



U.S. consumer snapshot:
Plant-based meat

2025



Image courtesy of Dacsa Group

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The state of plant-based meat in the U.S.



Familiar but not top of mind

While plant-based meat is not something most Americans interact with or hear about regularly (fewer than half report hearing a lot/some in the past year), about 2/3 have heard of it and 3/5 say they have tried it at least once.

Omnivores are a key target

Most Americans who eat plant-based meat are omnivores who still frequently eat conventional meat. Vegetarians and vegans are a small minority.

Perceptions remain consistent

A majority of Americans see plant-based meat as healthy (especially as low in avoided nutrients like cholesterol and saturated fat), high in protein, and sustainable, core benefits that many products market prominently.

Growth opportunities exist

Compared to conventional meat, plant-based meat is seen as less tasty and not as good a source of protein. Lapsed buyers say improvements on taste as well as price are what would make them most likely to purchase again. Current buyers are also likely to cite health benefits such as higher protein as reasons to try new plant-based meat products.

Reattracting lapsed buyers and increasing purchase frequency among current consumers will be key for category growth. Few consumers reported trying plant-based meat for the first time in 2025, which emphasizes the importance of retaining current users and re-attracting lapsed ones who are already familiar with the category.

How did we define plant-based meat for consumers to gauge their perceptions?

Plant-based beef, pork, chicken, poultry, or seafood that mimics the taste and texture of conventional meat, made out of plant protein. This includes brands like Beyond, Impossible, Gardein, MorningStar Farms, and Tofurky.



Consumer metrics for plant-based meat at a glance



Awareness

About **2/3** of Americans have heard of plant-based meat. While most don't hear about it regularly, among those who do, they tend to report hearing information that is positive or neutral.



Perceptions

Most Americans see plant-based meat as **healthy and sustainable**, though many see it as **less tasty and high protein** than conventional meat.



Openness

Just 1/4 say they are **extremely or very likely** to eat plant-based meat. Another 1/4 are "somewhat" likely to eat it.



Consumption

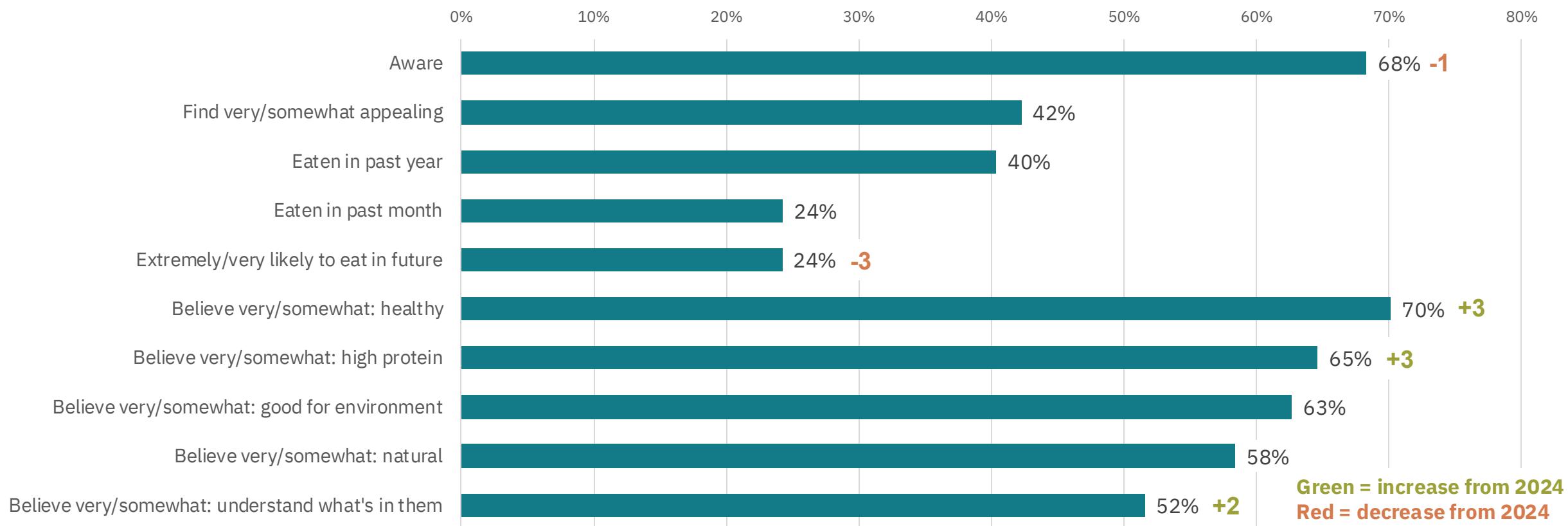
Around 2/5 of Americans ate plant-based meat in the **past year**, with 1/4 eating it **monthly** or more often (though this may be an overestimate).*



Protein Choice

Most consumers who eat plant-based meat consumers **do not identify as vegetarians**, and the majority don't claim to be flexitarians reducing conventional meat consumption.

Key consumer metrics for plant-based meat in the U.S.



Awareness: Have you ever seen, read, or heard about each of the following? Plant-based meat

Appeal: Based on what you know, how appealing or unappealing do you find plant-based meat products? (This is plant-based beef, pork, chicken, poultry, or seafood that mimics the taste and texture of conventional meat, made out of plant protein. This includes brands like Beyond, Impossible, Gardein, MorningStar Farms, and Tofurky.)

Consumption: How often have you eaten each of the following in the past 12 months? Plant-based meat (burgers, sausage, etc.)

Likelihood: How likely are you personally to eat plant-based meat in the future?

Perceptions: Based on what you know, how well do each of the following attributes describe plant-based meat products?

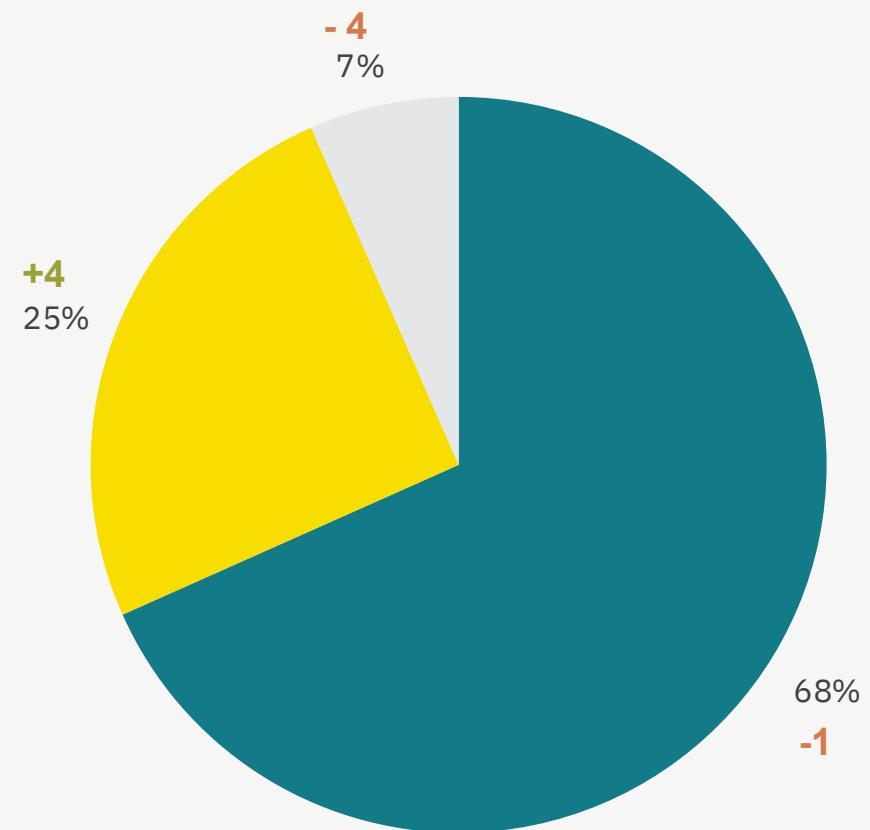
Poll by Morning Consult on behalf of GFI: n=3,009 U.S. adults, November 2025

How many Americans have heard of plant-based meat?

About 2/3 of Americans have heard of the term “plant-based meat.”

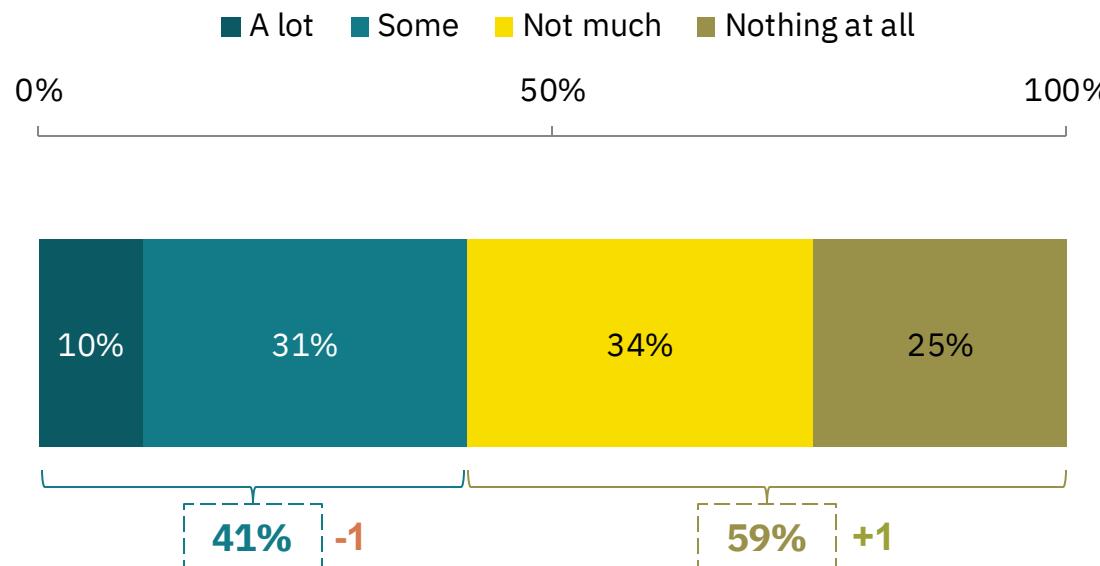
Rates of awareness did not increase from 2024 to 2025.

Awareness of plant-based meat



How much are Americans hearing about plant-based meat, and do they hear positive or negative coverage?

How much heard about plant-based meat



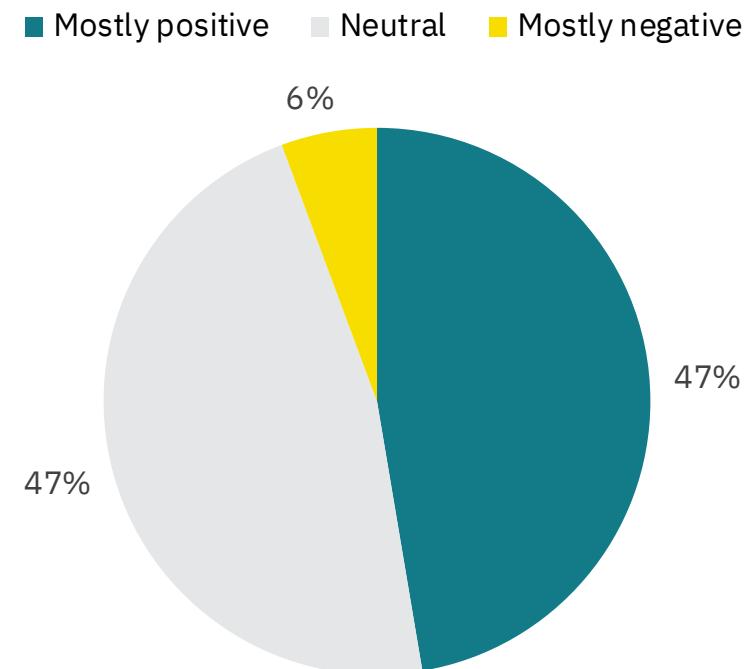
Green = increase from 2024
Red = decrease from 2024

Left: Over the past 12 months, how much have you seen, read, or heard about plant-based meat products?

