

Public attitudes survey 2025 Summary



Key findings



Public willingness to reduce meat consumption is growing, but misconceptions persist.



Animal welfare, affordability, and provenance outweigh climate and health as drivers of change.



Beans and pulses present a major untapped opportunity.

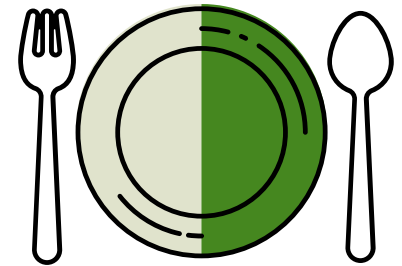
Almost a quarter of people are eating less meat:



22% of people are eating less meat than they were a year ago



Just 10% of the population have increased their meat consumption over the past year



Almost 50% of people eat meat less than 4 times a week

The type of meat reduced by the most people (30%) was lamb, closely followed by processed meat at 29%. Fresh chicken saw the most notable rise, with 26% reporting to have increased how much they eat over the past year.



30% reduced lamb



29% reduced processed meat



26% increased fresh chicken

Animal welfare, money and origin of animal products are the top three motivators behind reducing meat consumption.



Listed the conditions in which animals are reared as a top motivator



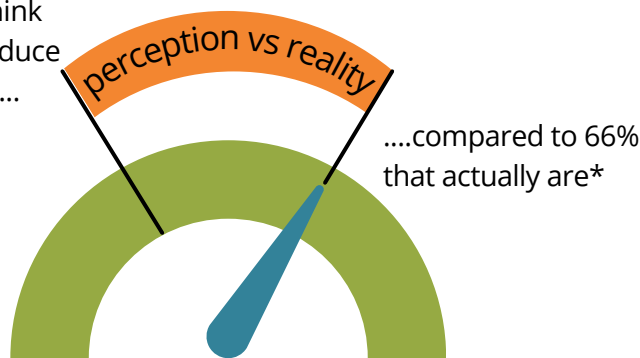
Listed money saving potential as a top motivator



Listed concerns over where meat comes from as a top motivator

Perception gaps exist

The majority of people think that 40% are willing to reduce their meat consumption....



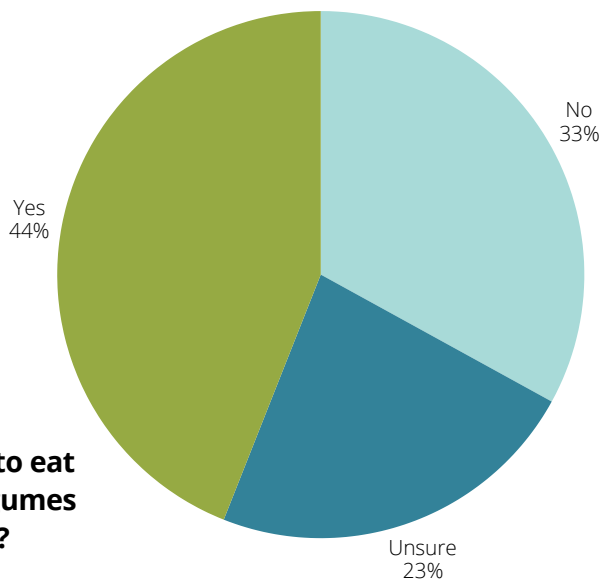
Among meat eaters, more people believe reducing meat would harm their health (30%) than benefit it (26%), while 44% think it would make no difference.

45% of meat eaters reported that they'd be worried about their protein intake if they were to reduce, while just 12% of non-meat eaters reported that protein was a concern for them.

A strong appetite for beans:

People want to eat more beans and pulses:

44% of people said that they wanted to eat more beans, compared to just 33% who said they did not.



Would you like to eat more beans, legumes and pulses?

There is a strong appetite for beans:



60% enjoy eating beans



62% agree that beans are tasty

More support is needed for plant proteins:

Fewer people are confident in cooking beans compared to meat.

The majority of people only eat beans at most once a month, while still only 24% are eating beans 2 or more times a week.



66% agreed that beans are easy to prepare and cook

What next?

Eating Better will continue to build on these findings, carrying out deeper dives into specific themes to support understanding and stronger arguments for action.

*39% yes, 27% maybe