



U.S. consumer snapshot: Cultivated meat

2025



Image courtesy of Wildtype

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The state of cultivated meat in the U.S.



Emerging and mostly unfamiliar

While multiple companies have received approval to sell cultivated meat in the U.S. since 2023, most products have been available only in limited quantities in restaurants. This is reflected in low rates of consumer awareness.

Many who have heard of cultivated meat have only heard of it as “lab-grown,” a descriptor that does not accurately represent how cultivated meat is produced at commercial scales.

However, people who have heard of it are more likely to have heard about the products’ potential benefits, rather than negative news like bills banning its sale.

Room to define perceptions

Based on a brief description, consumers expect cultivated meat to have environmental and nutrition benefits and are intrigued that it may reduce risk of zoonotic disease and be made without antibiotics and hormones. But they remain unconvinced that it will deliver key benefits of conventional meat, like taste and protein content, and many don’t understand what’s in it.

Barriers to overcome

A minority of consumers are likely to try or buy cultivated meat based on what they know today (findings unchanged from 2024). Those who are not open are most likely to cite not believing it’s natural or wanting to support farmers.

How did we define cultivated meat for consumers to gauge their perceptions?

“Now we will ask you a few questions about cultivated meat. As you may know, cultivated meat is **essentially the same** as the meat we eat today, but grown **directly from animal cells**. Cultivated meat **looks, cooks, and tastes the same** as conventional meat. The process of cultivating meat uses the **same basic nutrients** needed to build muscle and fat, and the same biological process that happens inside an animal. At scale, cultivated meat is produced in a **facility similar to a brewery**. Cultivated meat **has been sold at restaurants** in the U.S.”



Consumer metrics for cultivated meat at a glance



Awareness

Fewer than half Americans have heard of cultivated meat. They are **more likely** to have heard of **“lab grown”** meat, though this term is not accurate.*



Exposure

Americans more likely to hear about cultivated meat on **social media** (YouTube, Facebook, Instagram) than traditional media.



Openness

Few Americans find cultivated meat appealing or would buy it based on what they know today, but almost **3 in 5** are at least **“somewhat” likely to try it**.



Perceptions

Many Americans expect cultivated meat to be **healthier and more sustainable** than conventional meat, but not a majority, and few expect it to be as **tasty, high protein, or natural**.



Barriers

Americans who are not open to cultivated meat are most likely to cite **preference for conventional meat** (43%) and the belief that cultivated meat is **unnatural** (34%) as their reasons.



