

Ipsos UK Public opinion towards cultivated meat

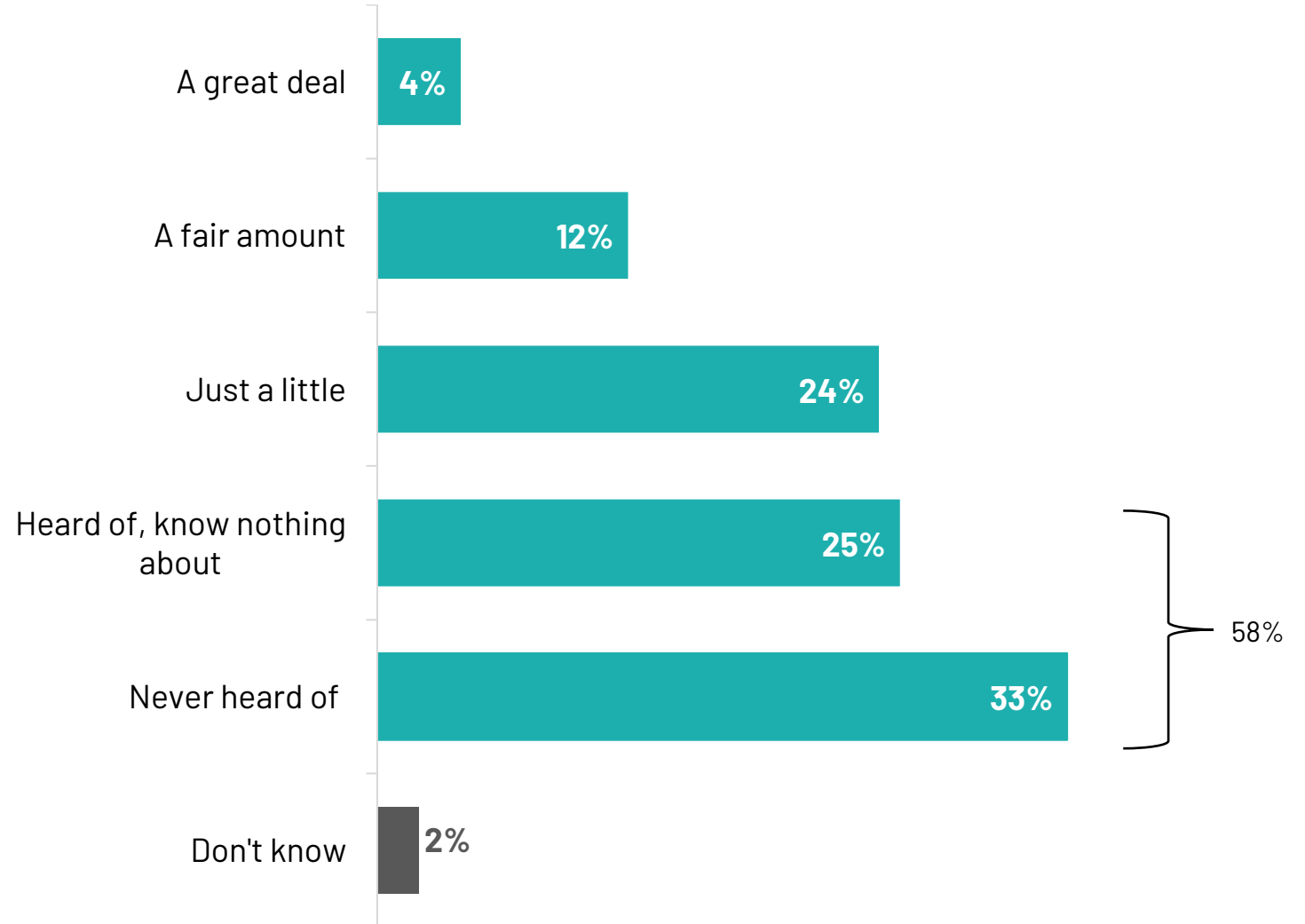
June 2025

Nearly **3 in 5**
British adults say
they know nothing
about cultivated
meat



More than half of British adults say they know nothing about cultivated meat, with 1/3 having never heard of it

