

Attitudes and preferences of plant-based yoghurt - a consumer questionnaire

Aim

- Investigate consumers attitudes and preferences of plant-based yoghurt.
- Study differences between groups of consumers based on their diet. Four diets were included:
 - Plant-based
 - Lacto-ovo vegetarian
 - Sometimes eating meat fish and dairy (flexitarian)
 - Often eating meat fish & dairy

Taste, appearance, consistency and price are 'very important factors'

Local ingredients 'very important' among flexitarians and meat-eaters

'Good for the environment' most important reason to eat plant-based yoghurt

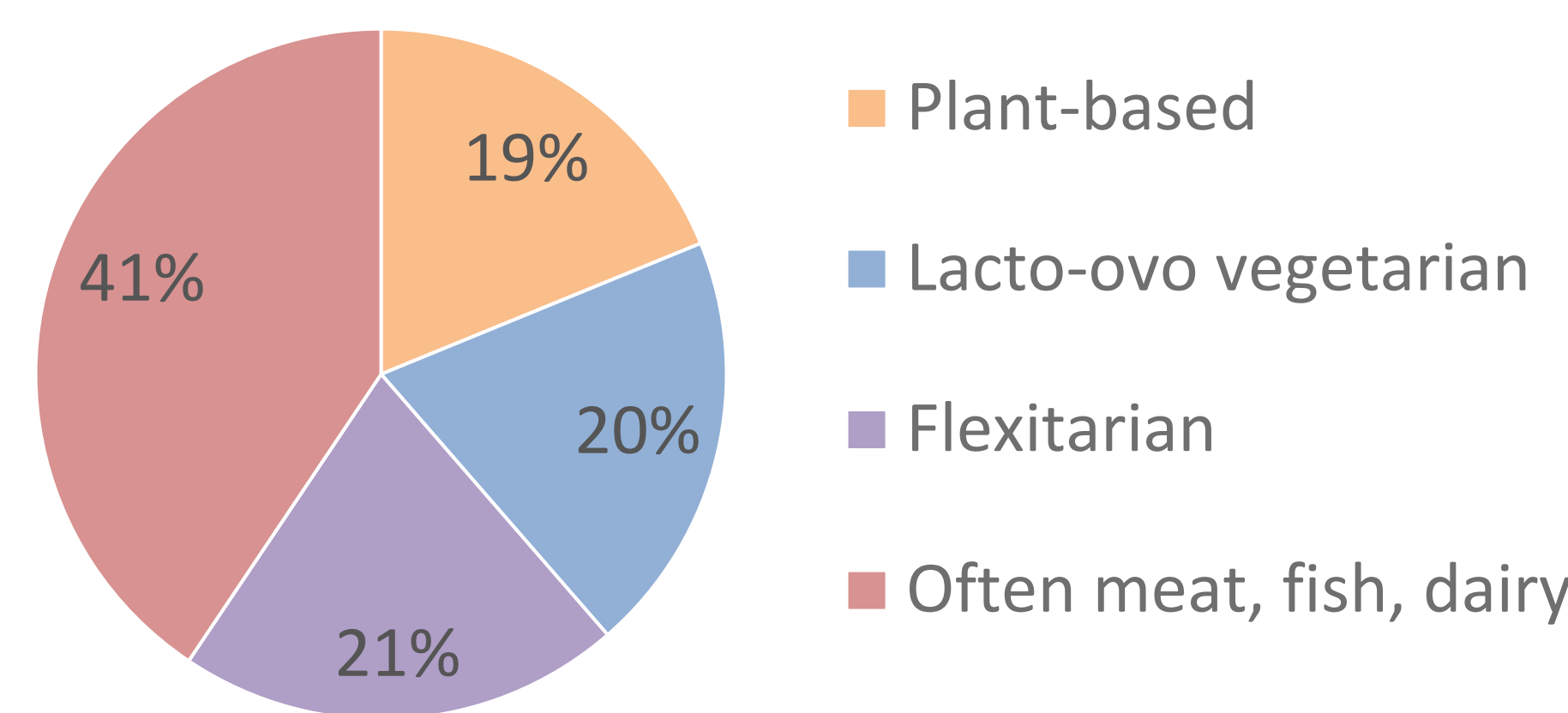
'Good for animal welfare' important to non-meat eaters