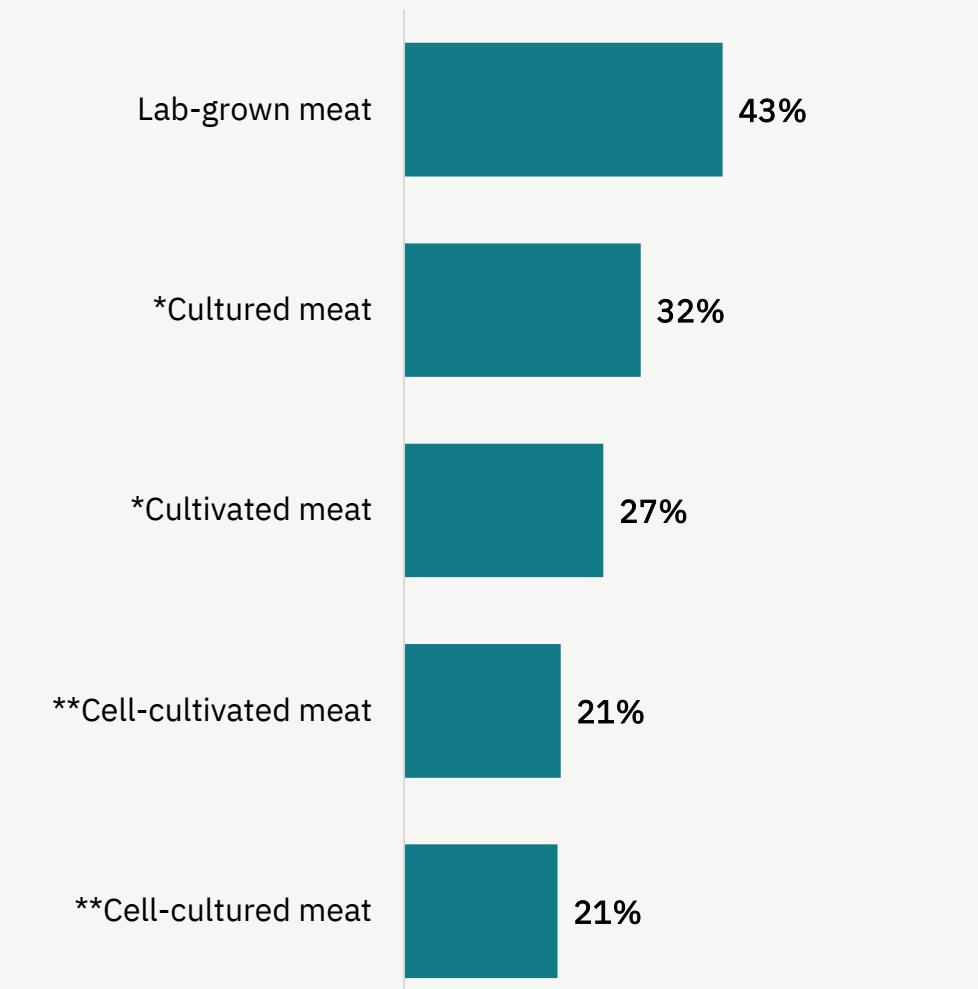
Messaging

Statements about the **safety of cultivated meat** and **health benefits** may motivate consumer interest and increase willingness to try or buy.

What names for cultivated meat are Americans aware of?

Consumers are most likely to say they have heard of “lab-grown meat.” Notably, this term is inaccurate because facilities capable of producing cultivated meat at commercially viable scales look more like breweries than laboratories.

Names Americans report hearing for cultivated meat



Have you ever seen, read, or heard about each of the following? % selected "yes"

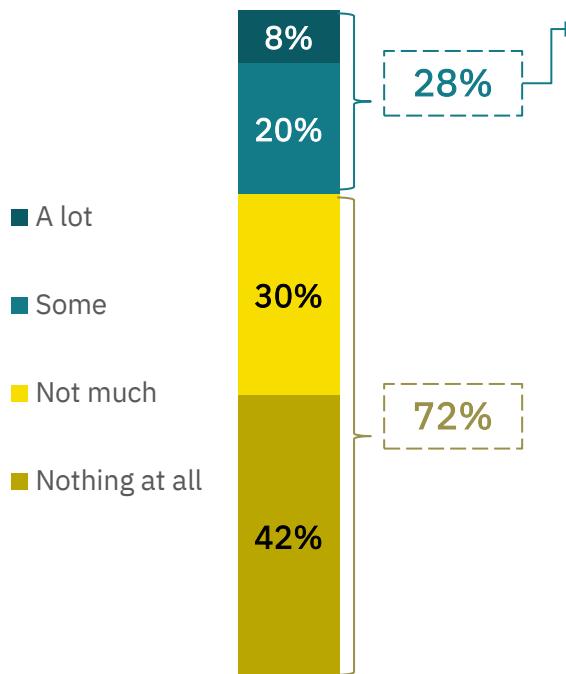
Poll by Morning Consult on behalf of GFI: n=4,204 U.S. adults, June 2025

* versions without "cell-" shown to 2,083 respondents; ** versions with "cell-" shown to 2,121 respondents

Where and what do Americans hear about cultivated meat?

Over a quarter of Americans have heard about cultivated meat in the past year, recalling topics related to health and nutrition, taste and texture, and the production process. YouTube and social media are the most common channels.

Americans' recalled exposure to cultivated meat in media



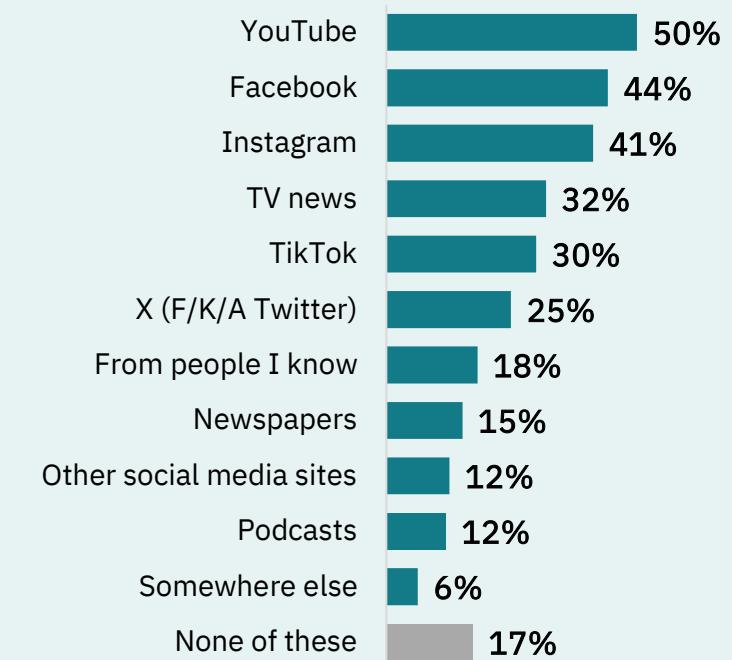
Topics recalled

Among those who reported reading/seeing/etc. "a lot" or "some" about cultivated meat