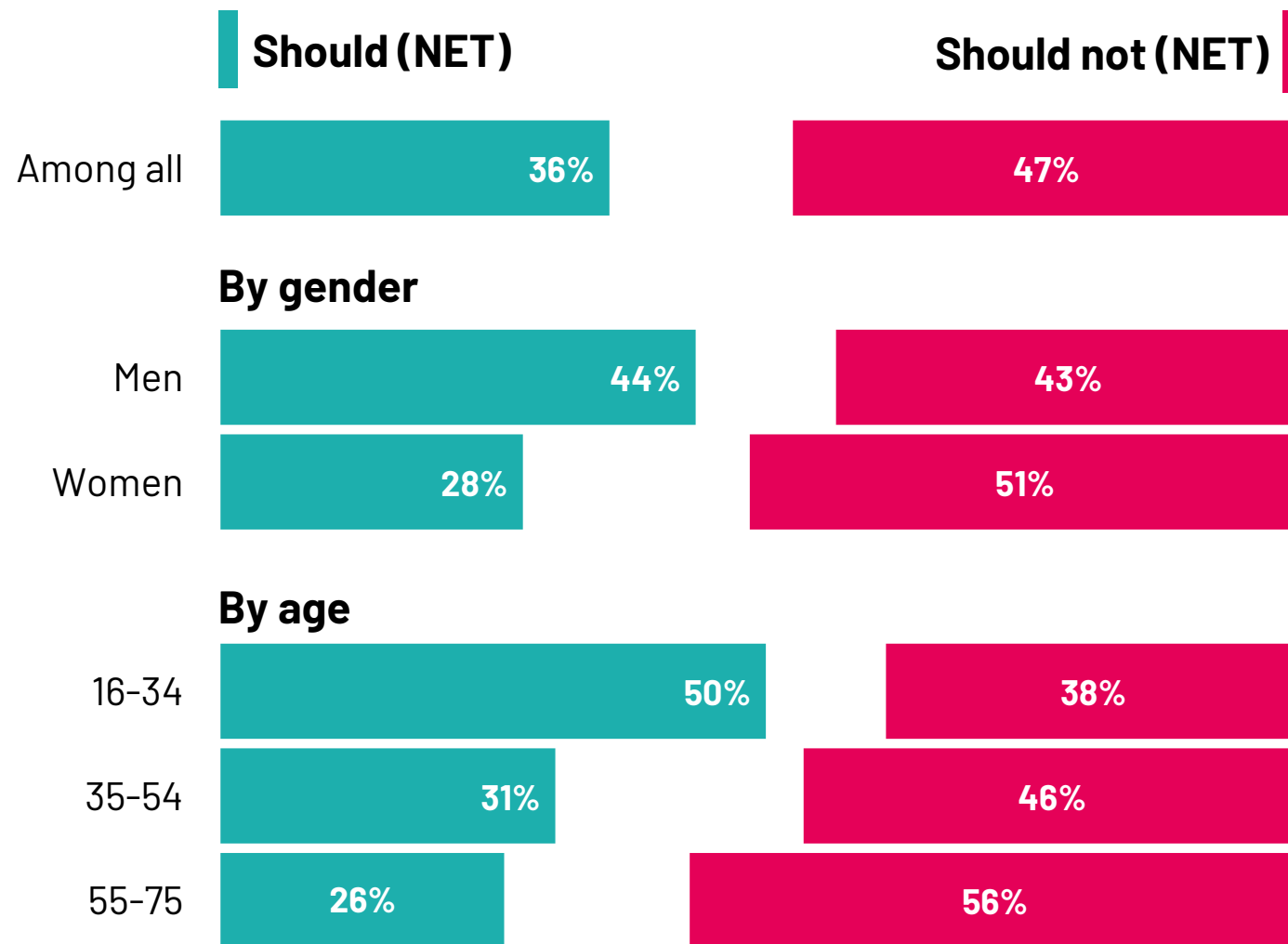
Before today, how much, if anything, would you say you know about cultivated meat (also known as “cultured” meat)?



Base: 1,098 Online British adults aged 16-75, 13-16 June 2025

Opinions on cultivated meat for human consumption are split, but younger adults and men are more likely to think it should be available in the future

In the future, do you think cultivated meat should or should not be available for human consumption in the UK?



