

Choice environment

Making alternative proteins easier to notice and choose

What is choice environment?

The choice environment shapes food decisions by influencing what people notice, trust, compare and choose. Through availability, placement, defaults, visual cues, pricing and other elements in everyday food settings, it can make alternative proteins (APs) easier to discover and integrate.

What did consumers tell us?

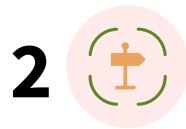
INSIGHTS FROM 3,729 CONSUMERS IN 11 EUROPEAN COUNTRIES



1

Visibility and normalisation matter

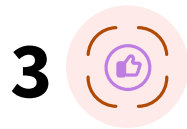
Consumers are more likely to consider APs when they are easy to find and presented as a normal part of the food environment. Clear organisation supports confident choices.



2

Supportive choices encourage trial

Defaults, recommendations and contextual cues can encourage willingness to try APs when they feel convenient and inviting rather than imposed.



3

Experiences influence acceptance

Tastings, recommendations and trusted voices such as chefs or peers can reduce uncertainty and encourage trial, while negative experiences may create barriers to future acceptance.



4

Simple information builds confidence

Clear labels and credible information help consumers compare products and understand ingredients, nutrition and sustainability aspects.

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What should practitioners consider?

FROM INSIGHTS TO ACTION



Design for easy discovery

Make APs visible, accessible and easy to navigate.



Balance normalisation and clarity

Integrate APs into familiar contexts while keeping products easy to identify.



Use supportive nudges

Encourage trial while maintaining consumer choice.



Communicate clearly

Provide simple labels and trustworthy information for confident decisions.



Support positive experiences

Combine environmental changes with tastings and preparation guidance.

Key Takeaway

Choice environment design works best when it makes alternative proteins easier to discover, compare and try, while maintaining clarity, trust and consumer choice.

Based on Living Lab consumer engagement activities carried out in 11 European countries with 3,729 participants. For more information, please check: Xhelili, A., Wiegard, J., & Schüürmann, J. (2025). LIKE-A-PRO's Living Labs. Consumer Insights Dataset. LIKE-A-PRO project. Wuppertal, 2025; or simply click the Download full report button. Participating countries: DK, FI, DE, ES, SI, PL, GR, NL, TR, IT, NO



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