Health or nutrition	39%
Taste or texture	38%
How products are made	36%
New products being introduced	30%
Environmental impact	29%
Impact on farmers	28%
Impact on animal welfare	28%
Product availability in grocery stores or restaurants	26%
Laws or bills banning the products	17%
Other	1%
Don't know/Don't remember	12%

Platform recalled

Among those who reported reading/seeing/etc. "a lot" or "some" about cultivated meat



Left: Over the past 12 months, how much have you seen, read, or heard about cultivated meat?

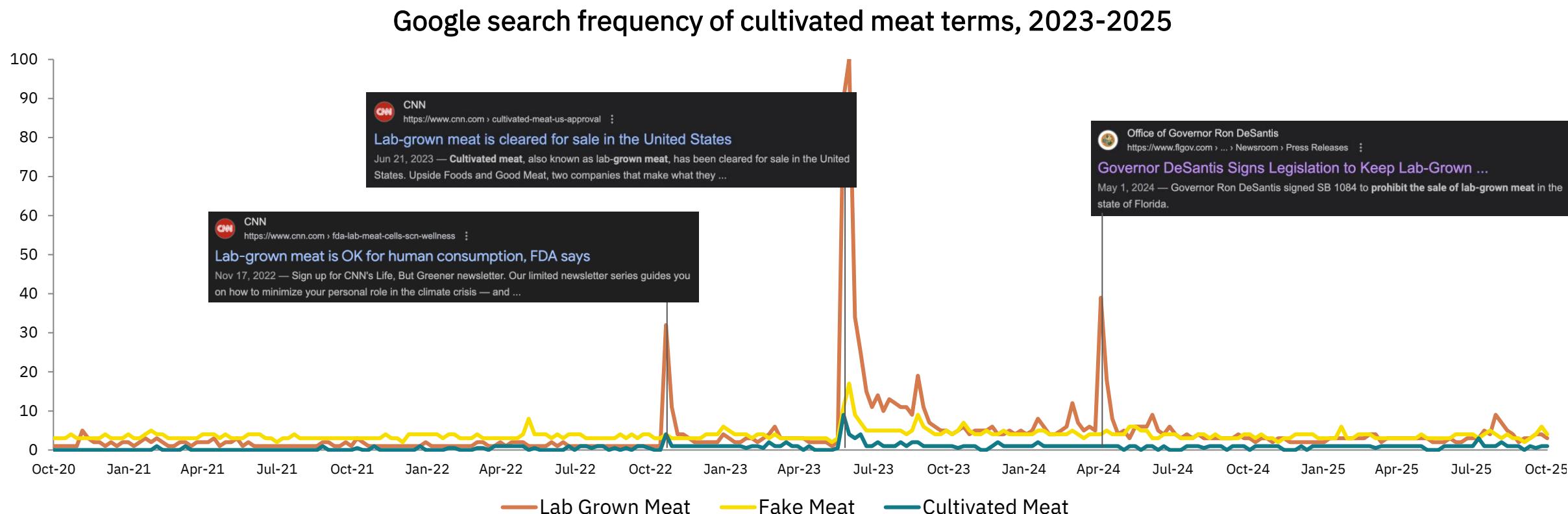
Middle: Which topics or aspects of cultivated meat have you seen, read, or heard discussed recently? Select all that apply. Among n=294 who reported reading/seeing/etc. "a lot" or "some" about cultivated meat

Right: Have you seen news recently about cultivated meat on any of the following places? Please select all that apply. Among n=294 who reported reading/seeing/etc. "a lot" or "some" about cultivated meat

