

GFI India Study Finds 94% of Consumers Intend to Try Cultivated Meat

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GFI India study finds strong consumer curiosity and acceptance for cultivated meat, but affordability, accessibility and trust will be critical to driving adoption



A new study by the Good Food Institute India (GFI India) finds that 94 per cent of consumers express an intention to try cultivated meat, signalling strong consumer curiosity and openness towards a new way of producing meat. Titled “Cultivated Meat in India: Consumer Awareness, Perceptions, Drivers & Barriers,” the study is a comprehensive look into how Indian consumers perceive cultivated meat. It combines qualitative and quantitative methods, including eight focus group discussions and 414 online interviews with urban, affluent non-vegetarian (flexitarian) consumers aged 18–44 across Delhi, Mumbai, Bengaluru, and Hyderabad.

Consumers’ initial reactions to cultivated meat are overwhelmingly positive. The majority of participants understand the category as real meat ‘made differently,’ produced from animal cells without the need for slaughter. More than 93 per cent of respondents find cultivated meat relevant and perceive it as new and different, while 90 per cent find the concept believable.

“As India’s meat consumption continues to grow, innovative food technologies like cultivated meat can sustainably and reliably satisfy demand without asking consumers to give up the foods they enjoy. It is encouraging to see Indian consumers feel similarly and are approaching the category with curiosity and openness. Our study shows that translating this interest into adoption will hinge on taste, affordability, and accessibility, as well as communicating the science and safety in ways that consumers can understand and relate to,” says Sneha Singh, Managing Director, GFI India.

The study reveals that consumers see cultivated meat as an opportunity to address hygiene, freshness, and ethical considerations that they typically have with conventional meat. Over 51 per cent perceive cultivated meat as a good source of protein, while 46 per cent consider it to be healthier than regular meat. Easy availability and affordability are important enablers, cited by 44 per cent of consumers.

Price remains a significant consideration for adoption. Consumers expect cultivated meat to be priced close to conventional meat for regular consumption and are willing to pay no more than a 15–20 per cent premium on the products. Trust also emerges as the biggest enabler for cultivated meat trial and adoption, including regulatory approvals and safety certifications from credible experts.

Similar to findings from previous global consumer studies, the study highlights the importance of language, with “cultivated meat” seen as the most acceptable terminology, with 85 per cent of participants rating it as appropriate. By comparison, the term “lab-grown meat” scores 64 per cent, while “artificial meat” scores just 53 per cent, due to their perceived association with unnaturalness and over-processing.

“There is a gap between consumers’ limited familiarity with cultivated meat and how positively they respond once they understand it. Their responses rarely question the need or relevance of the concept but tend to revolve more on whether the end product can deliver the taste, nutrition, safety, and value they expect from meat, reflecting a promising foundation for consumer acceptance once cultivated meat enters the Indian market,” says Rajyalakshmi G, Market & Consumer Insights Advisor, GFI India