Right: Has what you've recently seen, read, or heard about plant-based meat products been mostly positive, mostly negative, or neutral? Among n=1,248 who reported reading/seeing/etc. "a lot" or "some" at left
Poll by Morning Consult on behalf of GFI: n=3,009 U.S. adults, November 2025

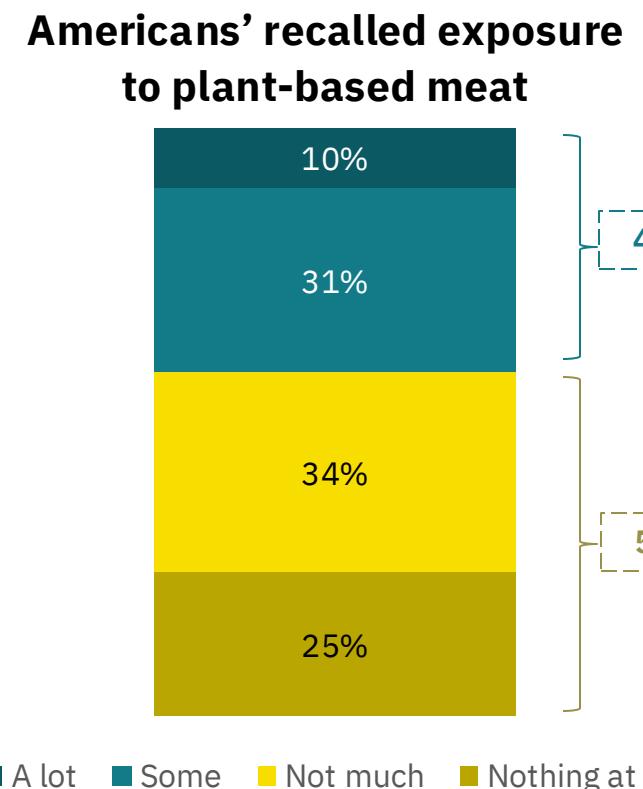
Roughly 2/5 of consumers report having heard about plant-based meat in the past year. Among this group, positive or neutral information is reportedly heard nearly eight times as often as negative.

Whether heard positive/negative/neutral



Where and what do Americans hear about plant-based meat?

Just under half of Americans have encountered information about plant-based meat, with the most commonly recalled topic being taste. Only 1/5 of those who recall plant-based meat heard about “ultraprocessing.”

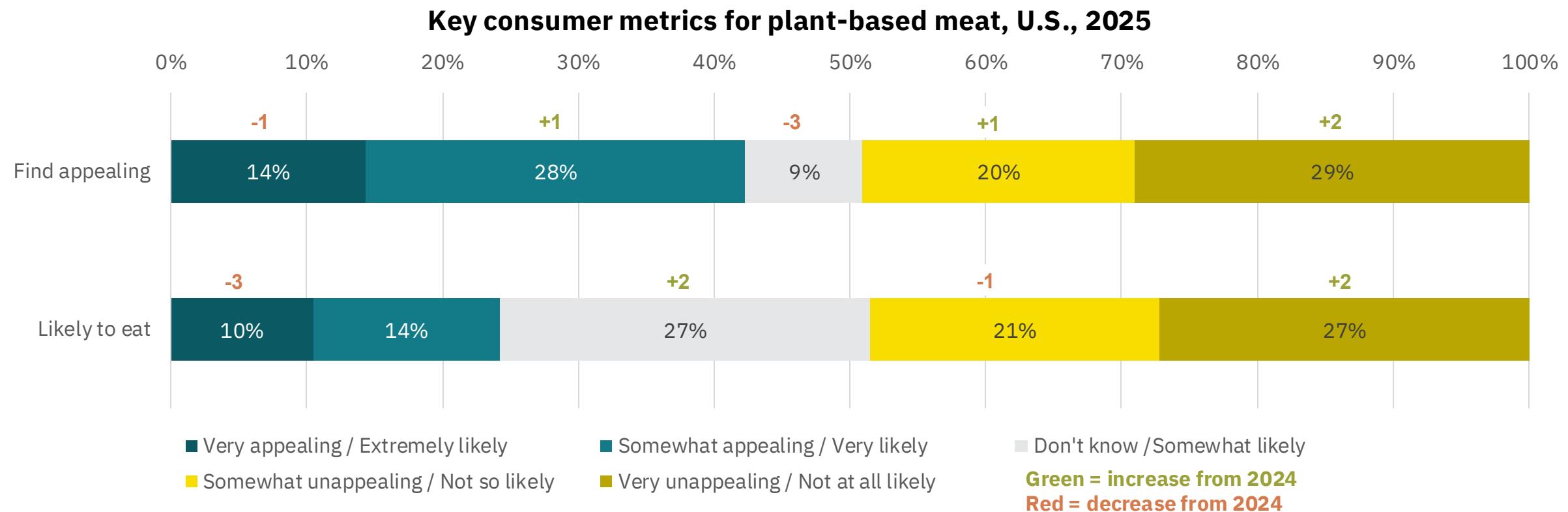


Left: Over the past 12 months, how much have you seen, read, or heard about plant-based meat?

Right: Which topics or aspects of plant-based meat have you seen, read, or heard discussed recently? Select all that apply. Among n=1,248 who reported reading/seeing/etc. “a lot” or “some” about plant-based meat
 Poll by Morning Consult on behalf of GFI: n=3,009 U.S Adults, November 2025

How appealing do Americans find plant-based meat, and how likely are they to eat it?

Over 2/5 of Americans find plant-based meat appealing, and about 1/4 are extremely or very likely to consume it in the future.



Based on what you know, how appealing or unappealing do you find plant-based meat products?

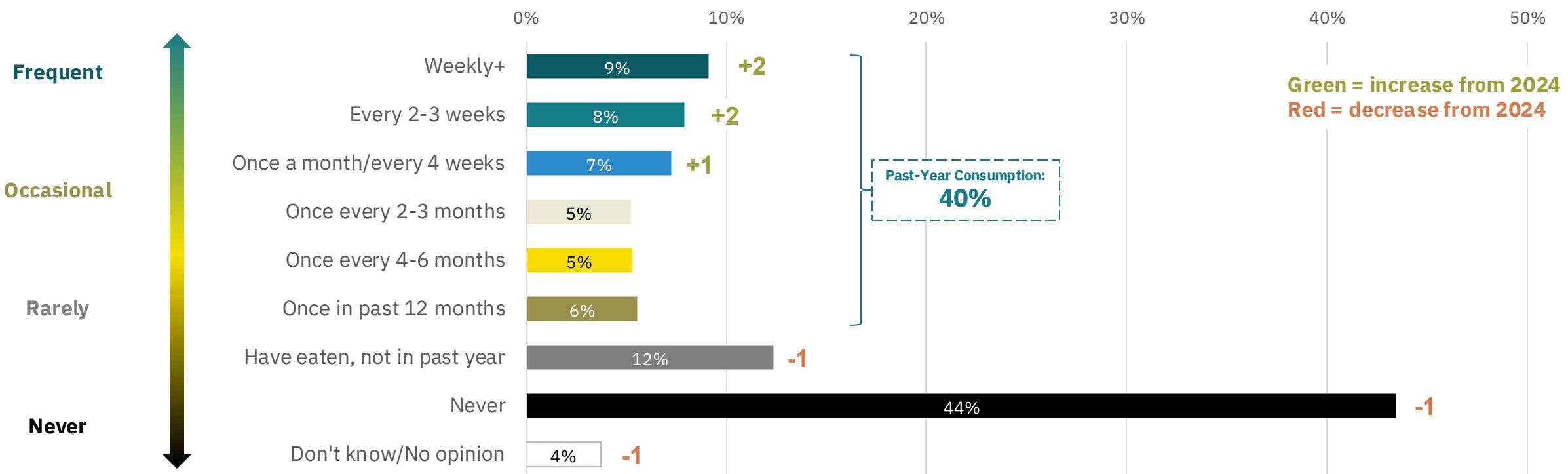
How likely are you personally to eat plant-based meat in the future?

Poll by Morning Consult on behalf of GFI: n=3,009 U.S. adults, November 2025

How many Americans are eating plant-based meat, and how frequently?

Around 2/5 of Americans claim to have eaten plant-based meat in the past year, and more than half of those (1/4 of all Americans) claim to eat it monthly or more frequently. These rates are similar to 2024 but are higher than rates of household retail penetration, suggesting some may be misreporting or, while open to eating plant-based meat, not finding it or following through.

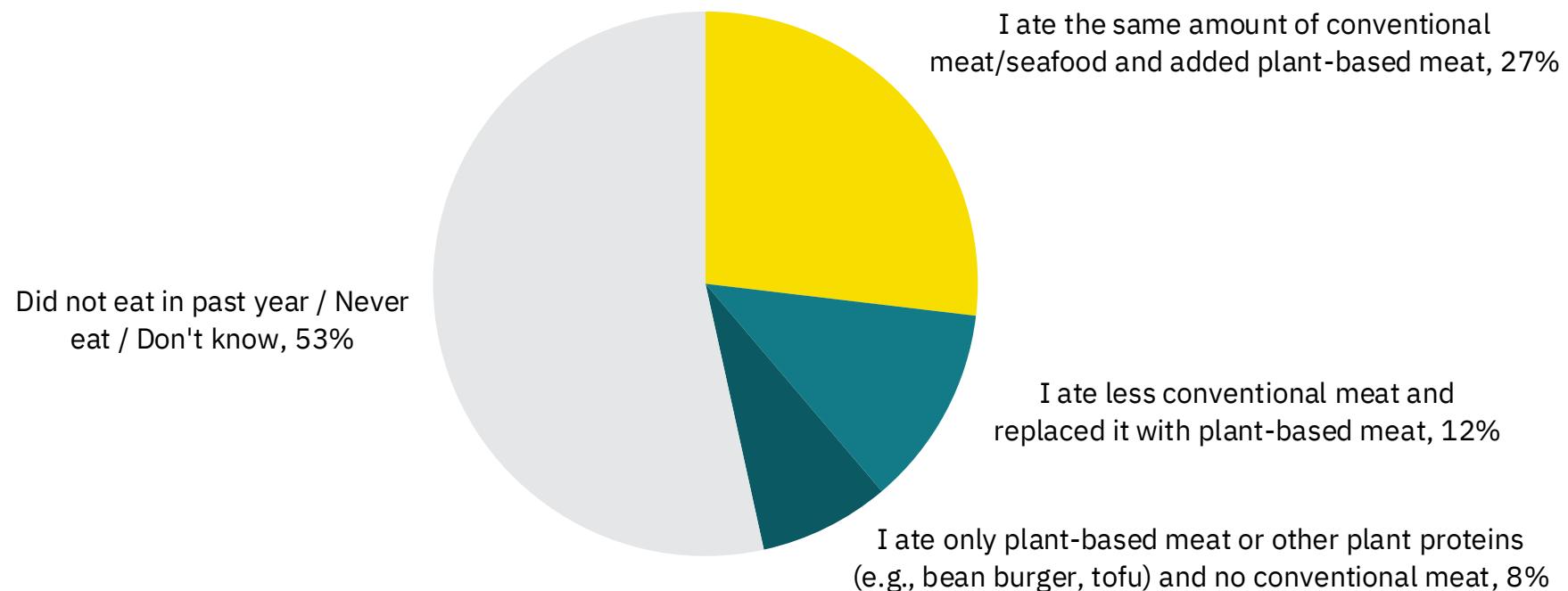
Plant-based meat consumption frequency



How are Americans incorporating plant-based meat into their diets?

