



U.S. consumer snapshot: Mycoprotein

2025



Image courtesy of Nature's Fynd

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The state of mycoprotein in the U.S.



Image courtesy of Quorn

Emerging and mostly unfamiliar

While mycoprotein and mycelium have been used to create meat alternatives for decades, most U.S. consumers are not familiar with mycoprotein as a concept. This may be at least in part because not all brands market prominently on it or because consumers think of these products as “plant-based.”

This suggests there may be opportunity to articulate the concept and value proposition of mycoprotein or mycelium more proactively to consumers.

Room to define perceptions

After reading an explanation of what mycoprotein is and how it can be used in meat-like products, consumers expect it to have environmental benefits and be low in fat and cholesterol and are intrigued that these foods have a long history and offer other health benefits. But they remain unconvinced that it will be as tasty as conventional meat, and many don't understand what's in it.

Barriers to overcome

A minority of consumers are extremely or very likely to try mycoprotein products based on what they know today, but the number increased slightly from 2024. Those who are not open are most likely to cite concerns about the expected taste or texture.

How did we define mycoprotein for consumers to gauge their perceptions?

“Now we will ask you a few questions about **meat products made from mushroom root and fungi**, sometimes known as mycoprotein. As you may know, companies have been making **meat-like** products from mushrooms and fungi **for decades**. These ingredients are used to create products like steaks, patties, and nuggets with **meat-like texture** that are **minimally processed**. Some examples include brands like Quorn and Meati.”

Bolded emphasis not shown to participants
Image not shown to participants



Image courtesy of Meati

Consumer metrics for mycoprotein at a glance



Awareness

Around just 1 in 10 Americans have heard of meat made mycoprotein, but **almost 1 in 3** have heard of “**meat made from mushrooms and fungi.**”



Openness

Few Americans find meat products made from mycoprotein appealing or would buy them based on what they know today, but almost **1 in 3** are **very or extremely likely to try it**, and more than **half are at least “somewhat” likely.**



Perceptions

Many Americans expect meat from mycoprotein 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 meat from mycoprotein are most likely to cite **preference for conventional meat** (48%) and expecting not to like the **taste or texture** (38%) as their top barriers.



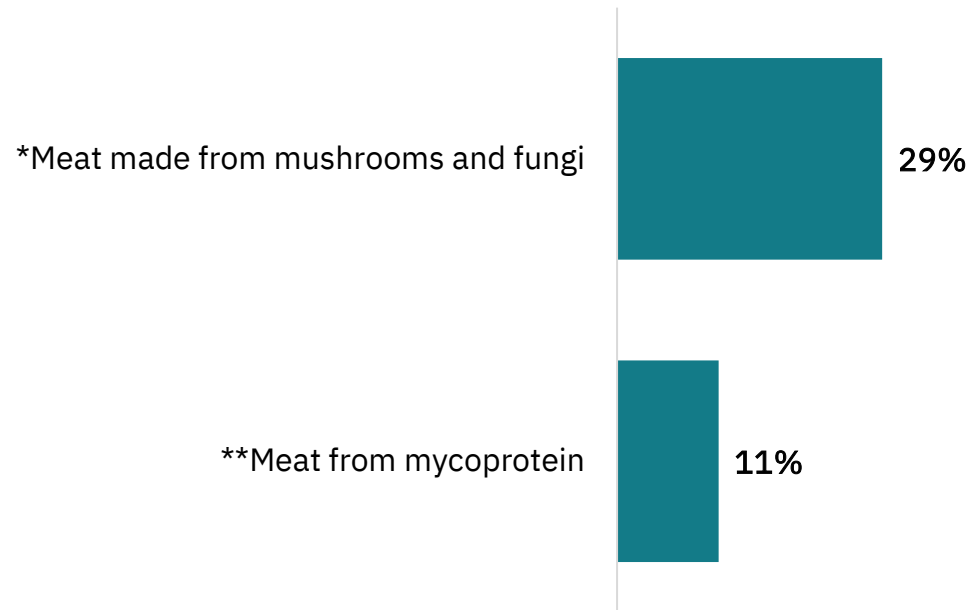
Messaging

A majority of Americans found claims that mycoprotein products are **traditional, healthy, sustainable**, and can be made **without hormones or antibiotics** found in some conventional meats credible, more than claims about taste and texture.

