

# STAT: CHINESE CONSUMERS ARE VERY INTERESTED IN LAB-GROWN MEAT

By Livvy Houghton and Holly Friend

14 : 03 : 2019 Food : Technology : Lab-grown



Two of the world's largest meat producers are the most open to lab-grown meat or meat alternatives, according to a new study by Frontiers. The research found that 59.3% of consumers in China, and 48.7% in India, would be very likely to buy 'clean' meat which has been grown in a lab.

Meanwhile, in the US this number stands at just 29.8%. American consumers were also the most likely to say they would not purchase plant-based 'meat', despite many of the big brands like Impossible being based there. These figures suggest that alternative meat producers should perhaps be refocusing their efforts on markets such as China and India.

To see how consumers around the world are changing their eating habits in order to minimise their carbon footprint, meet our **Low-impact Eaters** tribe.