Among those who have consumed plant-based meat in the past year, more view it as an addition to their diets rather than a replacement for conventional meat.

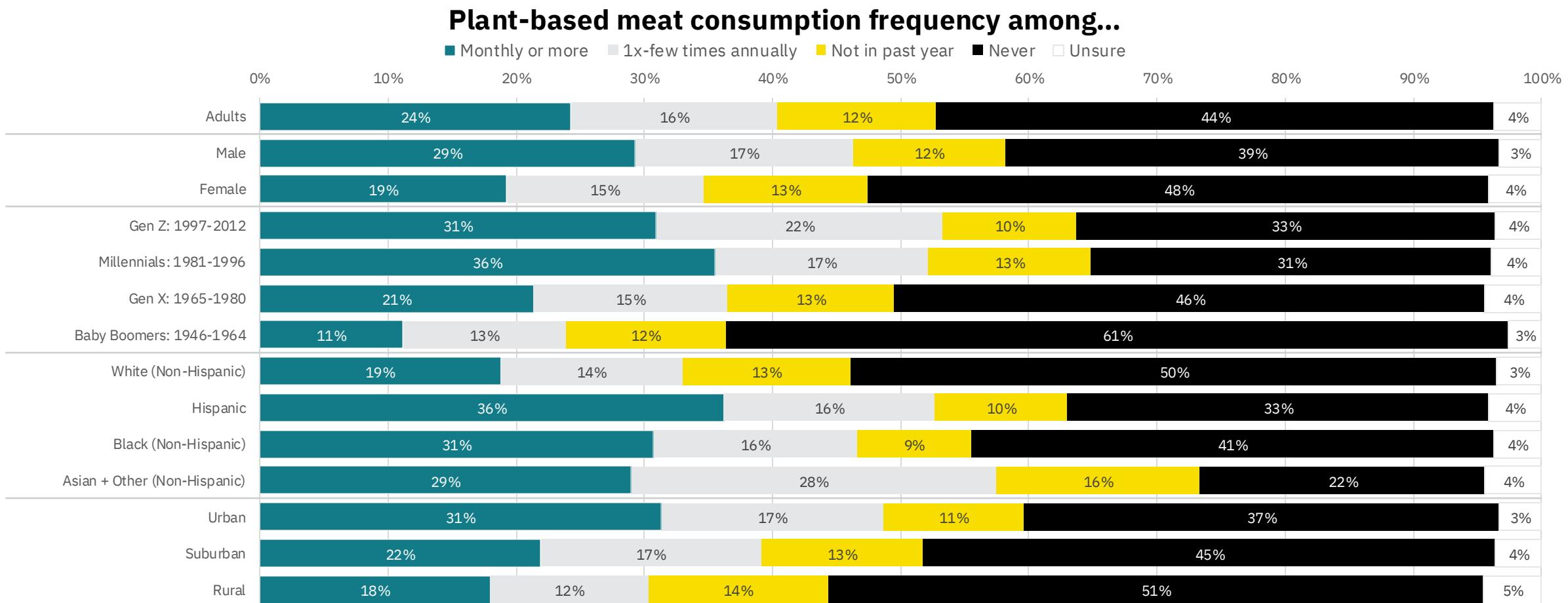
How Americans incorporated plant-based meat into diets, 2025



What is the primary way you incorporated plant-based meat (including plant-based poultry and seafood) in your diet in the past 12 months? Select one.
Poll by Morning Consult on behalf of GFI: n=3,009 U.S. adults, November 2025

Plant-based meat consumption frequency by demographic

Male, younger, non-white, and urban consumers are more likely to eat plant-based meat.

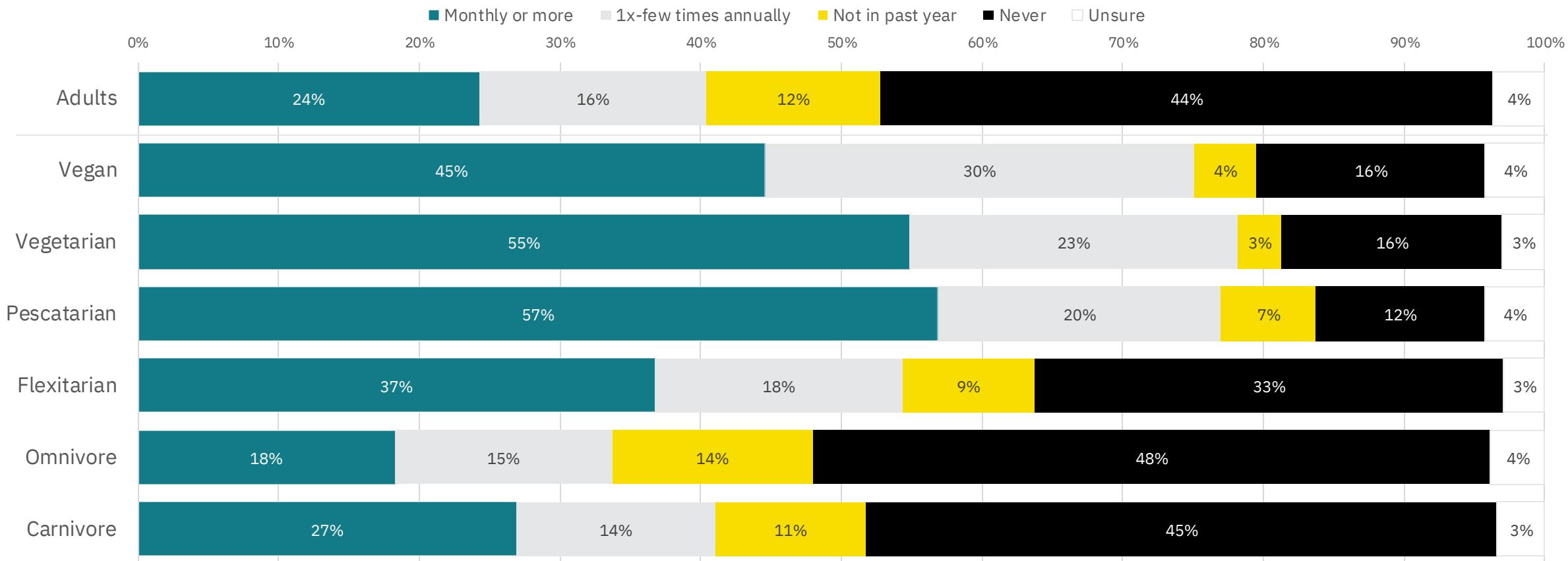


How often have you eaten each of the following in the past 12 months? Plant-based meat (plant-based burgers, sausage, etc.)
 Poll by Morning Consult on behalf of GFI: n=3,009 U.S. adults, November 2025

Plant-based meat consumption frequency by diet

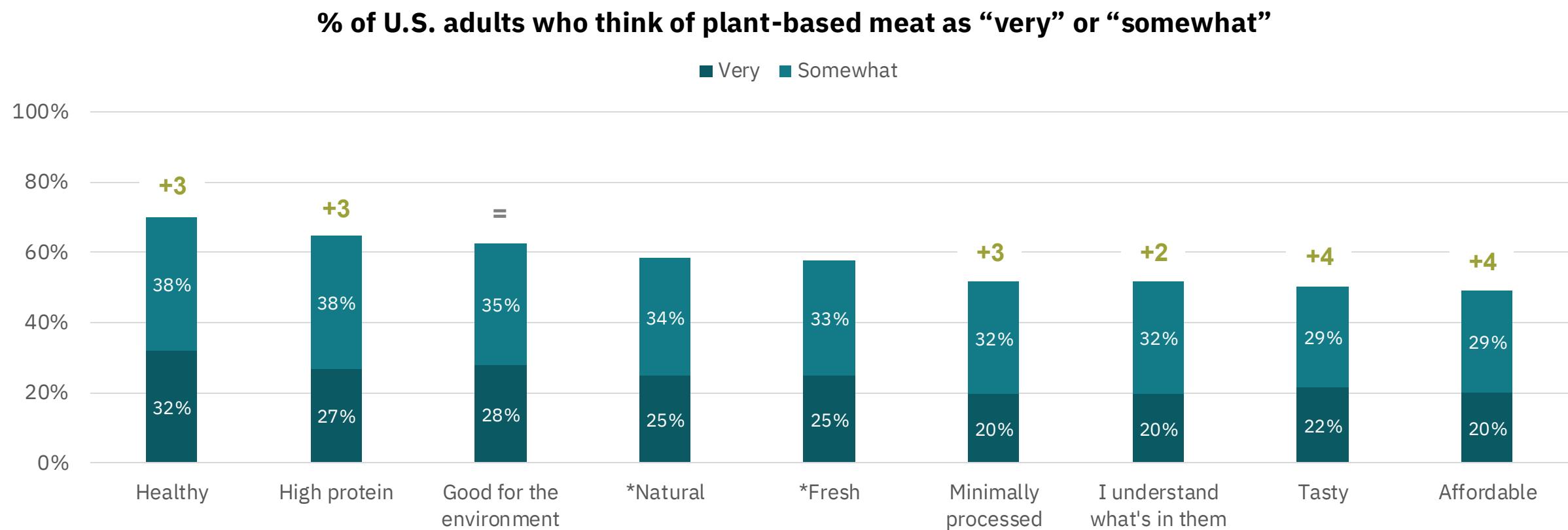
Meat-reducing consumers report eating plant-based meat more frequently (though most plant-based meat consumers do not follow meat-reducing diets).

Plant-based meat consumption frequency among...



What benefits do Americans associate with plant-based meat?

Americans are increasingly likely to associate plant-based meat with positive attributes such as tastiness and affordability, both of which are up three points from 2024.