Poll by Morning Consult on behalf of GFI: n=1,067 U.S. adults, June 2025

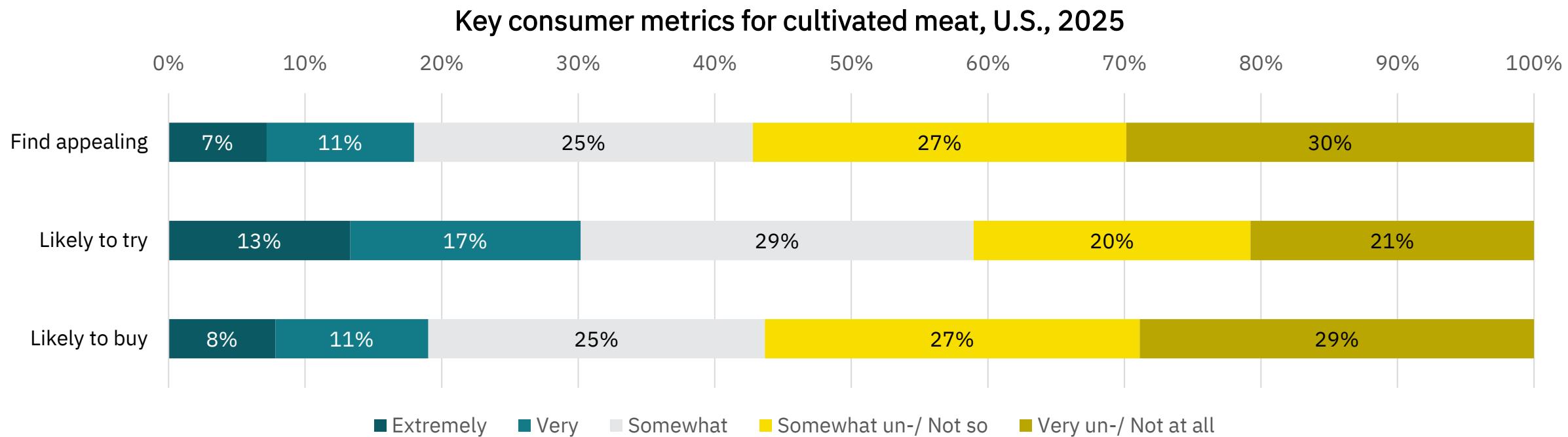
What terms for cultivated meat are Americans searching for and exposed to online?

Google searches for “lab grown” are more common than for other terms used for cultivated meat in media, including “cultivated” and “fake.” Spikes between 2022 & 2024 were likely in response to regulatory milestones and restrictive legislation.



How appealing do Americans find cultivated meat, and how likely are they to try and buy it?

While a minority of Americans find cultivated meat appealing or would buy it today, more than half are at least somewhat likely to try it, and almost 1 in 3 “very” or “extremely” likely. The rates of willingness to try and buy did not change significantly from 2024.



Based on the description provided, how appealing or unappealing do you find cultivated meat?

If you were offered a free sample of a product made with cultivated meat, how likely would you be to try it?

Based on what you know, how likely are you, if at all, to purchase cultivated meat?

Poll by Morning Consult on behalf of GFI: n=1,067 U.S. adults, June 2025

What demographic groups are most open to cultivated meat?

Male, younger, and higher-income consumers tend to be more open to cultivated meat, as are those who eat plant-based meat.

Key cultivated meat metrics by demographic group

Demographic	% Appealing	% Likely to Try	% Likely to Buy
Adults	18%	30%	19%
Gender: Male	22%	38%	23%
Gender: Female	14%	23%	15%
GenZers: 1997-2012	26%	35%	25%
Millennials: 1981-1996	27%	31%	29%
GenXers: 1965-1980	14%	31%	16%
Baby Boomers: 1946-1964	7%	27%	7%
Income: Under 50k	14%	24%	14%
Income: 50k-100k	17%	34%	20%
Income: 100k+	31%	43%	33%
Past-year plant-based meat eaters	36%	44%	37%

Appeal: Based on the description provided, how appealing or unappealing do you find cultivated meat? % "Extremely" or "Very" (top 2 of 5)

Try: If you were offered a free sample of a product made with cultivated meat, how likely would you be to try it? % "Extremely" or "Very" (top 2 of 5)

Buy: Based on what you know, how likely are you, if at all, to purchase cultivated meat? % "Extremely" or "Very" (top 2 of 5)

Poll by Morning Consult on behalf of GFI: n=1,067 U.S. adults, June 2025. Gender n=524 - 541 ; Generation n=156 - 336; Income n=186 - 559; Past-year Plant-based Meat Consumers n=395

