

Consumption of plant-based meat alternatives by regular consumers and their motivations to sustain long-term intake

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Mostly 21-40 year old females and are vegans
59.1% consume PBMA more than once a week
Total PBMA consumption were an estimated 6 portions per week.
Ecological welfare was valued the most in their overall food choices.

In SG & AUS

- ü Consumers were satisfied with the current range of PBMA available (SG: M=65.6, SD= 20.7; AUS: M = 75.9, SD= 16.3)
- ü Consumers agreed that a local/cultural dish still maintains its heritage if the meat ingredient was replaced PBMA (SG: M=14.0-2(40-4(rti)-2(on)-3(s/p)-4(e g0 /P < k)-2(0 9</MCID 67/CID 1&m MC /86.8)-4(e glD 7>BDC q0.000014305 0 9

Amount of PBMA consumed by regular consumers (portions/per week):