Based on what you know, how well do each of the following attributes describe plant-based meat products? % answered “very” or “somewhat” (vs. “not too,” “not at all,” and “don’t know”)

Poll by Morning Consult on behalf of GFI: n=3,009 U.S. adults, November 2025

* New in 2025, not trendable

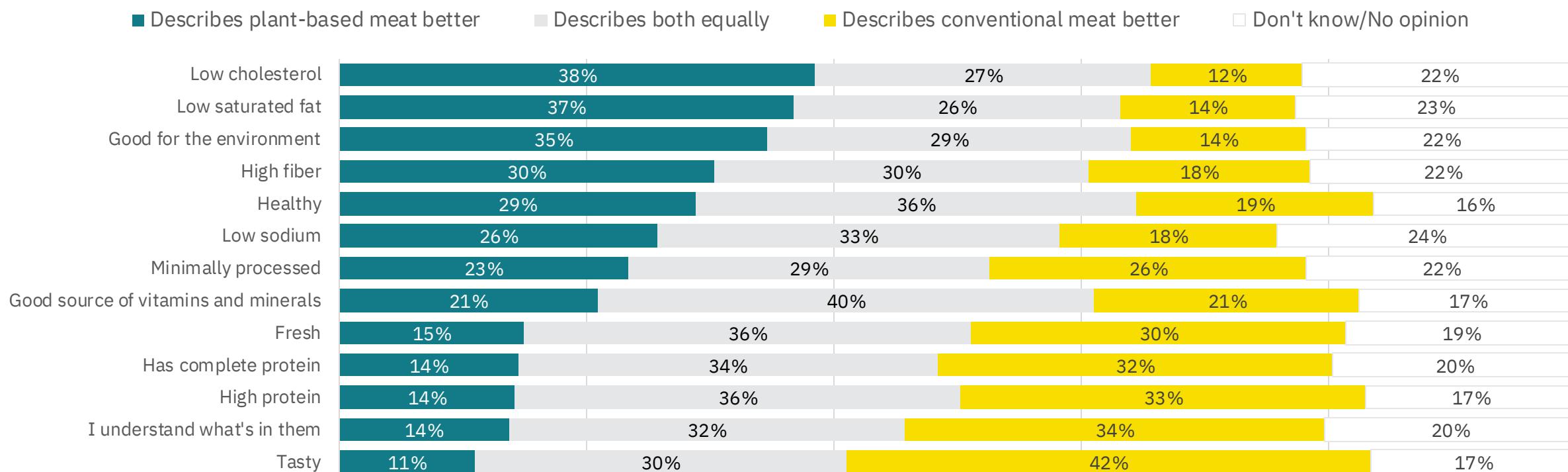
Green = increase from 2024

Red = decrease from 2024

How do the expected benefits of plant-based meat compare to those of conventional meat?

Americans tend to see plant-based meat as better on health benefits like low cholesterol and saturated fat, and better for the environment. They are polarized on whether plant-based or conventional meat is lower in sodium, less processed, and a better source of vitamins/minerals. They tend to see conventional meat as tastier, having understandable ingredients, more/complete protein, and being fresher.

U.S. adults' ratings: whether plant-based or conventional meat performs better on key attributes

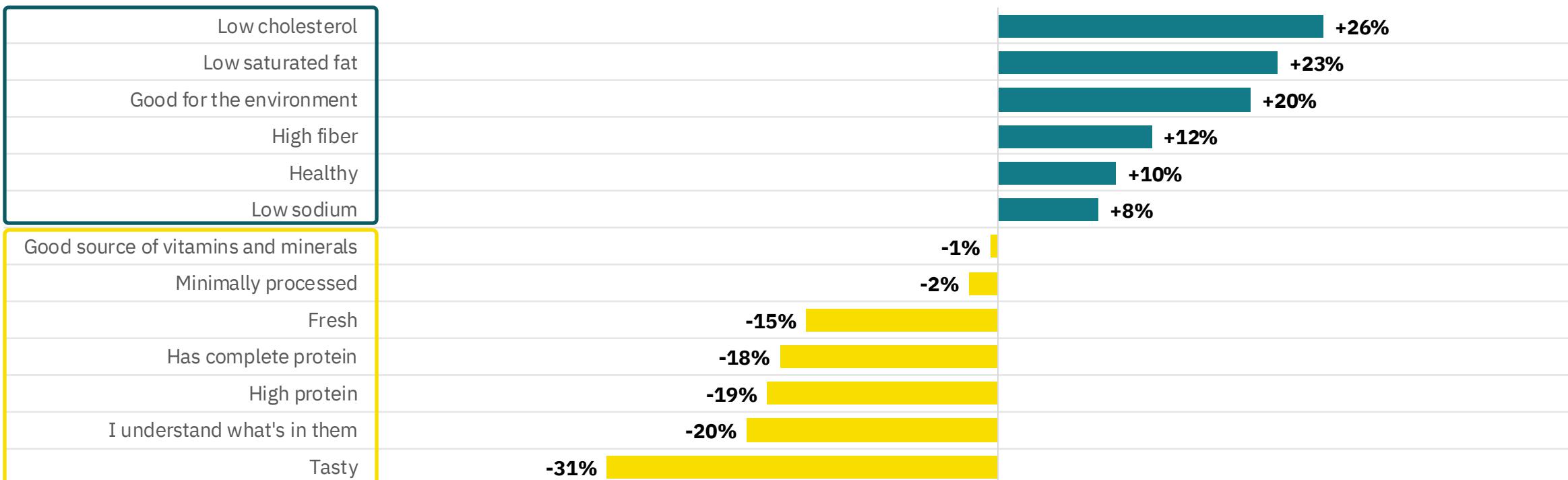


When compared to conventional meat, do you think the following attributes describe plant-based meat or conventional meat better?
 Poll by Morning Consult on behalf of GFI: n=3,009 U.S. adults, November 2025

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

Compared to conventional meat, Americans view plant-based meat as healthier in terms of cholesterol and saturated fat, and as more sustainable, but they consider it less tasty, less understandable in terms of ingredients, and not as good a source of protein.

What U.S. adults think plant-based meat does better (+) or worse (-) than conventional meat on average



When compared to conventional meat, do you think the following attributes describe plant-based meat or conventional meat better?

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

Poll by Morning Consult on behalf of GFI: n=3,009 U.S. adults, November 2025

Many consumers see plant-based meat as healthy: Why, and how much does that drive choice?

Consumers view health as a key benefit—and a major driver—of plant-based meat purchases. But “healthy” can mean different things to different people.

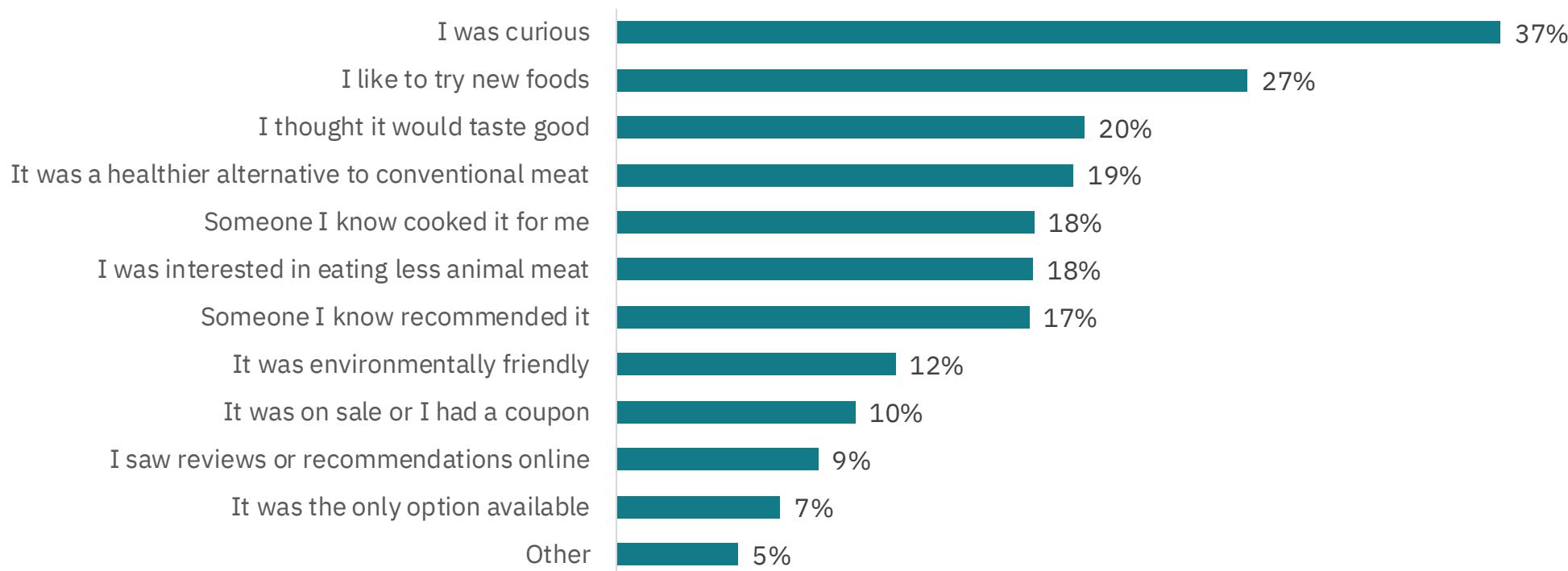
To explore these nuances, GFI examined U.S. consumers’ health beliefs, needs, and behaviors, then compared them with verified purchase data to uncover opportunities to strengthen plant-based meat’s value proposition around health. See the report, [How health perceptions shape plant-based meat choices](#), to learn more.



Why did Americans who have eaten plant-based meat first try it?

Curiosity and interest in trying new foods are the top reported reasons consumers try plant-based meat. Confidence in the taste and feeling plant-based meat is a healthier alternative are also important motivators.

Reasons U.S. adults first tried plant-based meat

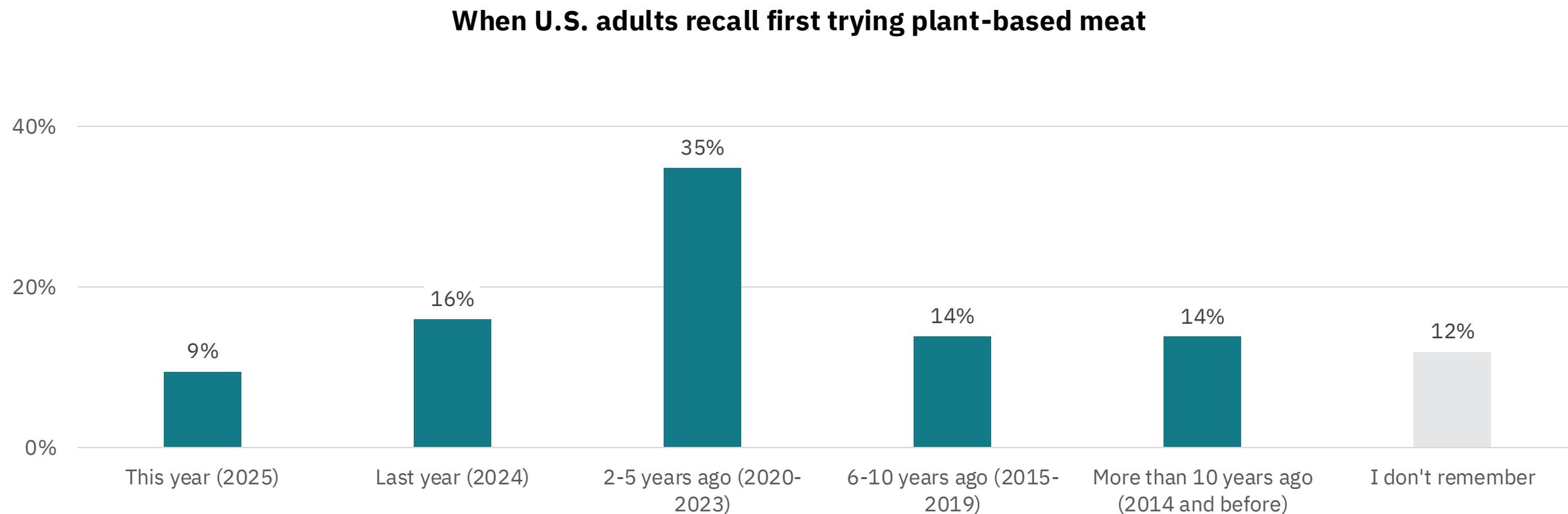


Why did you first try plant-based meat? Select up to three.

