

Consumer attitudes about insects for human food and animal feed

320 responses

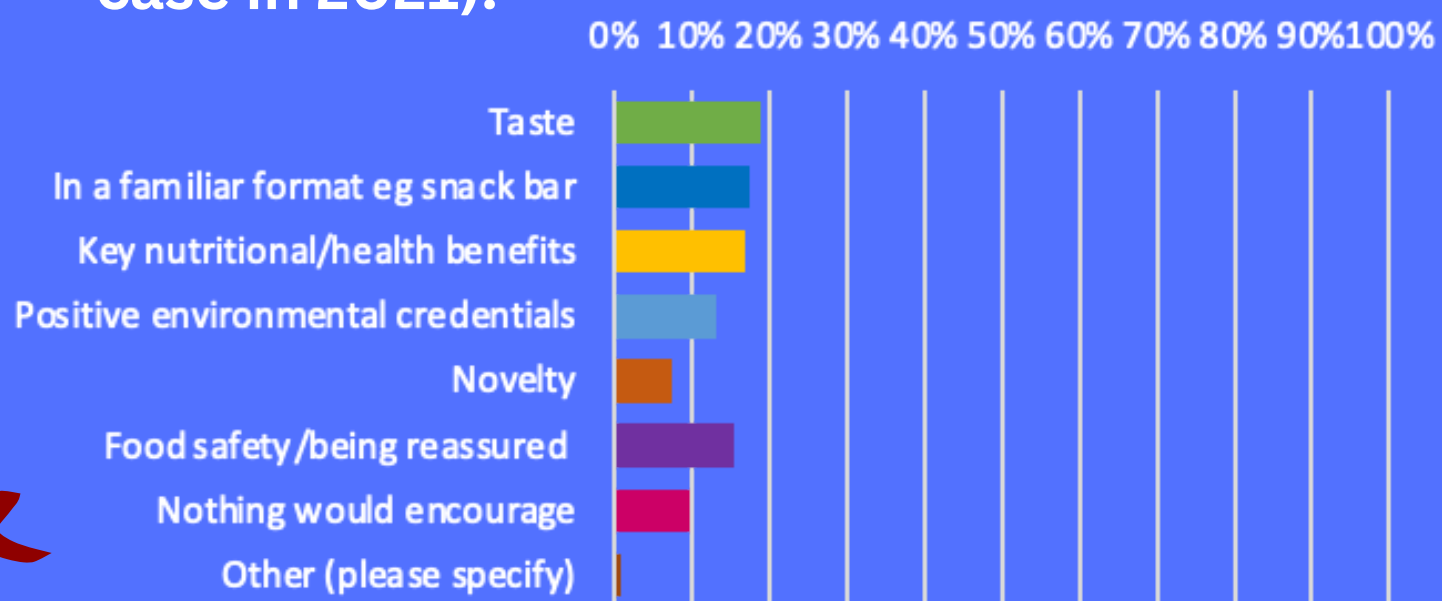
This same survey was conducted in 2021 with only 160 responses. This shows that responses have doubled in this time, providing more robust data that we can draw upon

Encouraging Factors



- Taste
- Familiar format
- Key nutritional/health benefits
- Food safety/hygiene reassurance
- Positive environmental credentials

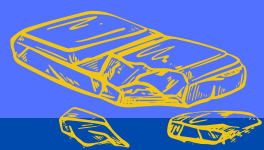
There appears to be a relatively even distribution with relation to what is believed to make insect-based products popular amongst UK consumers (this was also the case in 2021).



Discouraging Factors



- Visual appearance
- Taste
- Unfamiliar
- Food security/hygiene issues
- Lack of knowledge about how to use/cook

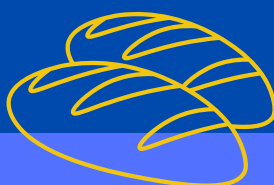


Nearly 65% of respondents considered insect products as a snack

When participants were asked how likely they would be to try the following food products, the most common response was “possibly”, potentially highlighting the scepticism around such ideas.



Nevertheless, the foods with the most “very likely” and “likely” rating appeared to be **sweet baked goods, bread, savoury snacks, snack/energy bars and meat alternative balls.**



Consumers of all demographics were generally far more accepting of insects used for animal feed (livestock, aquaculture and poultry feed) than of insects for human food.

Those surveyed showed a great willing to purchase products that have been fed insects, viewing insect-based animal feed as both a safe and an environmentally sustainable alternative to current feed ratios.