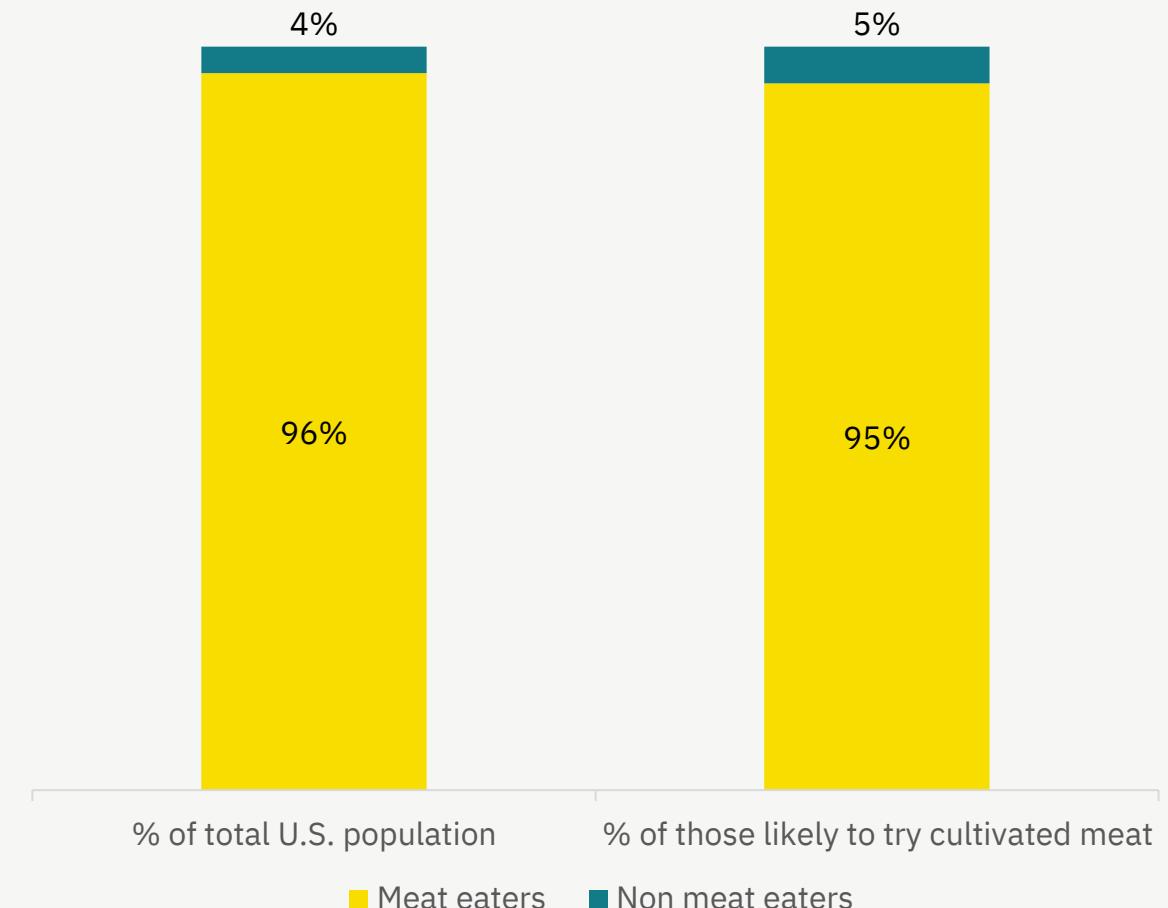
Green: 20+% more than average

Red: 20+% less than average

Color comparison is within columns, not across rows

Are meat eaters or non meat eaters more likely to be interested in cultivated meat?

The vast majority of consumers who say they are likely to try cultivated meat are people who eat conventional meat. The proportion of vegetarians and vegans among those likely to try cultivated meat is similar to their incidence in the U.S. population, suggesting they are not overrepresented among likely cultivated meat consumers.



If you were offered a free sample of a product made with cultivated meat, how likely would you be to try it?