What names for mycoprotein-based meat are Americans exposed to?

Americans are less likely to have heard the term mycoprotein than to have heard of the broader concept of meat made from mushrooms or fungi.

Names Americans report hearing for mycoprotein-based meat



Brand awareness for top selling mycoprotein-based products averages around 10%, suggesting actual category familiarity is quite low.

Have you ever seen, read, or heard about each of the following?

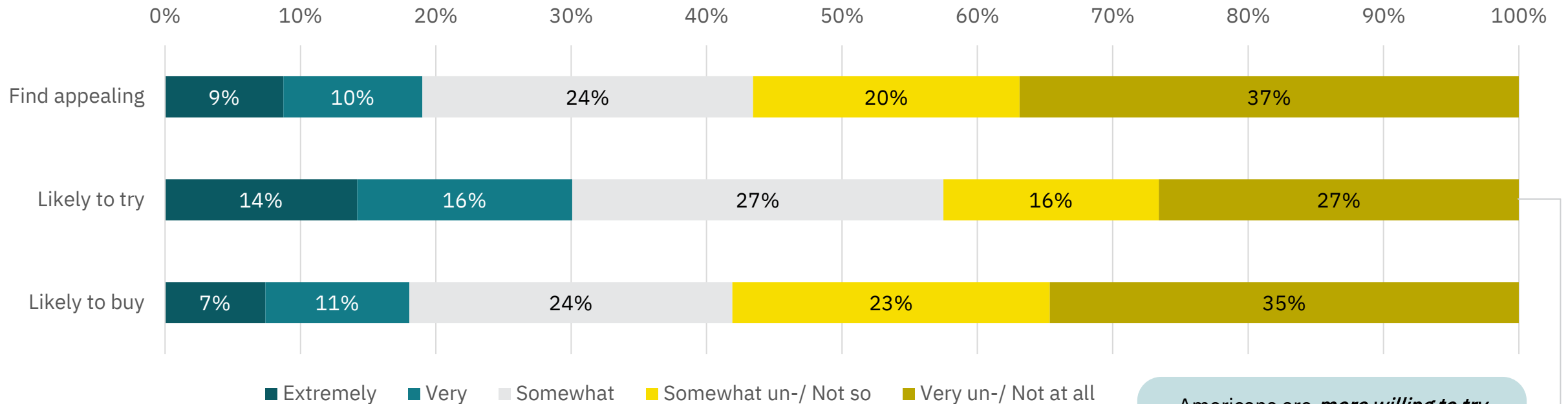
Poll by Morning Consult on behalf of GFI: n=4,204 U.S. adults, June 2025

* shown to a split of 2,121 respondents; ** shown to a split of 2,083 respondents

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

A minority find mycoprotein-based meat appealing, but more are open to at least trying it. The portion extremely or very likely to try increased by 7 percentage points from 2024.

Key consumer metrics for mycoprotein-based meat, U.S., 2025



Based on the description provided, how appealing or unappealing do you find meat products made from mycoprotein?
If you were offered a free sample of a product made from mycoprotein, how likely are you, if at all, to try it?
Based on what you know, how likely are you, if at all, to purchase meat products made from mycoprotein?
Poll by Morning Consult on behalf of GFI: n=1,034 U.S. adults, June 2025

Americans are *more willing to try* (23% in May 2024; 30% in June 2025) mycoprotein-based meat compared to last year.

What demographic groups are most open to mycoprotein-based meat?

Interest to try or buy mycoprotein-based meat is notably higher among plant-based meat consumers, younger adults, men, and those with higher incomes.