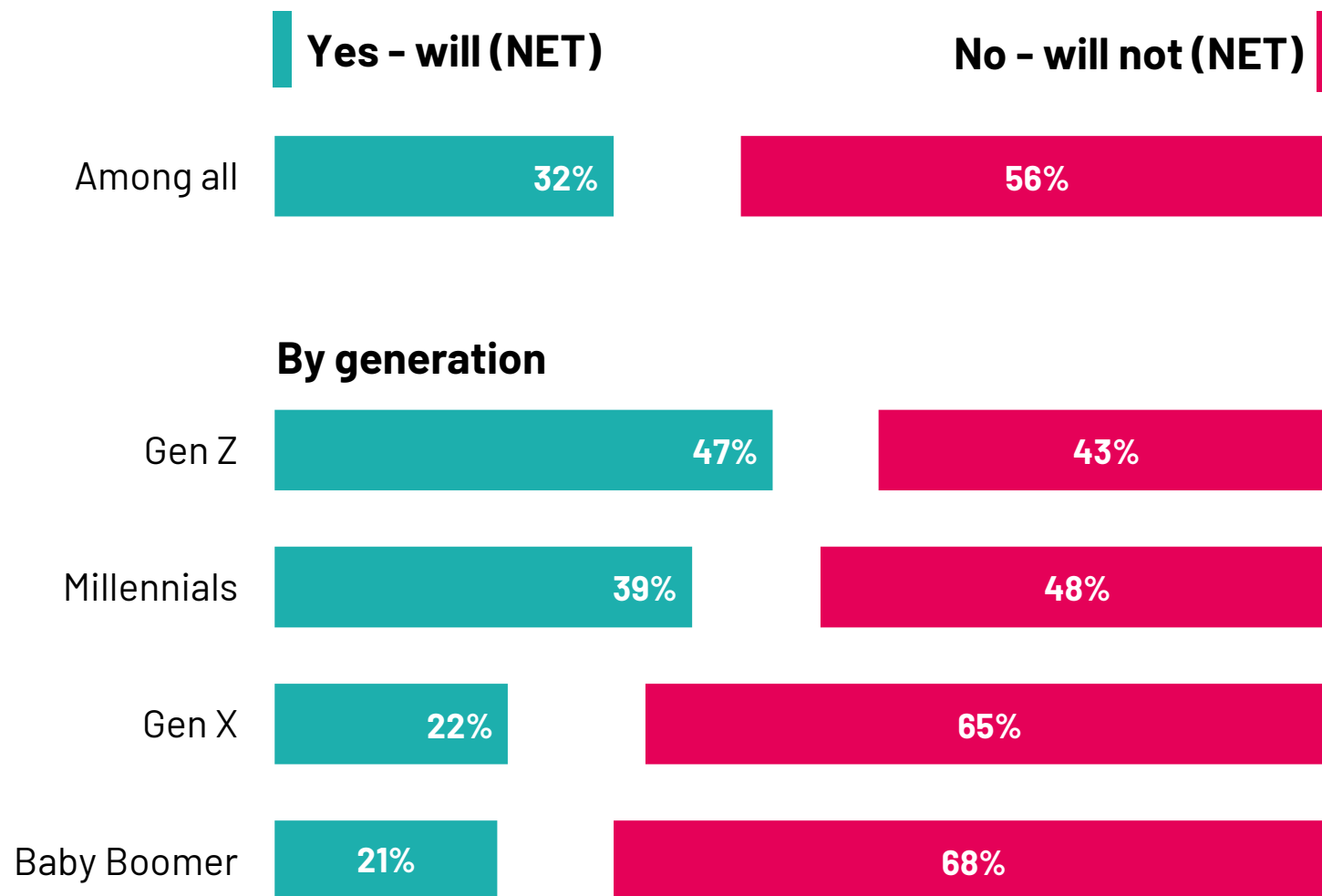
Base: 1,098 Online British adults aged 16-75, (538) male, (550) female, (355) aged 16-34, (398) aged 35-54, (345) aged 55-75, 13-16 June 2025

Nearly **one third**
of British adults
say they will eat
cultivated
meat if it became
widely available



Younger generations are more open to eating cultivated meat, with nearly half of Gen Z adults saying they think they will eat it

Assuming cultivated meat became widely available, do you think you personally will or will not do the following? – Eat cultivated meat