Including: "Somewhat," "very," or "extremely" / Excluding "not so," "not at all"

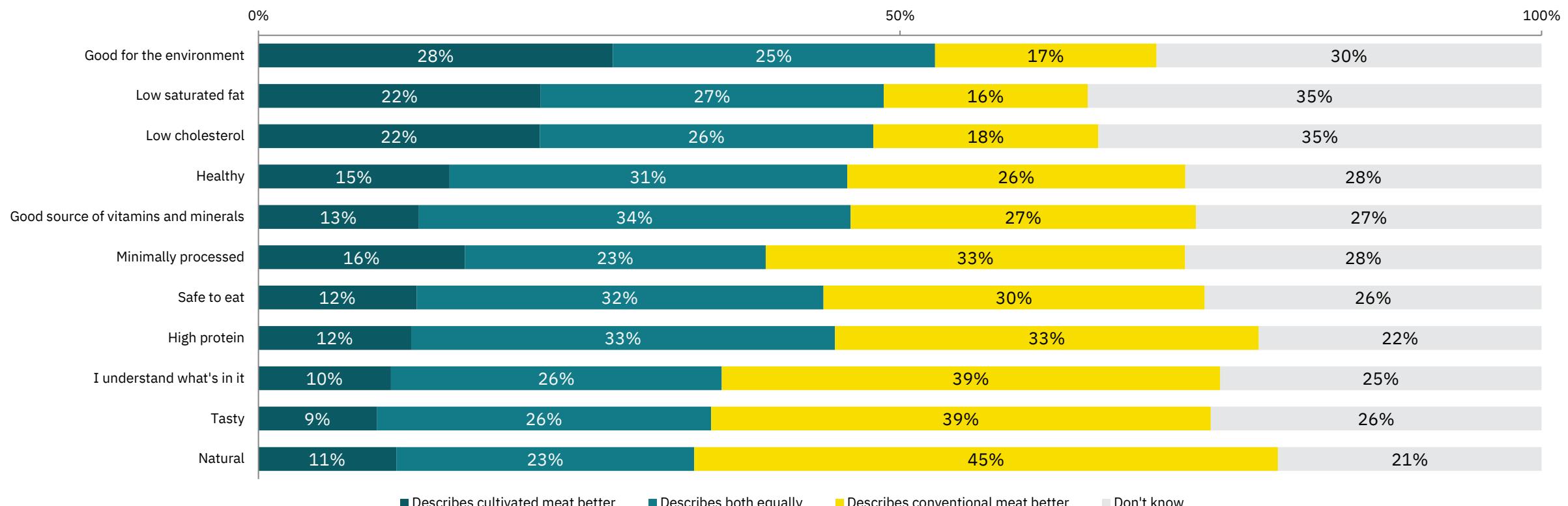
Which of the following best describes your current diet or eating habits? Please select one. "Meat eaters" = omnivore, carnivore, flexitarian, pescatarian. "Non meat eaters" = vegetarian, vegan. Results do not vary significantly based on whether pescatarians or flexitarians are grouped with meat eaters or meat reducers.

Poll by Morning Consult on behalf of GFI: n=1,067 U.S. adults, June 2025

What benefits do Americans think cultivated meat will deliver better than, the same as, or worse than conventional meat?

Many are unsure what to think about cultivated meat. Significant minorities say they “don’t know” whether cultivated or conventional meat will be better on many key attributes.

Attributes Americans think cultivated meat does better or worse than conventional



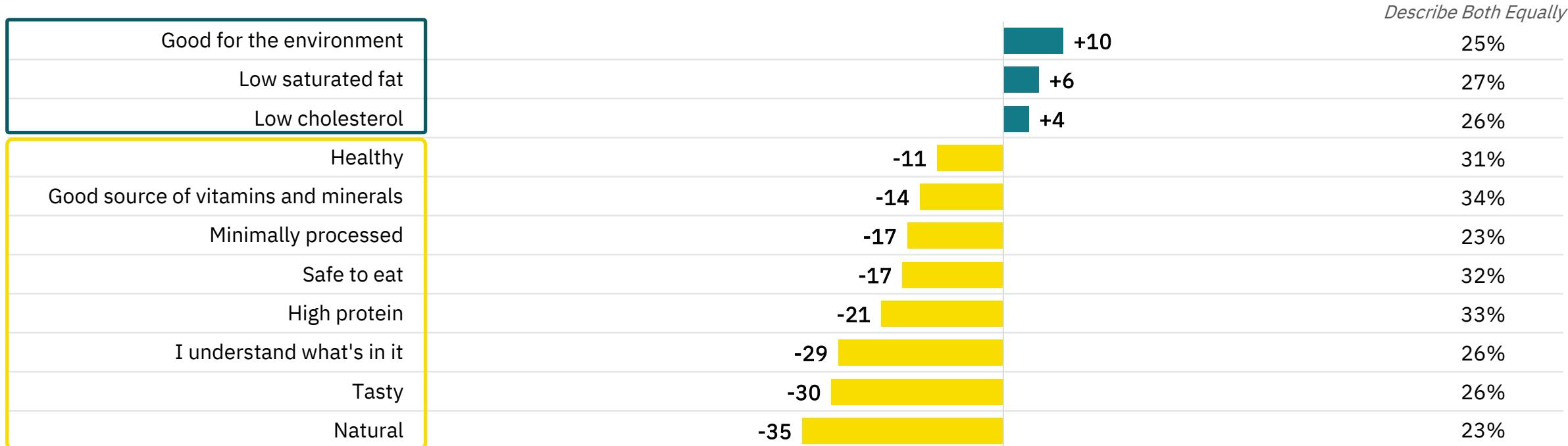
In your opinion, do each of the following attributes describe cultivated meat or conventional meat better?

