cheese**.
- Further research on underlying factors is needed to better understand how to promote dairy alternatives.

4 Contribution to Sustainable Food Systems

- Providing insight into **consumer acceptance of alternative dairy products** to promote the **dietary shift** and **sustainable food systems**.
- Supporting to reach SDGs by finding solutions for **more sustainable and healthier consumption patterns**.



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