

Different Strategies to Meat Reduction: A Consumer Segmentation Approach

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Abstract

Meat consumption is associated with several sustainability and health issues, and thus a shift towards meat-reduced diets is urgently needed. The aim of this study was to identify consumer segments that differ in their strategies towards meat reduction. For this purpose, a representative online survey with Danish consumers (n=838) was conducted in the summer 2022. To identify distinct groups that differ in their willingness-to-eat, a latent profile analysis was applied based on the items measuring consumers' willingness to eat the different meals and identified four distinct segments that differed in their willingness to eat meals with meat, less meat, and no meat but with alternative options instead. This research facilitates the development of more tailored marketing and policy strategies to accelerate the transitions towards meat reduction.

Subject Areas: *Consumer Behaviour, Segmentation*

Track: Social Responsibility & Ethics