Reasons to not eat: 'No reason to change from animal-based yoghurt', 'not tasty' and 'high price'

Web-based questionnaire

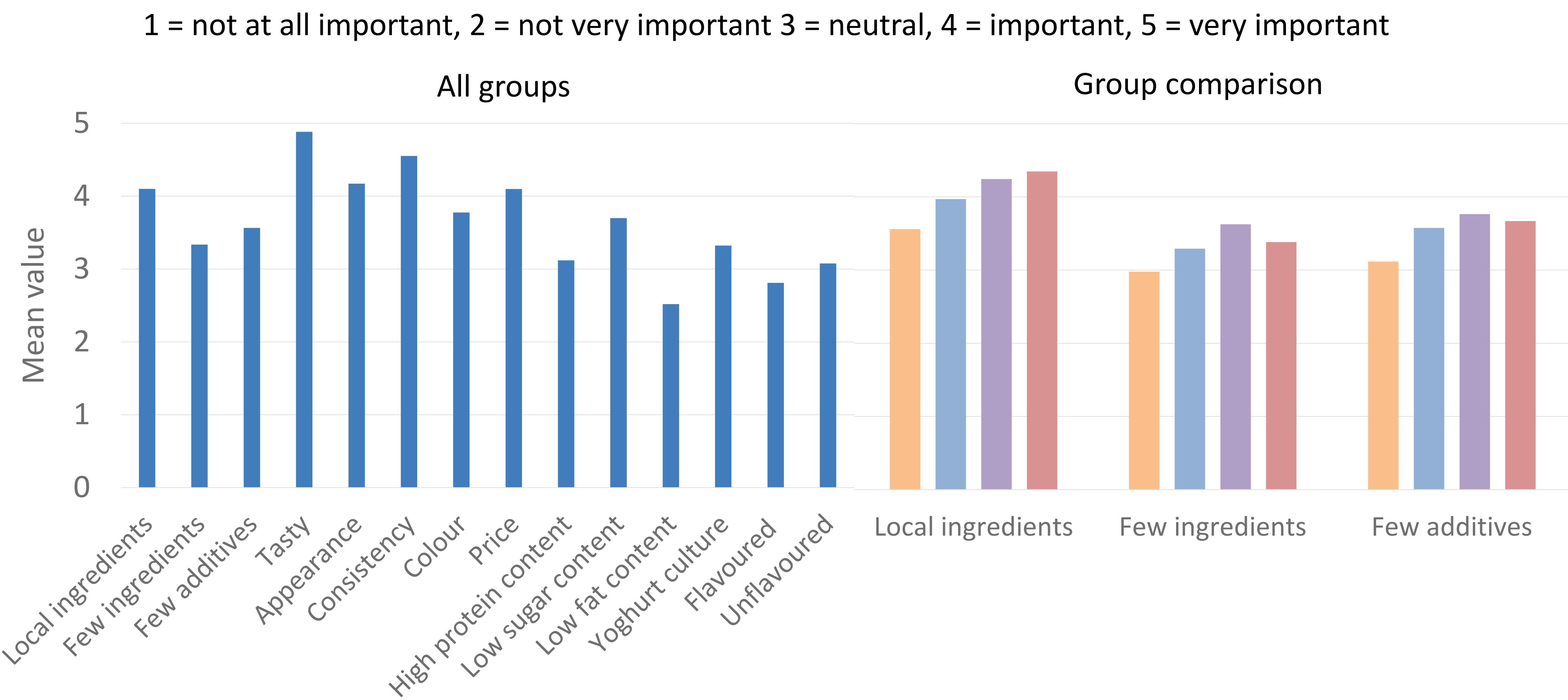
- Data collection May-June 2022 in Sweden
- 702 respondents
- Age 18-75 (majority 20-40)
- 76 % women, 22 % men