Poll by Morning Consult on behalf of GFI: n=3,009 U.S. adults, November 2025; among n=1,671 who reported ever eating plant-based meat

When consumers recall first trying plant-based meat

Most Americans who have tried plant-based meat first tried it two or more years ago.



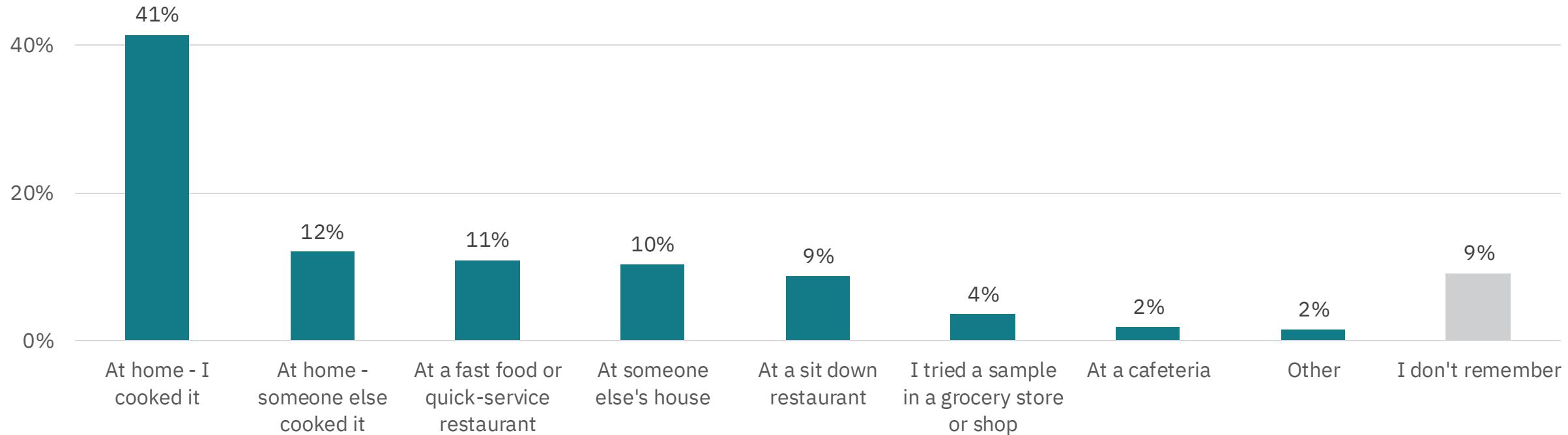
If you can remember, when did you first try plant-based meat?

Poll by Morning Consult on behalf of GFI: n=3,009 U.S. adults, November 2025; among n=1,671 who reported ever eating plant-based meat

Where consumers recall first trying plant-based meat

Among those who have ever eaten plant-based meat, the most common first experience was cooking it themselves at home. About one in five recall first trying plant-based meat in a foodservice setting.

Where U.S. adults recall eating plant-based meat for the first time



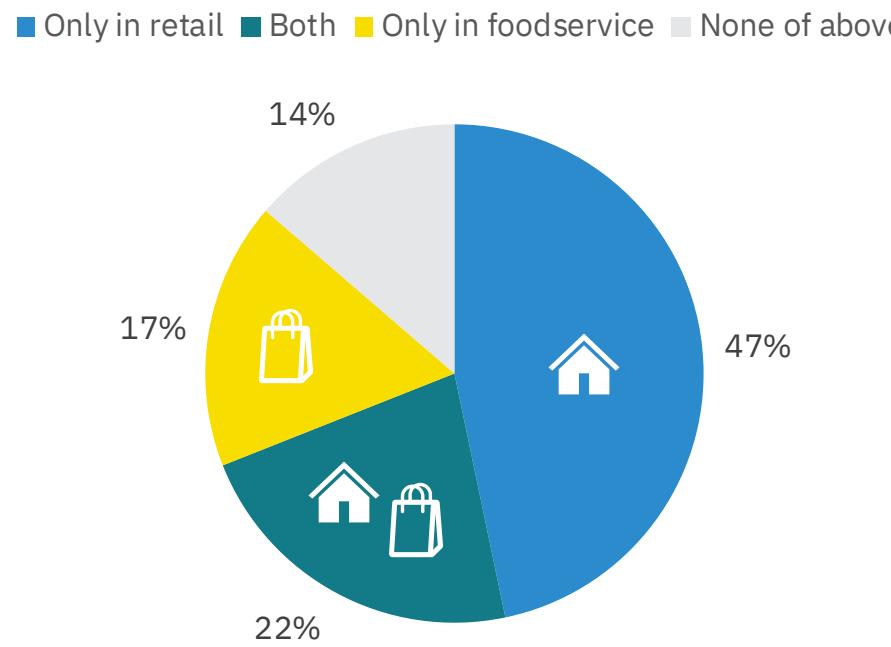
Try to remember the first time you tried plant-based meat (plant-based beef, pork, chicken, poultry, or seafood that mimics the taste and texture of conventional meat, made out of plant protein). If you can remember, where did you first try plant-based meat?

Poll by Morning Consult on behalf of GFI: n=3,009 U.S. adults, November 2025; among n=1,671 who reported ever eating plant-based meat

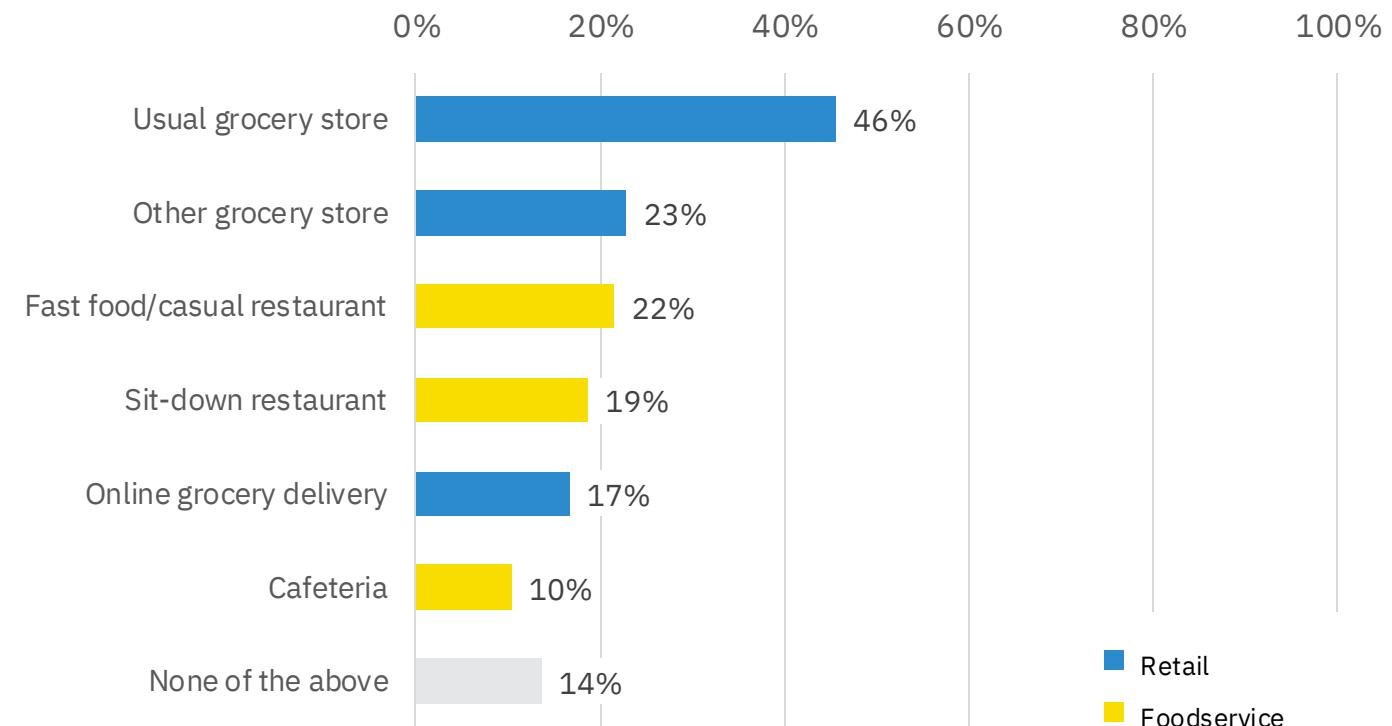
Where are Americans getting plant-based meat?

Most Americans who have eaten plant-based meat in the past year purchased it from grocery stores. About half bought it in foodservice settings, but only around 1/7 report buying it exclusively from foodservice.

Where are U.S. adults eating plant-based meat?



Specific locations



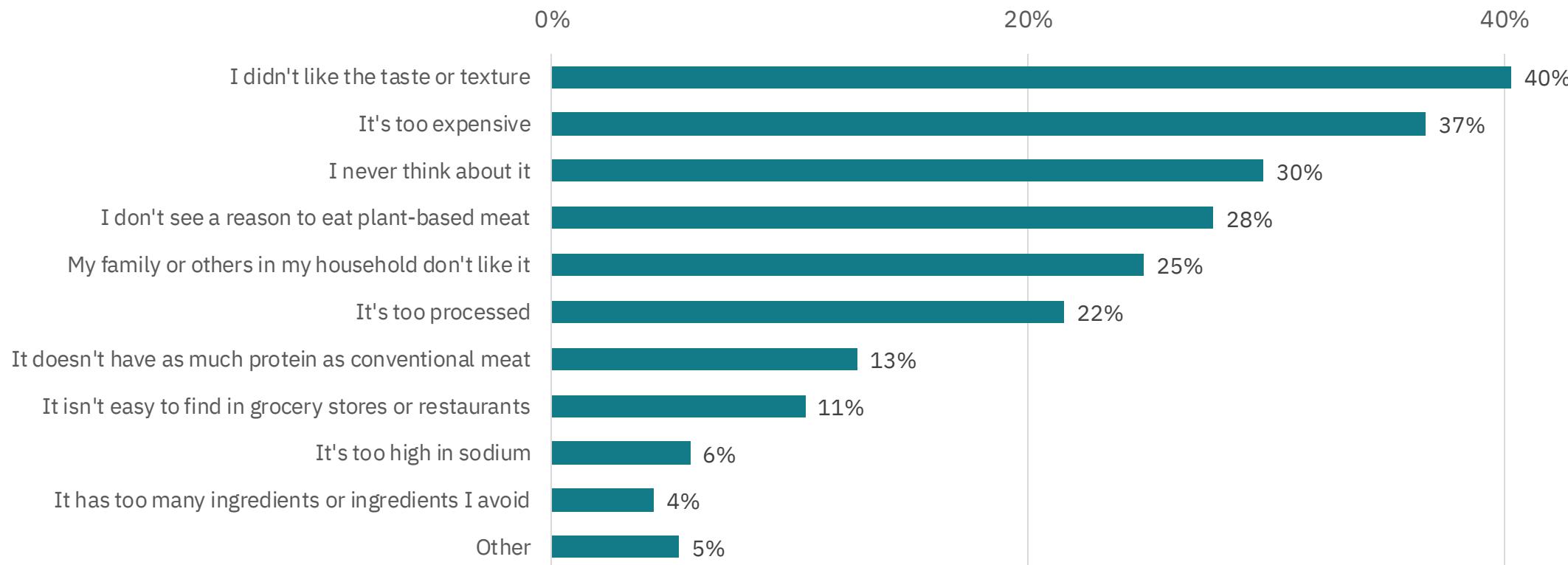
Over the past year, where did you purchase plant-based meat products or dishes with plant-based meat?