Key mycoprotein metrics by demographic group

Demographic	% Appealing	% Likely to Try	% Likely to Buy
Adults	19%	30%	18%
Gender: Male	25%	35%	24%
Gender: Female	13%	25%	13%
GenZers: 1997-2012	36%	30%	26%
Millennials: 1981-1996	30%	37%	28%
GenXers: 1965-1980	12%	29%	13%
Baby Boomers: 1946-1964	4%	23%	7%
Income: Under 50k	14%	23%	14%
Income: 50k-100k	21%	36%	18%
Income: 100k+	33%	43%	34%
Past-year Plant-based Meat Consumers	38%	49%	37%

Appeal: Based on the description provided, how appealing or unappealing do you find meat products made from mycoprotein? % “Extremely” or “Very” (top 2 of 5)

Try: If you were offered a free sample of a product made from mycoprotein, how likely are you, if at all, 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 meat products made from mycoprotein? % “Extremely” or “Very” (top 2 of 5)

Poll by Morning Consult on behalf of GFI: n=1,034 U.S. adults, June 2025. Gender n=511 - 522; Generation n=154 - 326; Income n=159 - 564; Past-year Plant-based Meat Consumers n=393

Green: 20+% more than average

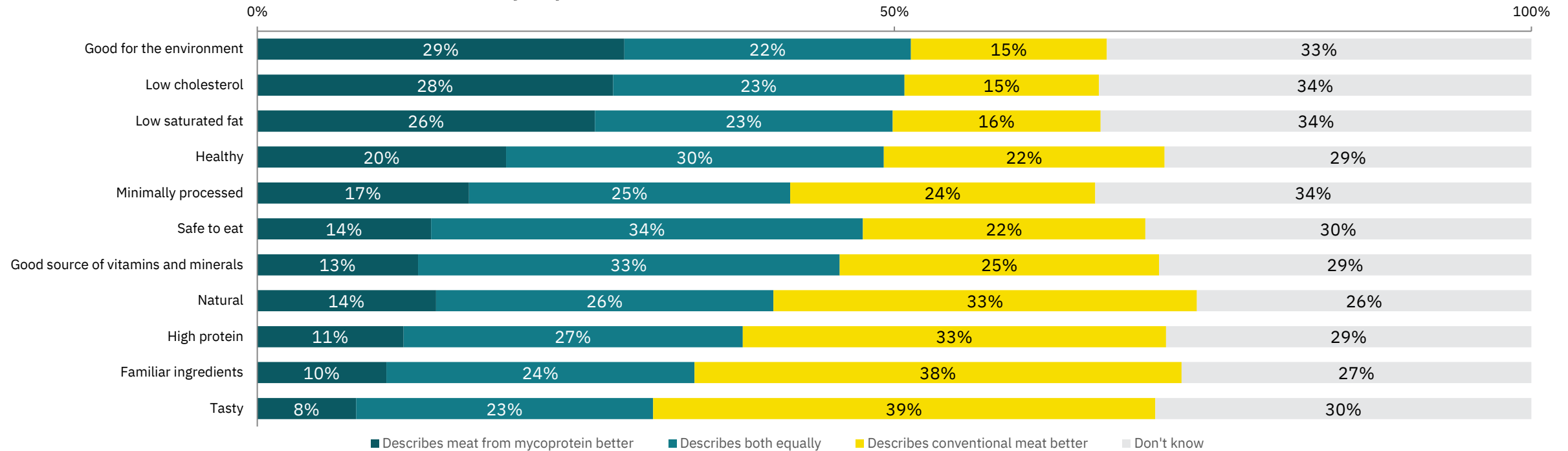
Red: 20+% less than average

Color comparison is within columns, not across rows

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

While about 1 in 3 Americans believe that mycoprotein-based and conventional meat is equally safe, healthy, and rich in vitamins and minerals, significant minorities don't have an opinion.