Diet of respondents

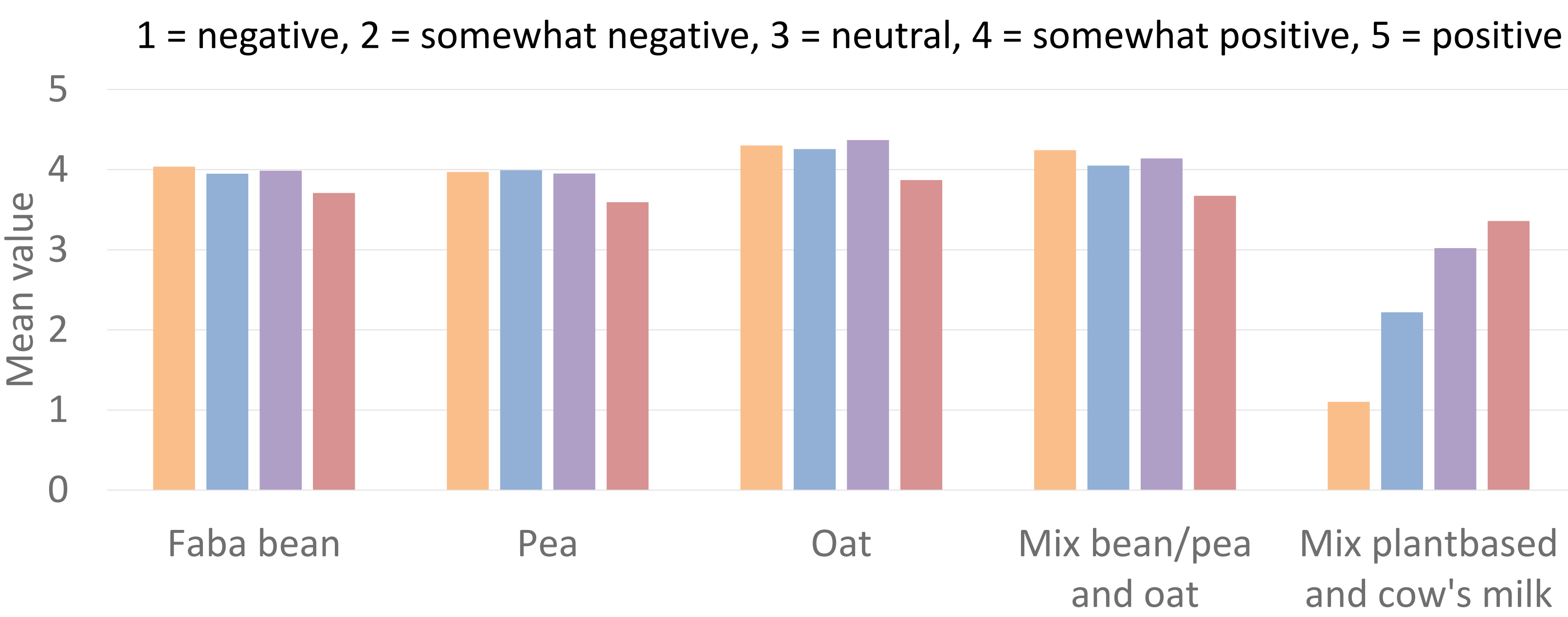


Results

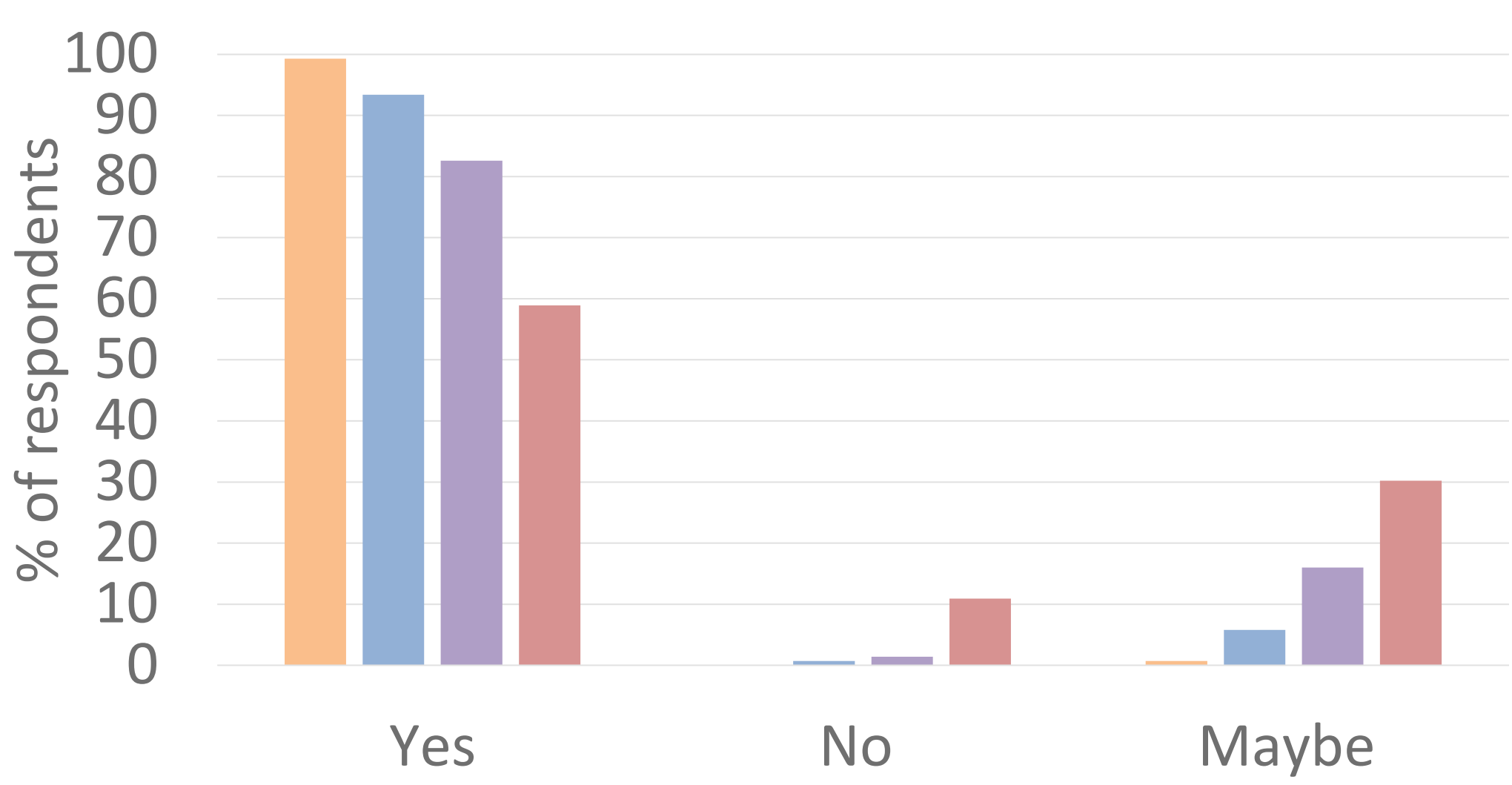