Poll by Morning Consult on behalf of GFI: n=3,009 U.S. adults, November 2025, among 1,330 who reported eating plant-based meat in past year

Why did lapsed plant-based meat eaters (who ate previously but not in 2024) stop eating plant-based meat?

Americans who have tried plant-based meat but lapsed (didn't eat it in the past year) are most likely to say it's because of taste/texture or cost. Many simply don't think about it. Few cite specific nutrient concerns or ingredients, though some cite believing it's processed.

Why U.S. adults stop eating plant-based meat



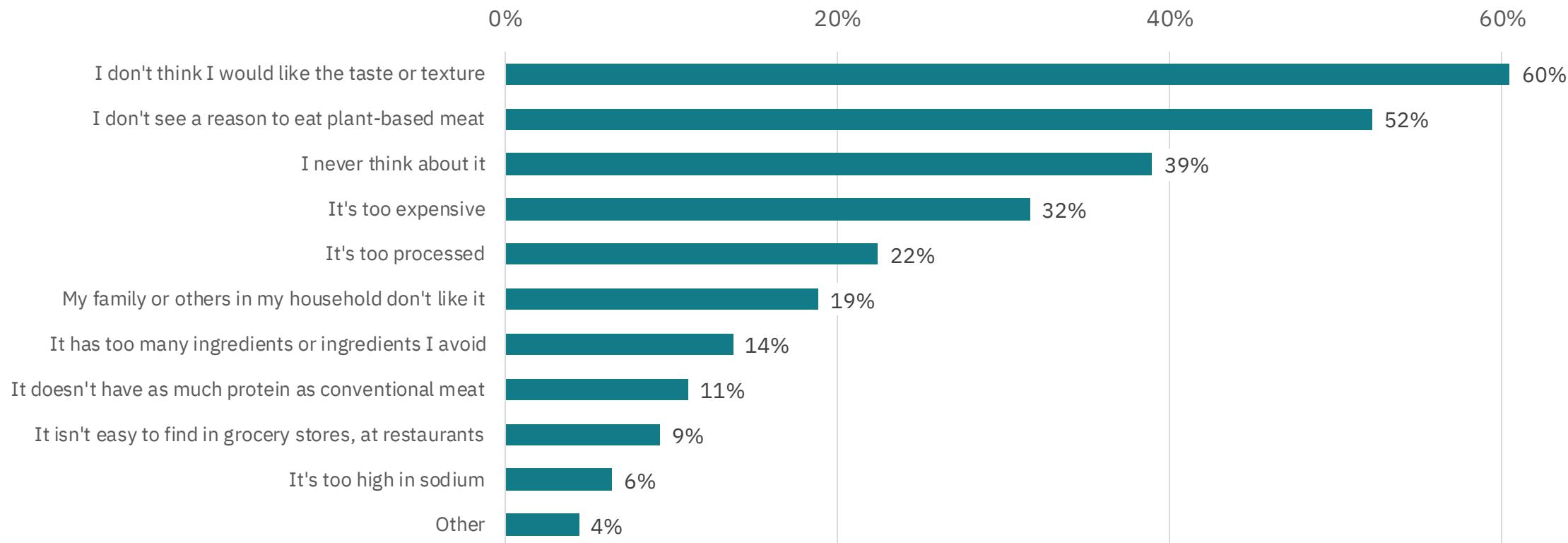
You mentioned you have tried plant-based meat products previously, but not recently. Why have you not eaten plant-based meat recently? Select up to four reasons.

Poll by Morning Consult on behalf of GFI: n=3,009 U.S. adults, November 2025; among n=159 who reported eating plant-based meat but not in the past year and saw this list

Why haven't people who have never eaten plant-based meat tried it?

For Americans who have never tried plant-based meat, the most common reasons are a concerns about taste and not seeing a reason to eat it.

Why U.S. adults haven't tried plant-based meat



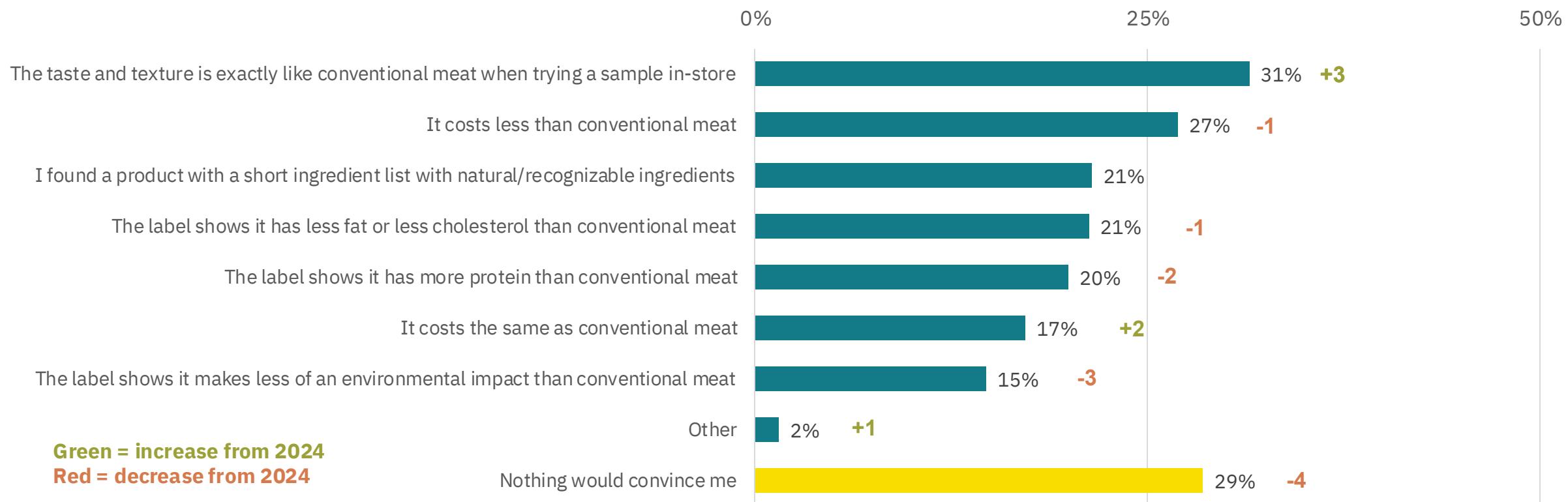
Why have you never tried plant-based meat products? Select up to four reasons.

Poll by Morning Consult on behalf of GFI: n=3,009 U.S. adults, November 2025; among n=803 who reported never having eaten plant-based meat

What would lead people to consider buying a new plant-based meat product?

Taste and texture matching conventional meat and lower prices than conventional meat would persuade many to try a new plant-based meat product, but roughly 1/3 don't think anything would convince them to try.

What would convince U.S. adults to try a new plant-based meat product?

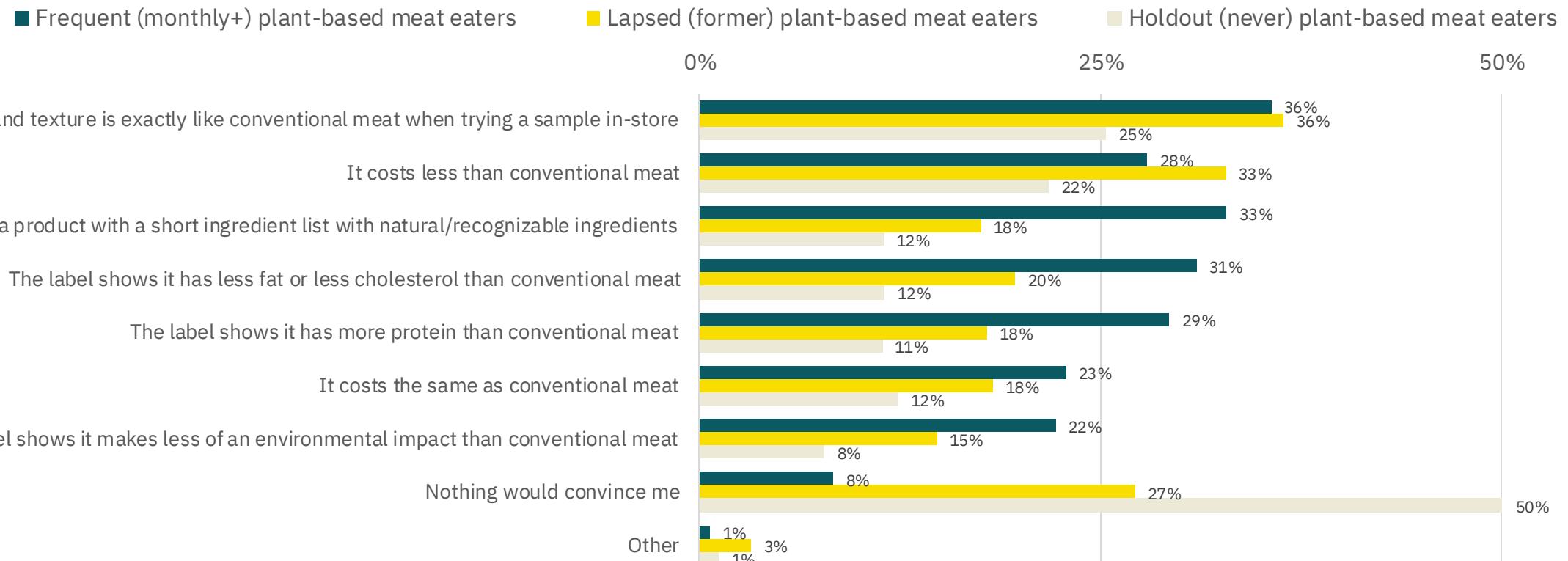


Imagine you see a new plant-based meat product the next time you are grocery shopping. Which of the following reasons, if any, would convince you to buy it? Select all that apply.
 Poll by Morning Consult on behalf of GFI: n=3,009 U.S. adults, November 2025

Do motivators to consider a new plant-based meat product vary for current, lapsed, and holdout users?

While lapsed plant-based meat consumers could be convinced by meatier and more-affordable products, half of holdouts say they wouldn't try plant-based meat under any circumstances. Current consumers could be motivated by healthy products with shorter ingredient lists, less fat/cholesterol, and more protein.