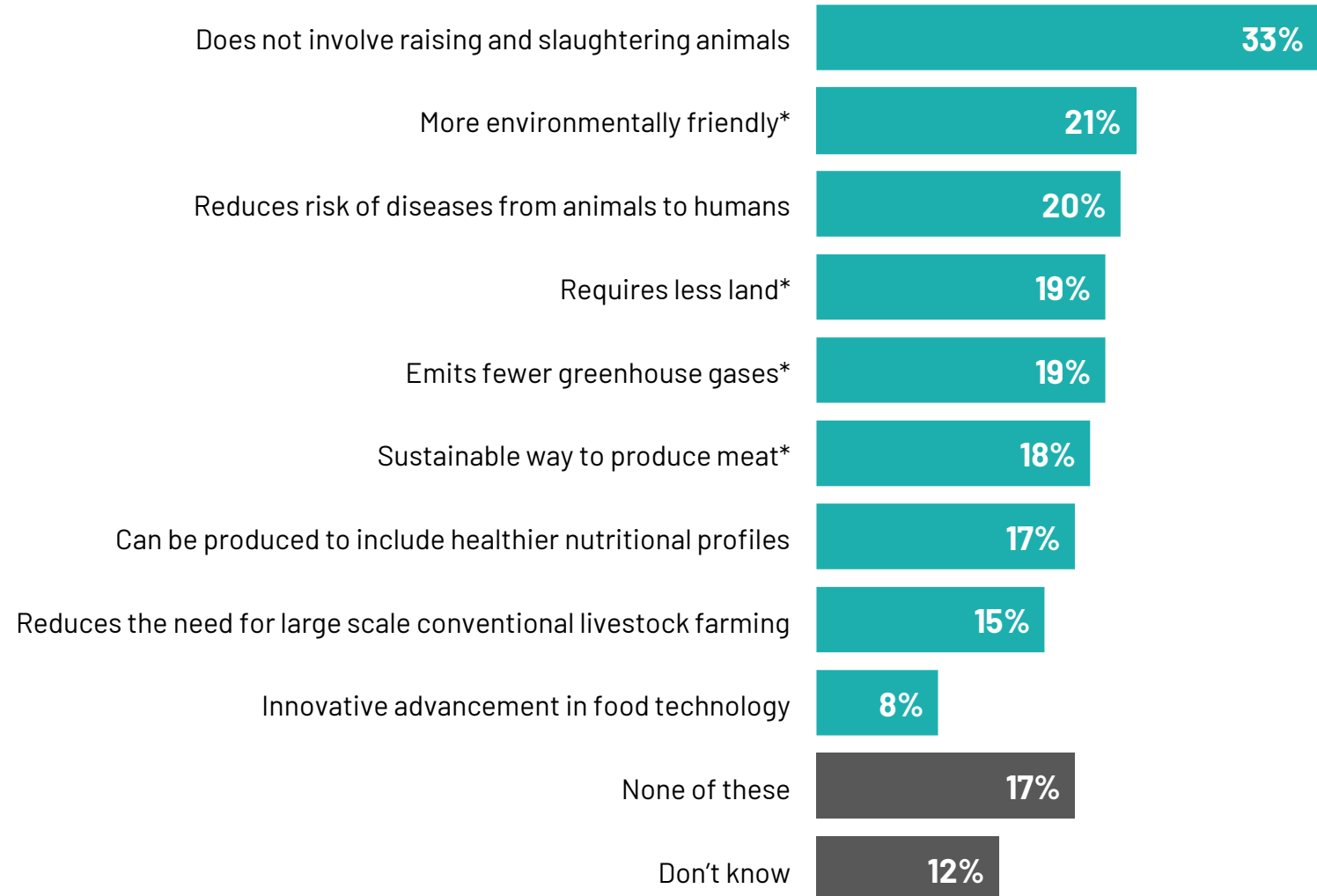
Base: 1,098 Online British adults aged 16-75, (245) Gen Z, (322) Millennials, (289) Gen X, (242) Baby Boomers, 13-16 June 2025

“Does not involve raising and slaughtering animals” is seen as one of the main potential benefits of cultivated meat



1/3 of British adults think that cultivated meat not involving raising and slaughtering animals may be the main benefit

In your view, which, if any, of the following do you think may be the main benefits of cultivated meat?



