

From meat to plant

Preferences and policy scenarios for proteins in Sweden

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Background

- High meat consumption have negative impacts on health and the environment
- Studies show that consumers often have a low willingness to reduce their meat consumption

Objectives

1. Estimate Swedish consumers' willingness to pay (WTP) for meat and plant-based proteins in mince pasta sauce
2. Estimate market shares following the implementation of a meat tax

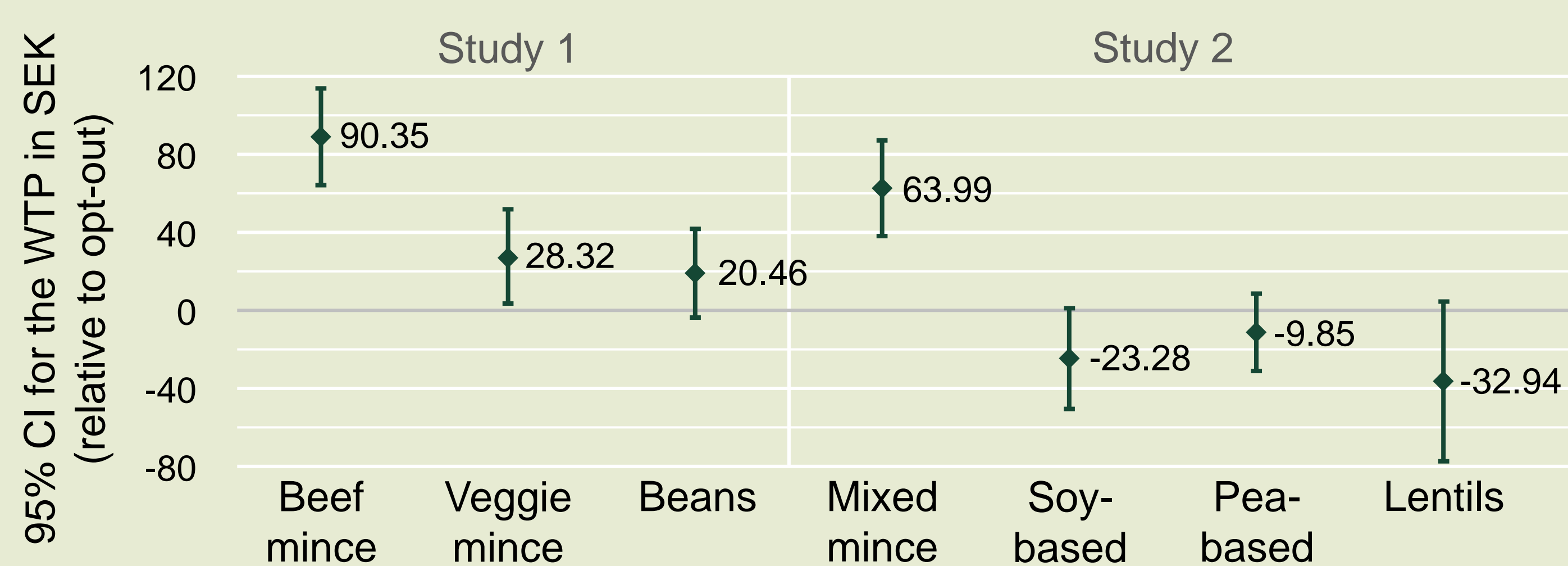
Method

- **Study 1:** In-store real choice experiment with consumers from two grocery stores (n = 206)
- **Study 2:** Online discrete choice experiment with consumers from an internet panel (n = 517)

Main findings

10 SEK ≈ €0.88 (2024-02-14)

Willing to pay most for meat – reluctant towards plant-based proteins



Preference heterogeneity is significant for all alternatives

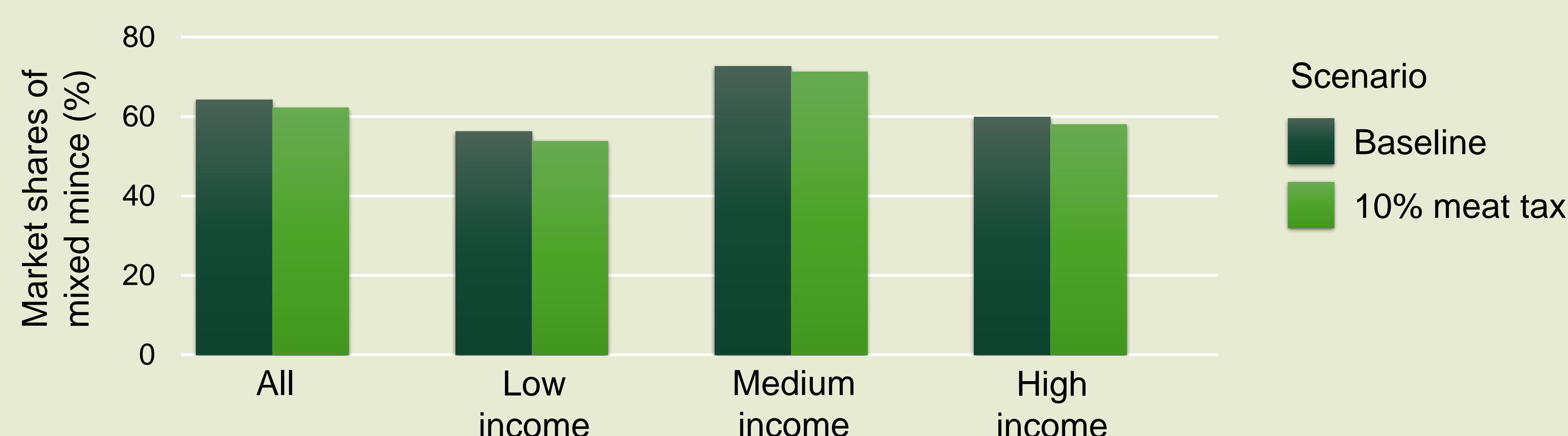
Variations in preferences were especially large for the plant-based proteins



In study 2, most likely to choose... were...

Mixed mince	Men, no university degree
Soy-based mince	Younger, university degree
Pea-based mince	Younger, university degree, low income
Lentils	Younger

10% tax on meat only reduces some meat consumption (study 2)



Alternatives

Study 1	Study 2
Beef mince	Mixed mince
Veggie mince	Soy-based mince
Beans	Pea-based mince
Opt-out	Lentils
	Opt-out

- We estimated mixed logit models in WTP space for the two studies
- Market shares were estimated for study 2 following the implementation of a 10% tax on meat

Discussion & Conclusion

- Swedish consumers are, on average, willing to pay significantly more for meat than plant-based proteins.
- While a meat tax to some extent could reduce meat consumption, some consumers do not see plant-based proteins as viable alternatives to meat.
- The preference heterogeneity suggests that targeted interventions could be useful in supporting a shift towards plant-based proteins.



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