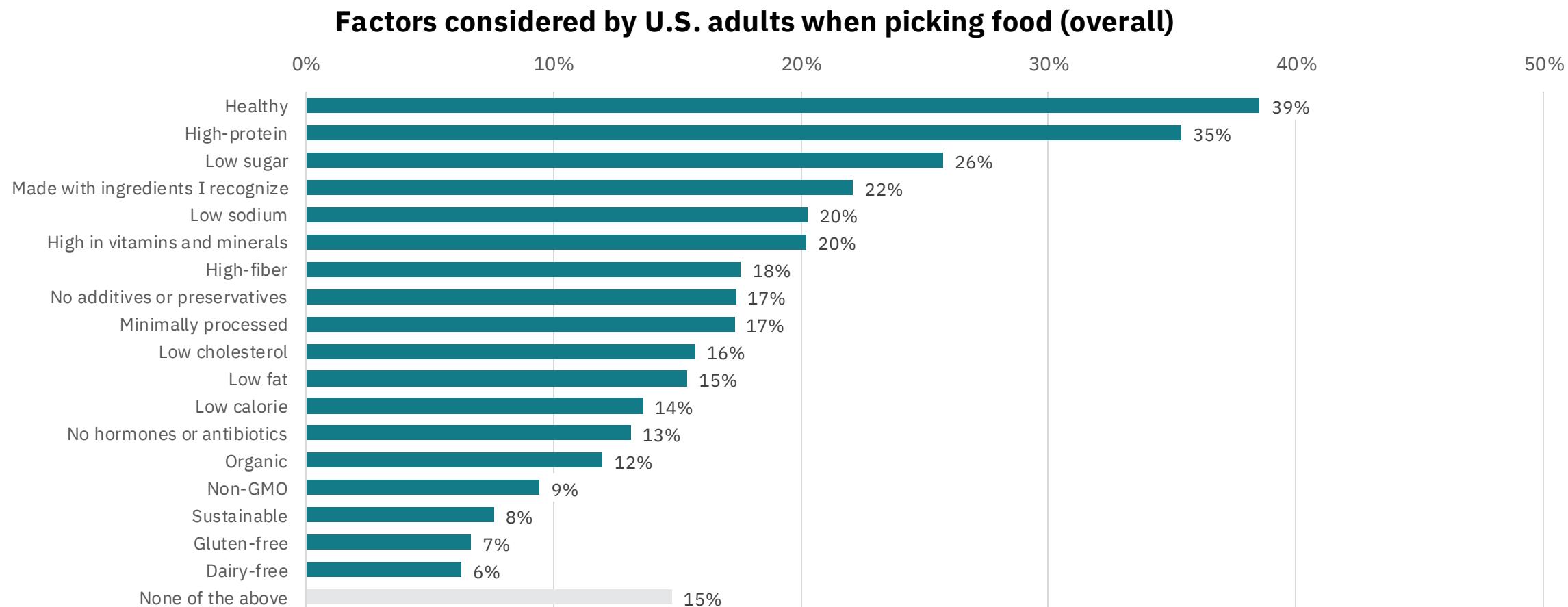
What would convince current, lapsed, and holdout plant-based meat eaters to re/purchase



Imagine you see a new plant-based meat product the next time you are grocery shopping. Which of the following reasons, if any, would convince you to buy it? Select all that apply.
 Poll by Morning Consult on behalf of GFI: n=3,009 U.S. adults, November 2025, among 905 monthly+, 341 lapsed, and 1,229 holdout consumers

What food benefits are Americans prioritizing overall?

When choosing foods, Americans prioritize healthiness and high protein, followed by low sugar and familiar ingredients.

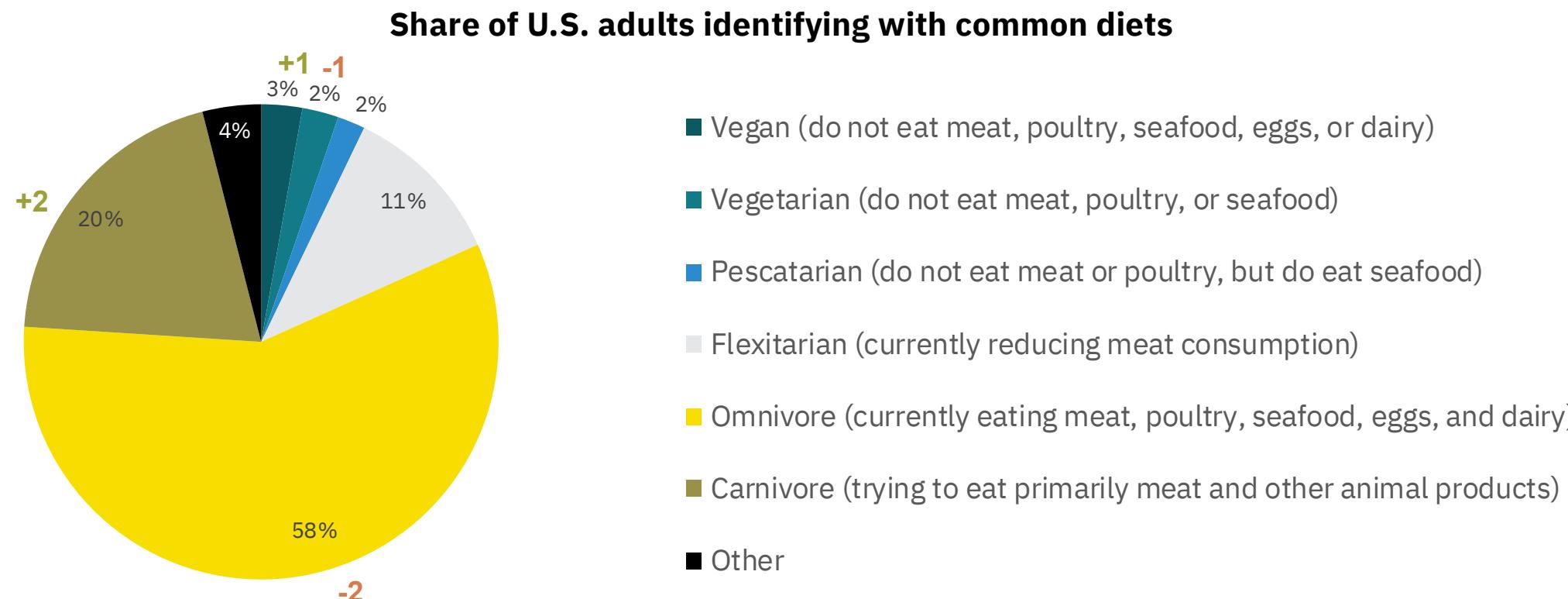


Which of the following factors are most important to you when choosing food? Please select up to five.

Poll by Morning Consult on behalf of GFI: n=3,009 U.S. adults, November 2025

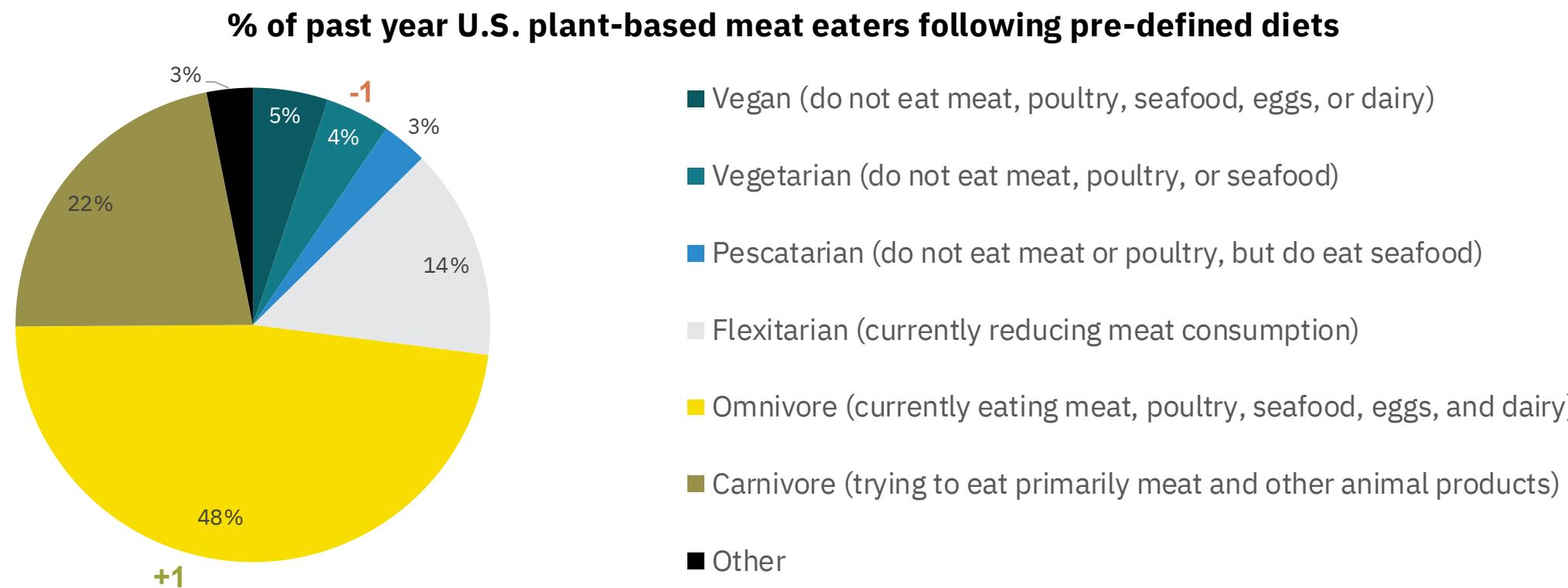
How many Americans identify with meat-eating, -reducing, and -abstaining diets?

Most Americans identify as omnivores, defined as eating all major protein types (meat, poultry, seafood, eggs, dairy). Only 1/5 identify as carnivores (defined as trying to maximize meat consumption), and a comparable number follow meat-reducing or eliminating diets.



How many plant-based meat consumers follow meat-eating, meat-reducing, or meat-eliminating diets

Among those who report eating plant-based meat in the past year, just 1/4 follow meat-eliminating/reducing diets, while 7/10 report eating meat. Even some who identify as carnivores (defined as “trying to eat primarily meat and other animal products”) eat plant-based meat.



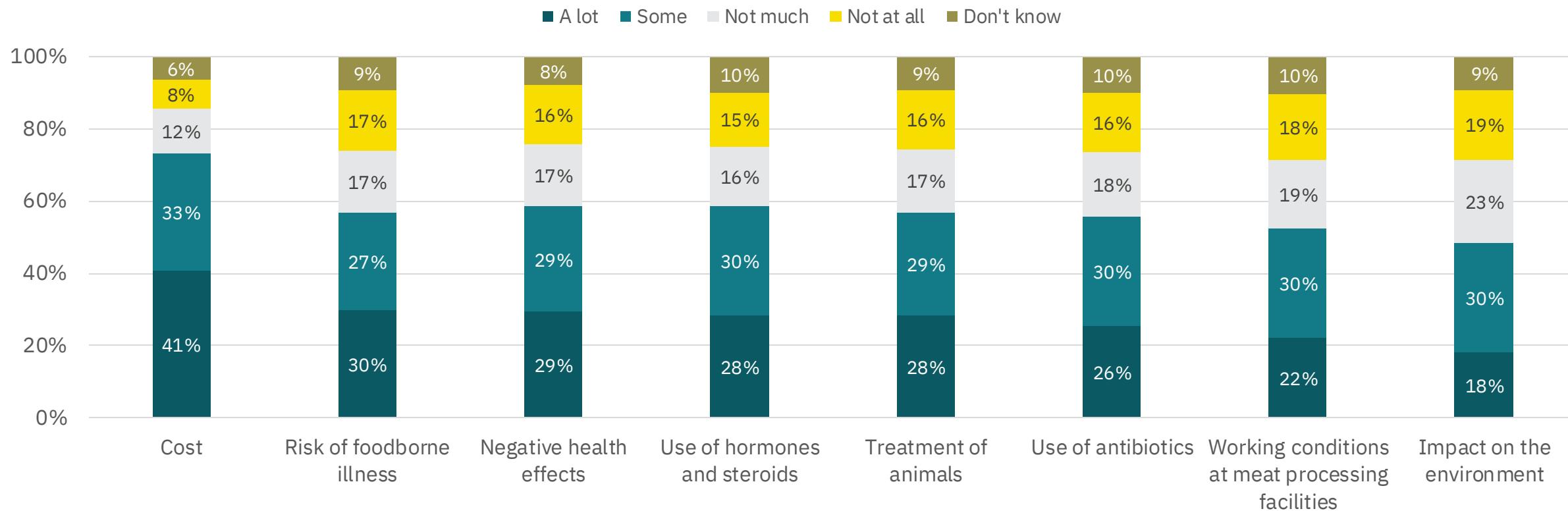
Which of the following best describes your current diet or eating habits? Please select one.