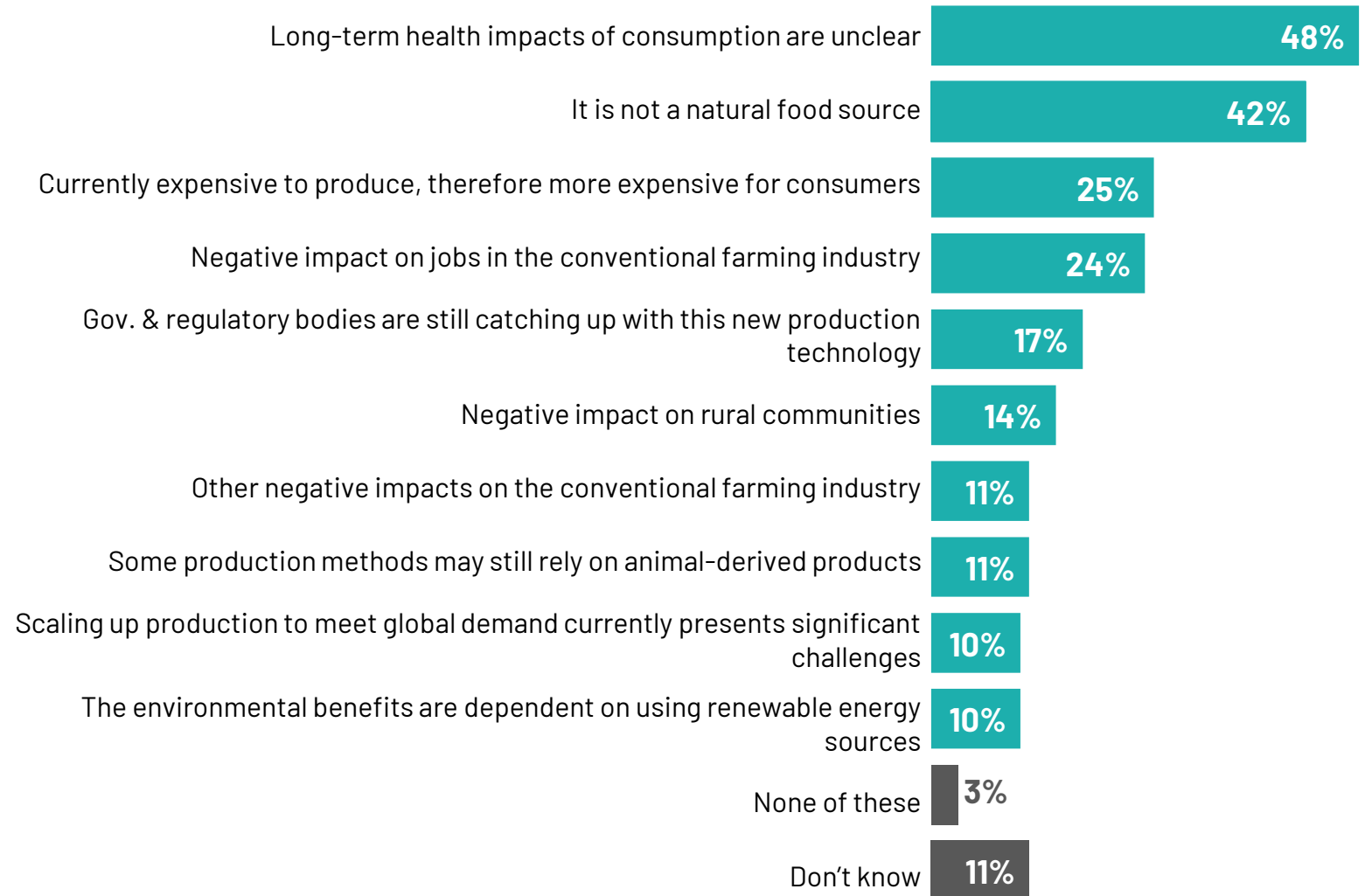
Base: 1,098 Online British adults aged 16-75, 13-16 June 2025, *vs conventional livestock farming

Nearly **half** of British adults think that one of the main downsides of cultivated meat may be that the **long-term health impacts of its consumption are unclear**



Factors relating to consumption are the main perceived downsides of cultivated meat

In your view, which, if any, of the following do you think are may be the main downsides of cultivated meat?



