

# What Do Consumers Call Plant-Based Meat Alternatives?

Respondents were shown the picture below, told the food was made without animal meat, and asked to select their preferred description from the list provided.



## Top Descriptors

plant-based burger (39%) | veggie burger (35%) | meatless burger (35%)

## Top Descriptors

when told the food was primarily made from soy protein  
soy burger (42%) | soy-based burger (39%) | soy patty (34%)

The same questions were asked about the picture shown below.



## Top Descriptors

plant-based chicken (45%) | meatless chicken (42%) | vegan chicken (32%)

## Top Descriptors

when told the food was primarily made from soy protein  
soy strips (43%) | soy-based strips (40%) | plant-based chicken (29%)

## KEY FINDINGS

- Most Americans (65%) have consumed plant-based meat alternatives in the past year.
- Consumers are open to a variety of plant-based proteins and seek clarity in their descriptions.
- The term “plant-based” is a top descriptor across demographics.
- Consumers value health benefits associated with plant-based meat alternatives.
- Health websites, food packages and food company websites are top sources of information about plant-based meat alternatives.

SOURCE: Food Insight. IFIC Survey: Consumption Trends, Preferred Names and Perceptions of Plant-Based Meat Alternatives. Foodinsight.org. Published November 3, 2021.  
<https://foodinsight.org/consumption-trends-plant-based-meat-alt/>.