Poll by Morning Consult on behalf of GFI: n=1,067 U.S. adults, June 2025

How do the expected benefits of cultivated meat compare to those of conventional meat on net?

Americans are more likely to expect cultivated meat to be good for the environment and low in commonly-avoided macronutrients like saturated fat and cholesterol, but they are more likely to think conventional meat is natural, tasty, and high-protein.

Attributes Americans think cultivated meat does better (+) or worse (-) than conventional



In your opinion, do each of the following attributes describe cultivated meat or conventional meat better?

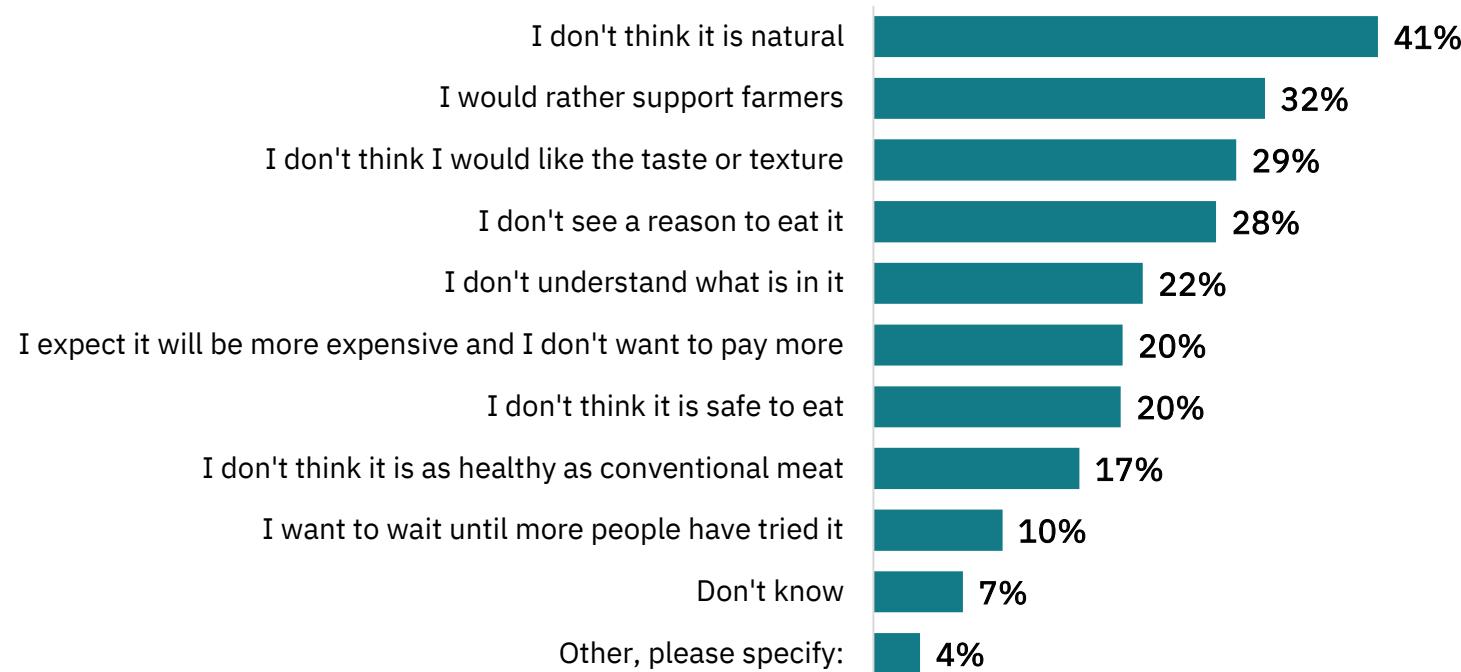
Number who think cultivated meat is better minus number who think conventional is better

Poll by Morning Consult on behalf of GFI: n=1,067 U.S. adults, June 2025

For Americans who aren't open to cultivated meat: what are their barriers?