What Americans think mycoprotein-based meat does better or worse than conventional meat



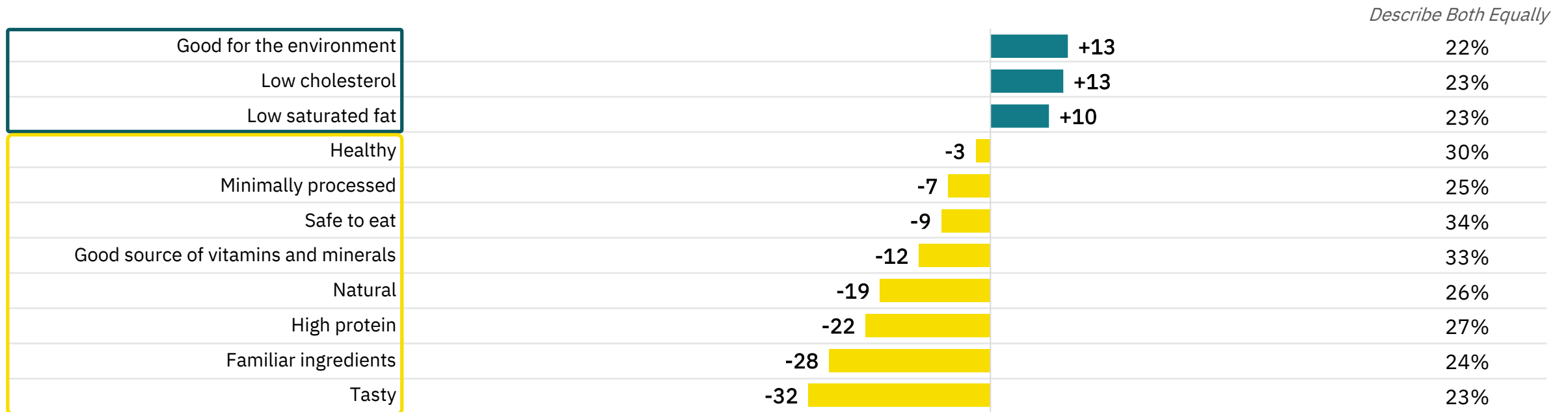
In your opinion, do each of the following attributes describe meat products made from mycoprotein or conventional meat better?

Poll by Morning Consult on behalf of GFI: n=1,034 U.S. adults, June 2025

How do the expected benefits of mycoprotein-based meat compare to conventional meat on net?

Americans most commonly associate mycoprotein-based meat products with environmental benefits and being low in cholesterol and saturated fat, whereas conventional meat is seen as tastier and made from familiar ingredients.

Attributes Americans think mycoprotein-based meat does better (+) or worse (-) than conventional meat on average



In your opinion, do each of the following attributes describe meat products made from mycoprotein or conventional meat better?