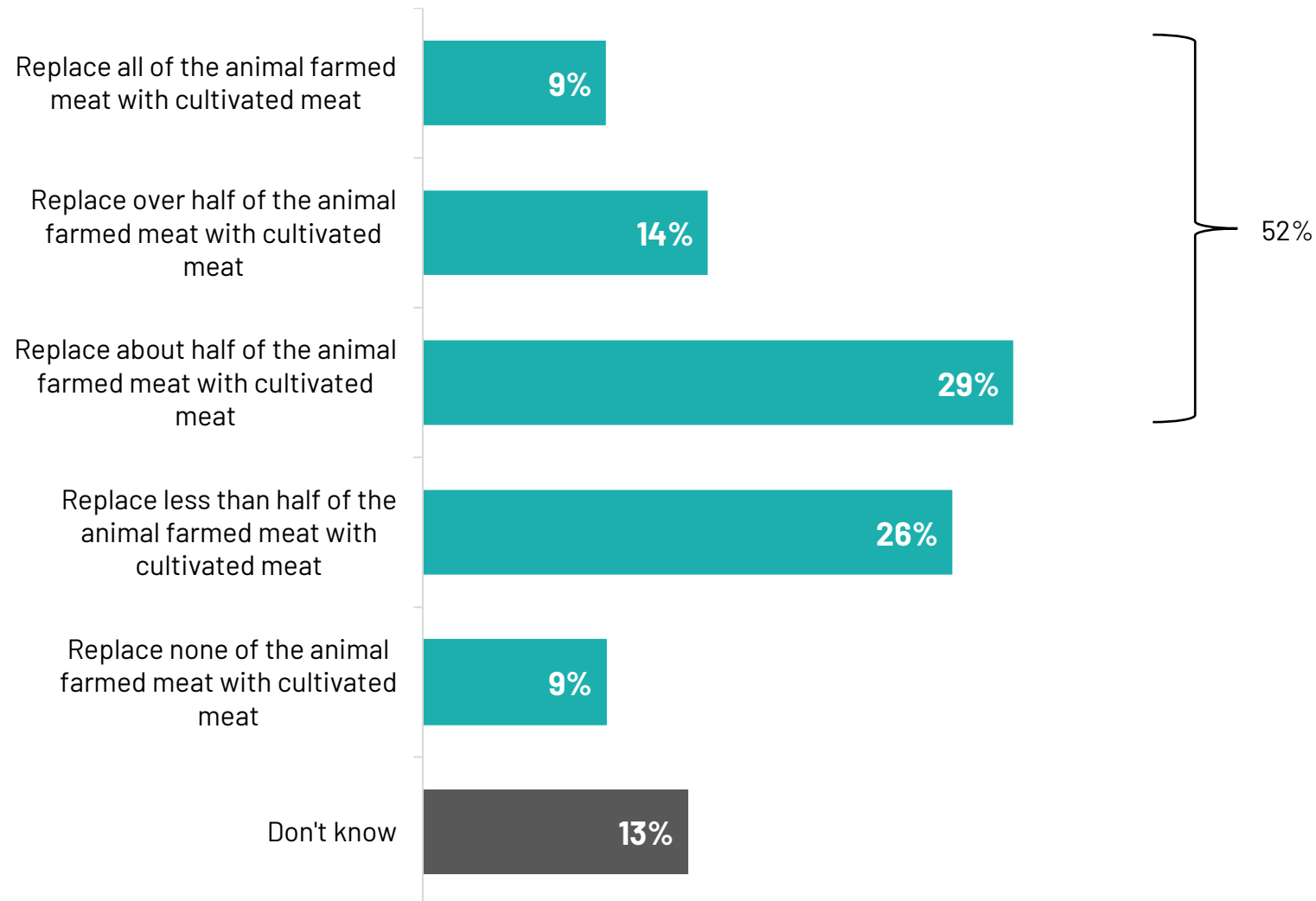
Base: 1,098 Online British adults aged 16-75, 13-16 June 2025

Nearly **1 in 10** omnivores who say they will eat cultivated meat in the future think this will **replace all** their animal farmed meat



The majority of omnivores who say they will eat cultivated meat think this will replace about half or more of their animal farmed meat

Assuming cultivated meat became widely available and was priced similarly to animal farmed meat, which one of the following do you think you would be most likely to do?



Base: 309 Online British adults aged 16-75 who are omnivores and say they will eat cultured meat in the future, 13-16 June 2025

Technical notes

- The research was carried out by Ipsos Observer UK.
- Ipsos Observer interviewed a representative quota sample of 1,098 adults aged 16-75 in Great Britain using its online i:omnibus between 13th – 16th June 2025.
- The sample obtained is representative of the population with quotas on:
 - Age
 - Gender
 - Region
 - Working Status
- The data has been weighted to the known offline population proportions for age and working status within gender, for government office region within age, and for social grade and education, to reflect the adult population of Great Britain.

For more information, please contact the team at ipsos.com/en-uk/omnibus-surveys



June 2025 Cultivated Meat

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