

Choice expansion

Making alternative proteins easier to adopt

What is choice expansion?

Choice expansion increases uptake of alternative proteins (APs) by making appealing and credible alternative options available. By broadening the range of products, formats and eating occasions, and making APs easier to discover and use, they can become part of everyday food choices.

What did consumers tell us?

INSIGHTS FROM 3,729 CONSUMERS IN 11 EUROPEAN COUNTRIES



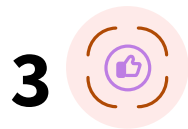
1 Familiarity supports acceptance

Consumers are more likely to try APs when they fit familiar meals, formats and everyday eating habits.



2 Taste and practicality drive repeat choice

Positive experiences with taste, texture, convenience and ease of preparation are important conditions for encouraging continued use.



3 Experiences build confidence

Tastings, recommendations and exposure in social settings can reduce uncertainty and encourage consumers to try new options.



4 Trust matters

Clear and credible information about ingredients, nutrition, processing and sustainability helps consumers assess unfamiliar products and make confident choices.

What should practitioners consider?

FROM INSIGHTS TO ACTION



Make APs easy to integrate

Develop products that are affordable, accessible, appealing and suitable for everyday use.



Prioritise positive experiences

Ensure good taste, texture and usability to support repeat consumption.



Build familiarity

Use tastings, food-service and everyday contexts to normalise APs.



Communicate transparently

Provide clear and credible information on product characteristics and sustainability benefits.



Ensure accessibility

Provide clear and credible information on product characteristics and sustainability benefits.

Key Takeaway

Choice expansion works best when alternative proteins become familiar, appealing and practical everyday options, supported by positive experiences, accessibility and trusted information.

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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