Importance of product factors



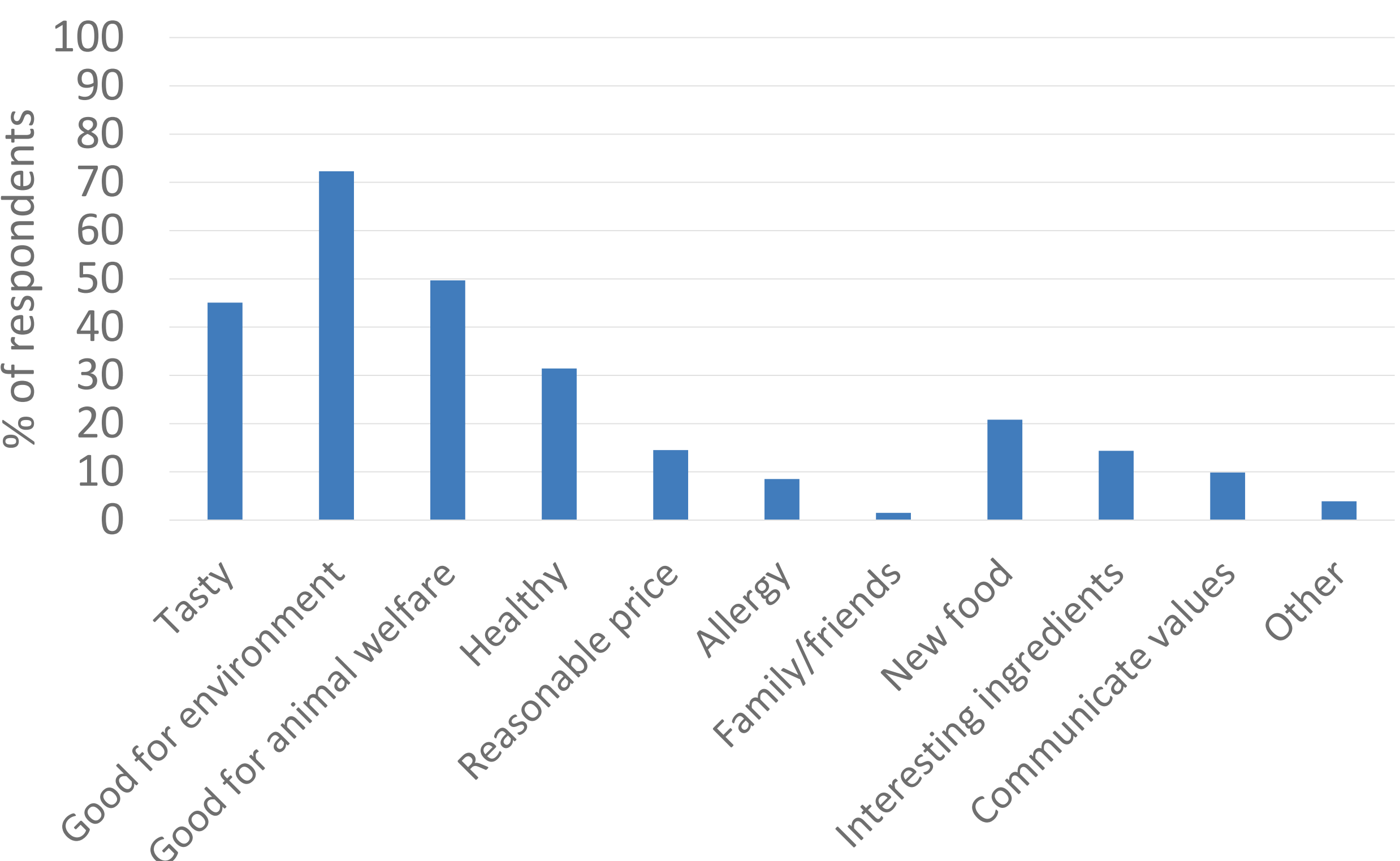
Degree of liking ingredients



Interest in eating plant-based yoghurt



Reasons to eat plant-based yoghurt



Reasons to not eat plant-based yoghurt