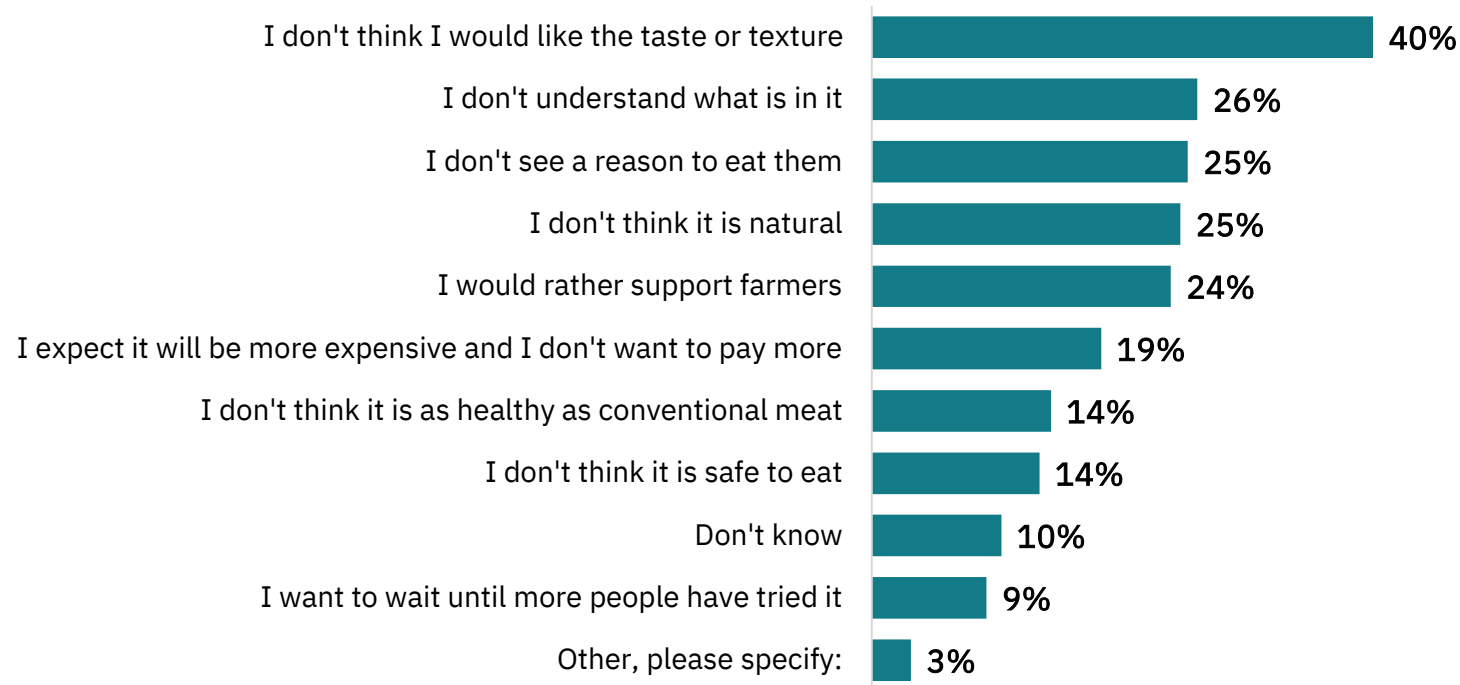
Number who think mycoprotein-based meat is better minus number who think conventional is better

Poll by Morning Consult on behalf of GFI: n=1,034 U.S. adults, June 2025

For Americans who aren't open to mycoprotein-based meat: what are their barriers?

Those hesitant to try or buy meat products made from mycoprotein are most often concerned they will not like the taste or texture. Not understanding what's in the products is also a common barrier.

Reasons Americans would not try/buy meat products made from mycoprotein



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

Americans find a variety of claims credible and appealing, but those speaking to the long history of eating these types of foods and the health benefits appear to have a slight edge. Further exploration of claims and messaging angles will be important to identify what resonates most with target consumers for this category.

Americans' responses to tested claims about meat from mycoprotein

Statement	This statement is believable	This makes me want to learn more about foods made from mycoprotein	This would make me more likely to try foods made from mycoprotein
People have been eating foods made from mushrooms and fungi for thousands of years.	62%	45%	41%
Foods made from mycoprotein have less fat and cholesterol and more fiber than animal meat.	60%	51%	46%
Foods made from mycoprotein are free from the antibiotics and hormones that are often used in raising animals for meat.	58%	51%	44%
Foods made from mycoprotein are more sustainable than animal meat because they require less land and cause less carbon emissions.	57%	47%	44%
Many products made from mycoprotein are fermented and contain fiber, and fermented and fiber containing foods can be good for gut health.	56%	48%	44%
Mycoprotein has a naturally meaty texture and savory flavor, so products made from it can have meaty tastes and texture without needing lots of additives.	49%	49%	46%

Please read the following statements about cultivated mycoprotein products and answer a few questions about them.
Poll by Morning Consult on behalf of GFI: n=1,034 U.S. adults, June 2025

*This statement is believable = % Strongly + Somewhat agree
This makes me want to learn more about foods made from mycoprotein = % Strongly + Somewhat agree
This would make me more likely to try foods made from mycoprotein = % Strongly + Somewhat agree
Color comparison is within columns, not across rows*

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= 1,034 U.S. adults, June 2025, unless otherwise specified.*

Acknowledgements

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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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