Those who would not try or buy cultivated meat have a range of objections: many believe it's not natural, say they want to support farmers, have concerns about the expected taste, or simply don't see a reason.

Reasons Americans would not try/buy cultivated meat



Why are you unlikely to try or buy cultivated meat? Select up to three reasons.

Poll by Morning Consult on behalf of GFI: among n=315 who reported unlikely to try or buy cultivated meat

What claims about the potential benefits of cultivated meat are most believable and enticing to Americans?

Americans find a variety of claims similarly credible and appealing, but claims about avoiding antibiotics and hormones (in both public and personal health contexts) appear to have a slight edge.

Americans' responses to tested claims about cultivated meat

Statement	This statement is believable	This makes me want to learn more about cultivated meat	This would make me more likely to try cultivated meat
Cultivated meat has a much lower risk of creating antibiotic-resistant bacteria and diseases like bird or swine flu than conventional meat, which often uses antibiotics and animals kept in cramped conditions.	56%	54%	47%
Cultivated meat is free of antibiotics, hormones, and steroids found in some conventional meat.	54%	52%	46%
Cultivated meat can be made lean with lower fat and cholesterol content than conventional meat, making it healthier.	54%	51%	46%
Cultivated is real meat grown from animal cells, without harming animals.	54%	50%	45%
Cultivated meat has less environmental impact than conventional meat because we can grow just the cuts of meat we want to eat and can do it faster.	52%	50%	42%
Because cultivated meat comes from real animal cells, it will look, cook, and taste just like conventional meat.	45%	49%	45%

Please read the following statements about cultivated meat products and answer a few questions about them.

Poll by Morning Consult on behalf of GFI: n=1,067 U.S. adults, June 2025

This statement is believable = %Strongly + Somewhat agree
This makes me want to learn more about cultivated meat = %Strongly + Somewhat agree
This makes me more likely to try cultivated meat = %Strongly + Somewhat agree
Color comparison is within columns, not across rows

How does descriptive language impact consumer interest in cultivated meat?

Previous research found that consumers respond positively to cultivated meat descriptors that include references to authenticity and taste, nutritional value and quality (including avoiding antibiotics), and societal or environmental benefits.

Appealing

- No sacrifice
- 100% / Real meat
- Future-friendly
- High-quality
- Same as today's meat
- Antibiotic free /
Need for antibiotics
- No kill / Without harming /
More-humane
- Feed more people
- Nutritious / nutritionally comparable
- Look / cook / taste like
- Reduced risk
- Grown
(without specifying “from cells”)*

Unappealing

- Grown from cells
(esp. if not qualifying “directly” or “animal cells”)
- Outside the animal
- From muscle / fat / tissue / etc.
- Facility like a beer brewery
- Culturing
- Put together
- Bioreactor/cultivator
- Slaughter
(even in context of “not slaughtered,” and in contrast to “no kill”)

Now we'd like you to read the following description of cultivated meat. Please take your time and read through the entire passage, and use the tool provided to highlight the words or phrases you find most or least appealing

*This phrase was immediately followed by references to fat/muscle/etc. that were rated as unappealing

Poll by Morning Consult on behalf of GFI of n=3,517 U.S. adults, October 2024.

Learn more

As cultivated meat becomes commercially available to consumers in the United States for the first time, navigating consumer education and messaging will be key for the category.

To learn more about how consumers react to various cultivated meat descriptors and what can improve interest and appeal, check out GFI's resource [Explaining cultivated meat to U.S. consumers](#).

Further exploration of messaging and claims to identify what resonates most with target consumers for this category will be important.



Methodology

The Good Food Institute surveys thousands of diverse Americans annually to understand their outlook on alternative proteins and will continue to make the results of this research available to the public as the category evolves.

*All data from a poll by Morning Consult on behalf of GFI:
n= 1,067 U.S. adults, June 2025, unless otherwise specified.*

Acknowledgements

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About GFI

The Good Food Institute is a nonprofit think tank working to make the global food system better for the planet, people, and animals. Alongside scientists, businesses, and policymakers, GFI's teams focus on making plant-based and cultivated meat delicious, affordable, and accessible. Powered by philanthropy, GFI is an international network of organizations advancing alternative proteins as an essential solution needed to meet the world's climate, global health, food security, and biodiversity goals. To learn more, please visit gfi.org.

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