

## 1 in 4 consumers can easily afford meat but another fifth is struggling

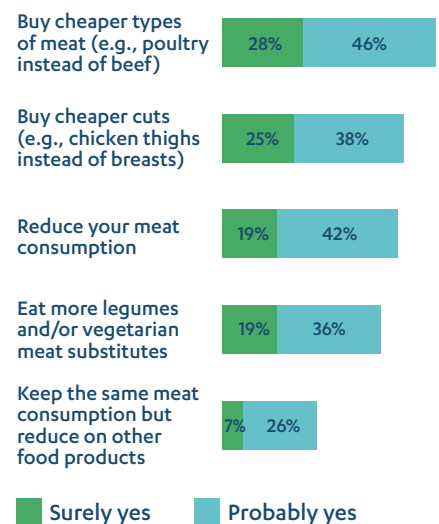
In recent years, as food inflation has spiked and the cost-of-living crisis persists across Europe, consumers are increasingly aware of and affected by food prices.<sup>14</sup>

A quarter (**24%**) of survey respondents say that they can easily afford meat but **17%** have serious difficulties buying meat. Dutch and German respondents were the most likely to report no difficulties to afford meat (in both countries **35%** of respondents can easily afford meat). Hungary, Portugal and Spain, on the other hand, had the highest level of respondents reporting serious difficulties purchasing meat (with **31%**, **22%** and **20%** respectively).

Amongst the different categories of animal products, consumers said that they had the most difficulties dealing with the expense of fresh fish (**4 in 10**) and fresh bovine meat (**just over a third**), while fewer consumers expressed finding it difficult to deal with the cost of the most consumed types of meat: fresh poultry and fresh pork (**around 1 in 5**) and processed meat (**13%**).

If the price of meat increased (for whatever reason), consumers say they would primarily buy cheaper types of meat (e.g. poultry rather than beef) (**74%**) and reduce their meat consumption (**61%**). **1 in 2** say they would eat more legumes and/or vegetarian meat substitutes, while **1 in 3** say they would continue eating the same amount of meat but would save on other food categories.

## IF THE PRICE OF MEAT INCREASED, HOW LIKELY WOULD YOU DO THE FOLLOWING CHANGES TO SAVE MONEY?



<sup>8</sup>BEUC, One bite at a time: consumers and the transition to sustainable food, An analysis of a survey of European consumers on attitudes towards sustainable food, June 2020.

<sup>9</sup>Goran Gržinić, Agnieszka Piotrowicz-Cieślak, Agnieszka Klimkowicz-Pawlas, Rafał L. Górny, Anna Ławniczek-Wałczyk, Lidia Piechowicz, Ewa Olkowska, Marta Potrykus, Maciej Tankiewicz, Magdalena Krupka, Grzegorz Siebielec, Lidia Wolska, Intensive poultry farming: A review of the impact on the environment and human health, Science of The Total Environment, Volume 858, Part 3, 2023, 160014, ISSN 0048-9697, <https://doi.org/10.1016/j.scitotenv.2022.160014>.

<sup>10</sup>Eurostat database. Available at: [https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Archive:Meat\\_production\\_statistics](https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Archive:Meat_production_statistics) (Accessed: 4th January 2024)

<sup>11</sup>EFSA AHAW Panel (EFSA Panel on Animal Health and Animal Welfare), Nielsen SS, Alvarez J, Bicoût DJ, Calistri P, Canali E, Drewe JA, Garin-Bastuji B, Gonzales Rojas JL, Schmidt CG, Herskin M, Miranda Chueca MA, Padalino B, Pasquali P, Roberts HC, Spooler H, Stahl K, Velarde A, Viltrop A, Winckler C, Tiemann I, de Jong I, Gebhardt-Henrich SG, Keeling L, Riber AB, Ashe S, Candiani D, Garcia Matas R, Hempen M, Mosbach-Schulz O, Rojo Gimeno C, Van der Stede Y, Vitali M, Bailly-Caumette E and Michel V, 2023. Scientific Opinion on the welfare of broilers on farm. EFSA Journal 2023;21(2):7788, 236 pp. <https://doi.org/10.2903/j.efsa.2023.7788>

<sup>12</sup>International Agency for Research on Cancer. Volume 114: Consumption of red meat and processed meat. IARC Working Group. Lyon; 6–13 September, 2015. IARC Monogr Eval Carcinog Risks Hum

<sup>13</sup>Chang K, Gunter MJ, Rauber F, Levy RB, Huybrechts I, Kliemann N, Millett C, and Vamosa EP. Ultra-processed food consumption, cancer risk and cancer mortality: a large-scale prospective analysis within the UK Biobank. The Lancet, volume 56, February 2023. Published: January 31, 2023, DOI: [https://www.thelancet.com/journals/eclinm/article/PIIS2589-5370\(23\)00017-2/fulltext](https://www.thelancet.com/journals/eclinm/article/PIIS2589-5370(23)00017-2/fulltext)

<sup>14</sup><https://www.ipsos.com/en/29-europeans-say-they-are-currently-precarious-financial-situation>