Poll by Morning Consult on behalf of GFI: n=3,009 U.S. adults, November 2025, among 1,330 who reported eating plant-based meat in past year

Meat reduction strategies among Americans reducing meat consumption

Americans weigh a range of factors when deciding whether to eat conventional meat, with cost being the most important consideration.

Reasons U.S. adults consider when deciding whether or not to eat meat

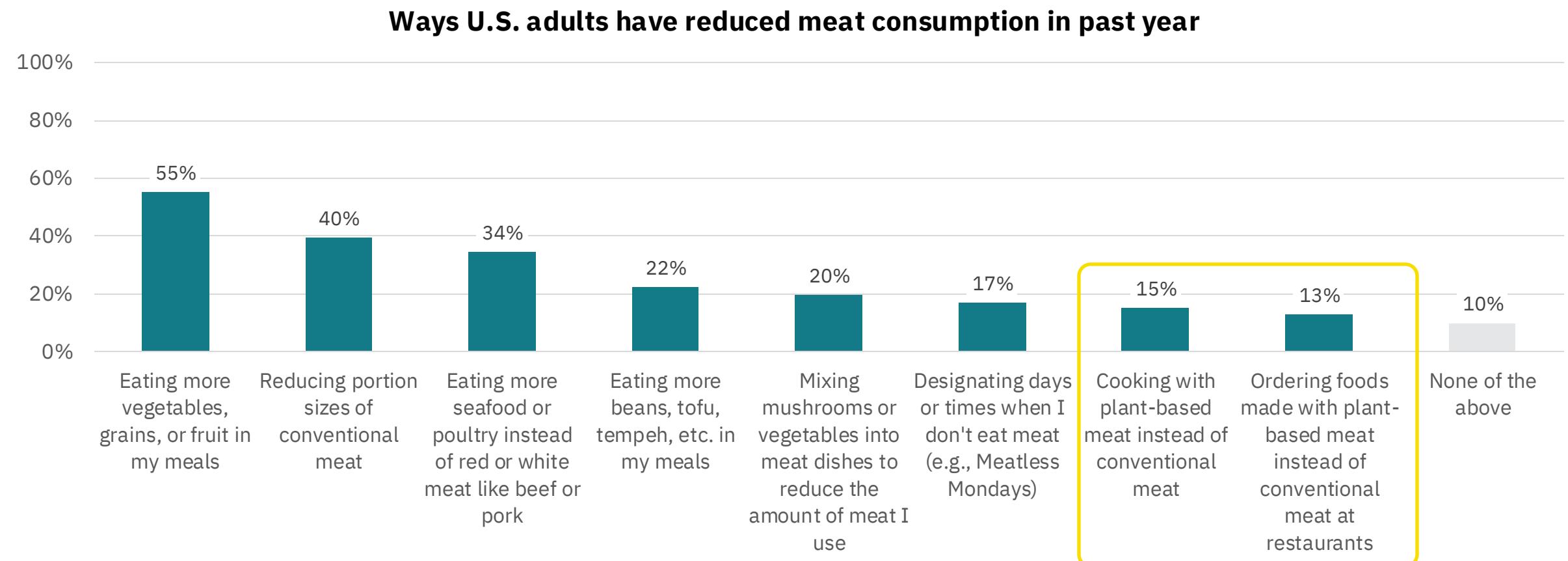


How much, if at all, do each of the following factors influence whether or not you eat conventional meat?

Poll by Morning Consult on behalf of GFI: n=3,009 U.S. adults, November 2025

Reasons considered when reducing meat consumption

Americans reducing conventional meat are more likely to turn to vegetables, grains, or fruit than to plant-based meat as alternatives.



You indicated you have been eating less meat over the past year. In which of the following ways have you reduced your meat consumption? Select all that apply.
Poll by Morning Consult on behalf of GFI: n=3,009 U.S. adults, November 2025; among n=662 who reported eating less meat in the past year

How frequently do Americans report eating plant-based products?

Americans are most likely to report consuming plant-based milk in the past year.

Plant-based products consumption frequency

Once a week or more often

Once every 2 to 3 months

I've eaten this, but not in the past 12 months

Once every 2 or 3 weeks

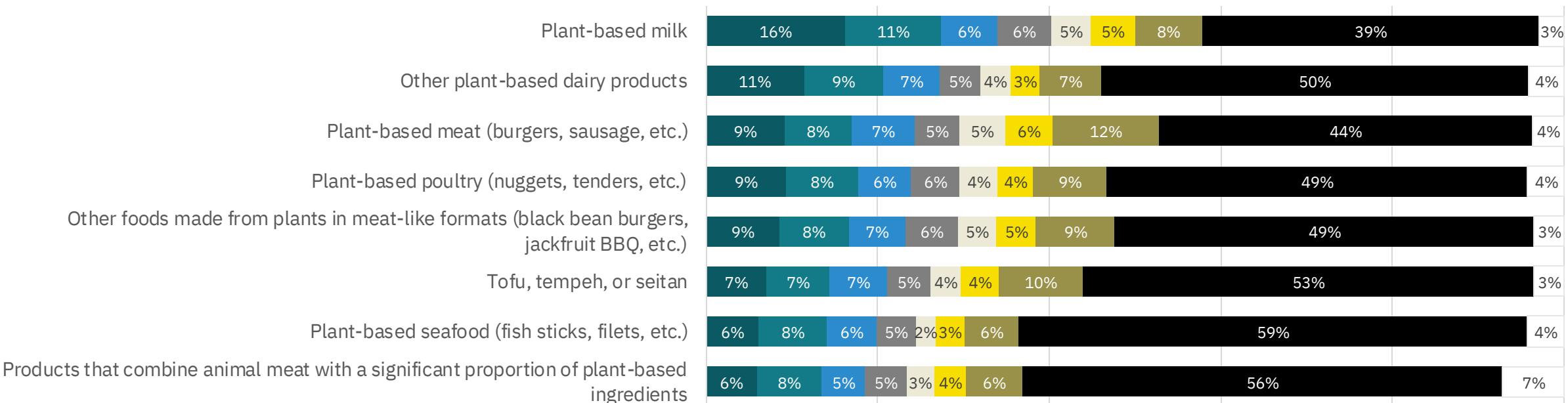
Once every 4 to 6 months

Never

Once a month/every 4 weeks

Once in the past 12 months

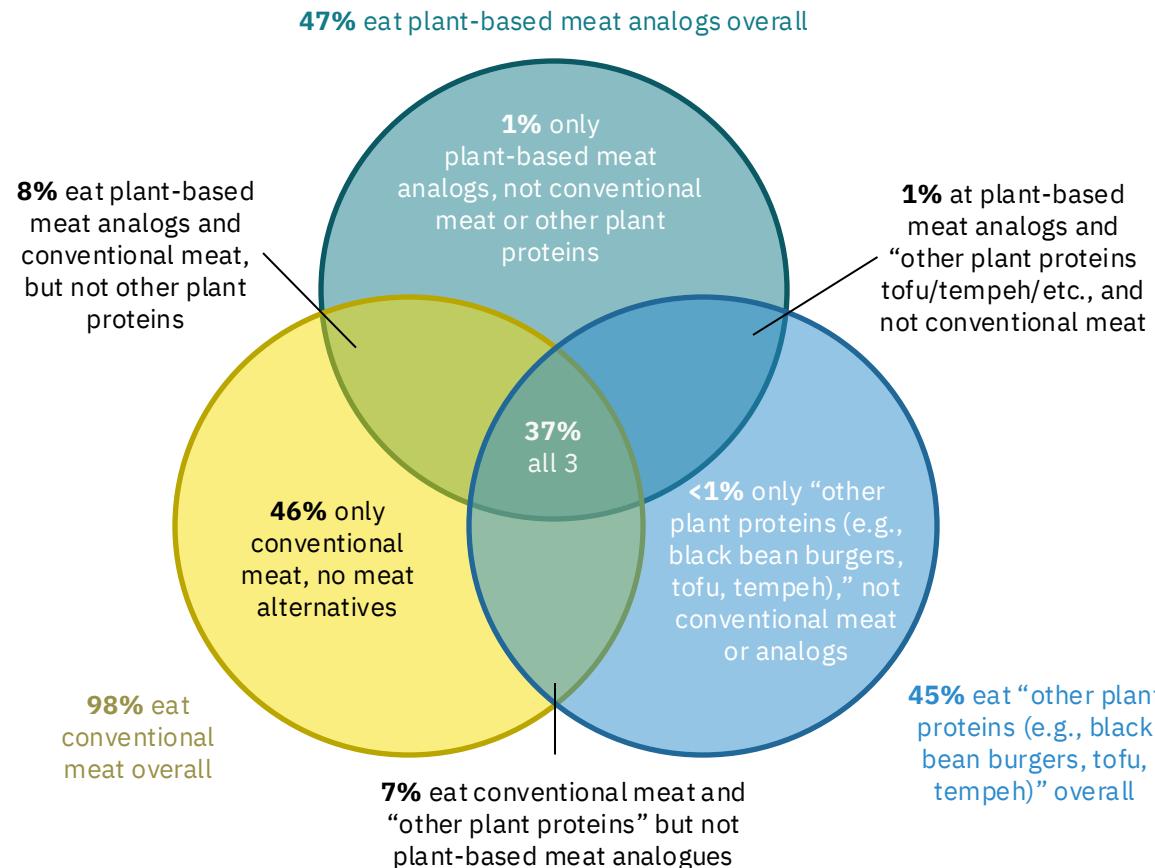
Don't know



How often have you eaten each of the following in the past 12 months?

Poll by Morning Consult on behalf of GFI: n=3,009 U.S. adults, November 2025

What is the overlap of consumption of plant-based, plant-forward, and conventional proteins?



How often have you eaten each of the following in the past 12 months?

Outer numbers reflect % who reported eating in past year, non-exclusive, do not sum to 100%; Inner reflect % eating each combination, sum to 100 (rounded)

Poll by Morning Consult on behalf of GFI: n=3,009 U.S. adults, November 2025

Overlapping consumption of **plant-based meat**, **conventional meat**, and **tofu, tempeh, and other plant-forward proteins** in the past year:

- Half of conventional meat eaters also eat alternative proteins.
- Most of those who consume plant-based meat analogs or other plant proteins consume both (i.e. not just one or the other), alongside conventional meat.
- Analog plant-based meat products have more overlap with conventional meat than plant-forward proteins.

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= 3,009 U.S. adults, November 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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