



Consumer snapshot: **Mycoprotein in the U.S.**

Overview of consumer needs, perceptions,
and demand, 2024



Photo courtesy of Libre Foods

Executive summary

Meat from mycoprotein and mycelium remains novel to most Americans, and the industry can do more to build awareness and positive perceptions of health and taste.

All data from Poll by Morning Consult on behalf of GFI: n=2,214 U.S. adults, May 2024, unless otherwise specified

How many Americans have heard of mycoprotein?

Mycoprotein and mycelium have been used to create meat alternatives for decades. But most Americans are not familiar with mycoprotein. This makes it important for brands that aim to market using these terms to build consumer awareness, and to clarify the benefits they wish to associate with these products.

Just 12% of Americans claim to have seen, read, or heard about meat made from mycoprotein. And only 28% say they are “very” or “somewhat” familiar with the concept of “meat made from mushrooms and fungi (also sometimes called mycoprotein).” This suggests overall that consumer familiarity is low and that companies have room to grow awareness and shape perceptions (noting that some current producers also use terms like mycelium and brand-specific names that were not tested in this research).

Other research has found comparably low rates of awareness: a 2023 survey by the International Food Information Council found 16% had heard of “mycoprotein.”

While brands like Quorn, Meati, Nature’s Fynd, and others who produce products using mycoprotein, mycelium, or fungi protein are a rapidly innovating segment of the plant-based meat market, only 16% of Americans report having ever eaten “meat made from mushrooms and fungi (also sometimes called mycoprotein)”.

How appealing do Americans find the concept of meat from mycoprotein?

After mycoprotein is explained to Americans in terms of what it is and that meat-like products can be made from it:

- 33% find it “very” or “somewhat” appealing.
- 23% would be “extremely” or “very” likely to try it if offered a free sample.
- 18% would be “extremely” or “very” likely to purchase.

However, other research has found higher rates of consumer interest when using different explanations and words. A 2024 survey by McKinsey found around 50% of consumers willing to try “mycoprotein,” “mycelium protein,” and “nutritional fungi protein.”¹ This suggests that brands offering mycoprotein products that wish to drive consumer consideration will need to weigh the benefits of different terms to describe their products.

How we explained mycoprotein to consumers in this research

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.

¹ McKinsey & Co., Novel Proteins: Consumer appetite for sustainably made ingredients, 2024

Who is most likely to try meat from mycoprotein?

Younger consumers, and especially Millennials, are more likely to be “extremely” or “very” likely to try meat made from mycoprotein:

- **Gen Z:** 29%
- **Millennials:** 28%
- **Gen X:** 20%
- **Baby Boomers:** 17%

Male consumers are slightly more likely to be “extremely” or “very” likely to try mycoprotein than women consumers: 28% vs. 19%.

What do Americans expect from meat from mycoprotein?

While many Americans are not familiar with mycoprotein, they are quick to associate it with nutritional and environmental benefits after the production process is explained.

Consumers expect meat from mycoprotein will be equal to or better than conventional meat in terms of:

- Being good for the environment (21% better, 25% equal)
- Low in saturated fat (22% better, 22% equal)
- Low in cholesterol (21% better, 22% equal)

However, Americans are more likely to believe that conventional meat is minimally processed, natural, high-protein, and tasty. Many products on market claim naturalness and taste as core benefits, suggesting it will be important to reinforce these values for consumers in marketing.

What's next?

These consumer metrics and perceptions suggest that:

- Few consumers are familiar with the idea of mycoprotein, mycelium, or meat made from them despite their history on the market and recent market entries by brands using them.
- Many consumers expect meat made from mycoprotein would offer sustainability and nutrition benefits, but are not convinced about its taste, degree of processing, and protein content.

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.



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. All of GFI's open-access insights and data are made possible by gifts and grants from our global community of donors. If you are interested in learning more about giving to GFI, please visit [here](#) or contact philanthropy@gfi.org.

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