



**Euromonitor
International**

Will People Eat Cell-Cultured Meat?

March 2025

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EXECUTIVE SUMMARY

Why read this report?

Key findings

INTRODUCTION

Market potential is huge - but development is in its infancy

What is cell-cultured meat?

One in four say they are willing to eat cell-cultured meat

Global opinion varies significantly

CONSUMER DRIVERS FOR ACCEPTANCE

The price must be right, but that does not necessarily mean starting cheap

Taste and perhaps ingredients will be key

Ethical advantages mean that some vegans/vegetarians are on board

Further opportunities exist by playing to consumer preferences

WHAT PRODUCERS FACE IN FOSTERING ACCEPTANCE

Producers face a challenging pricing environment to move mainstream

Three key challenges for producers on price

The widely-cited sustainability advantage is not so clear

Beyond Meat's continued reformulation for taste points to a key challenge

APPROVAL AND REGULATION

Country approvals are (slowly) growing...

...but optimism dims in the US

Facilities audit shows Asia out in front

Labelling regulations will play an important role

First third-party certification for cell-cultured already hits the market

THE SIZE OF THE PRIZE

Global market for meat is extremely valuable

How the cell-cultured meat market could develop

Forecasts: Presuming processed meat, but no further

Forecasts: More meat success

Forecasts: Average indicates significant sales are some way off

CONCLUSION

Opportunities for growth

Evolution of consumers eating cell-cultured meat

Questions we are asking

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/will-people-eat-cell-cultured-meat/report.