



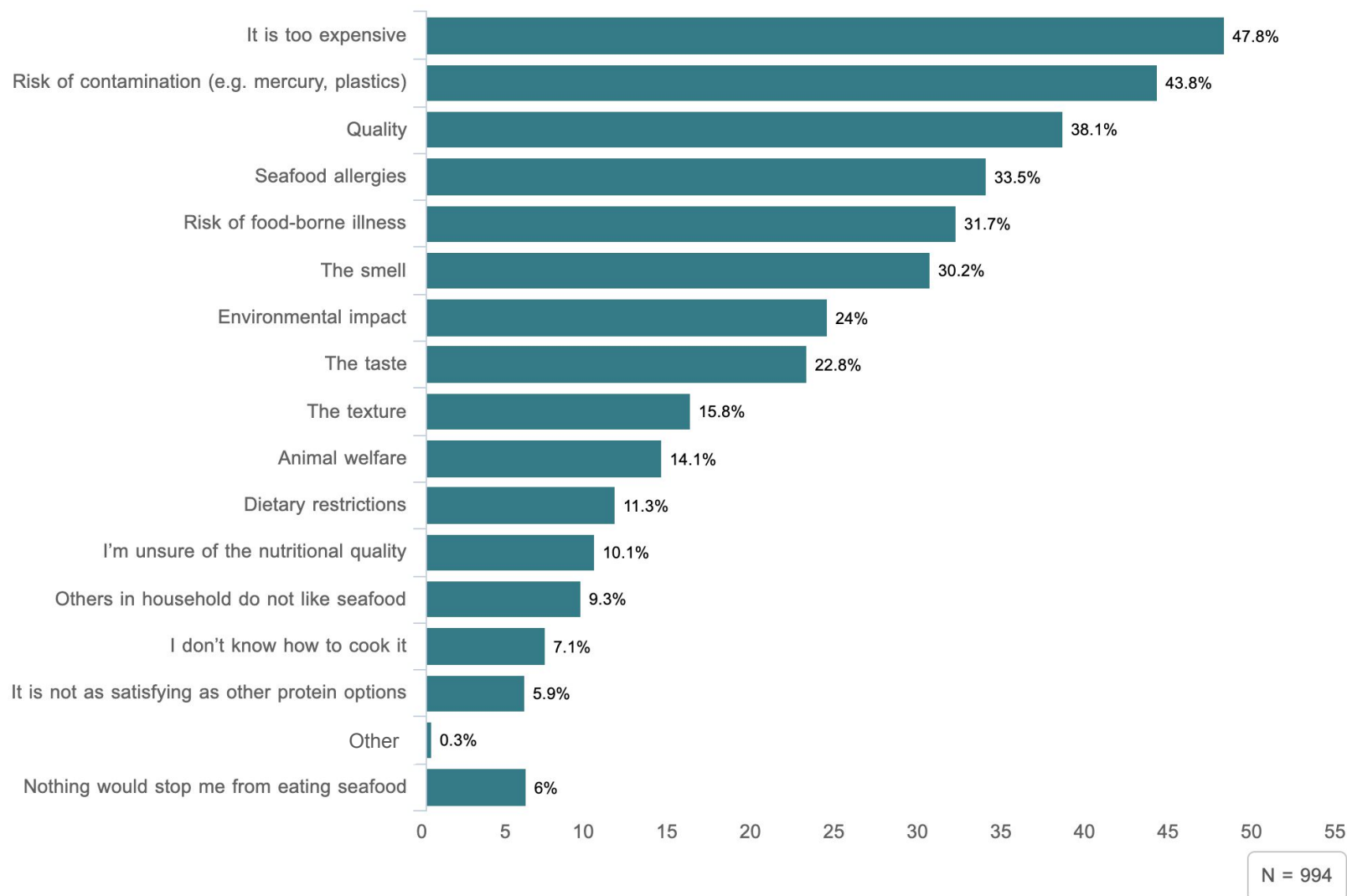
# Alternative seafood consumer research

Thailand

Research conducted by GFI and Getwizer

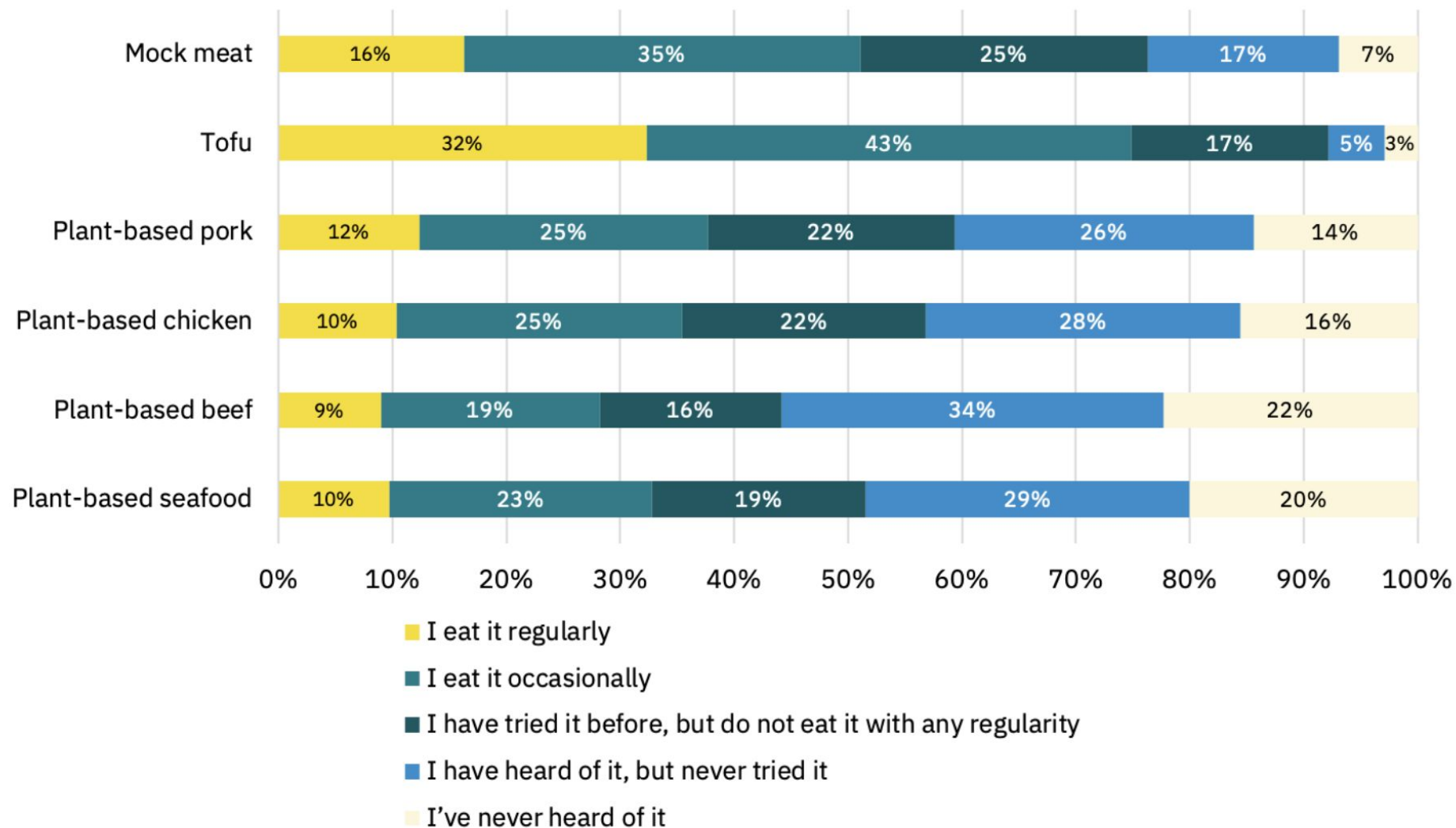
# Conventional seafood consumption barriers

Which of the following reasons, if any, would stop you from eating conventional seafood regularly?



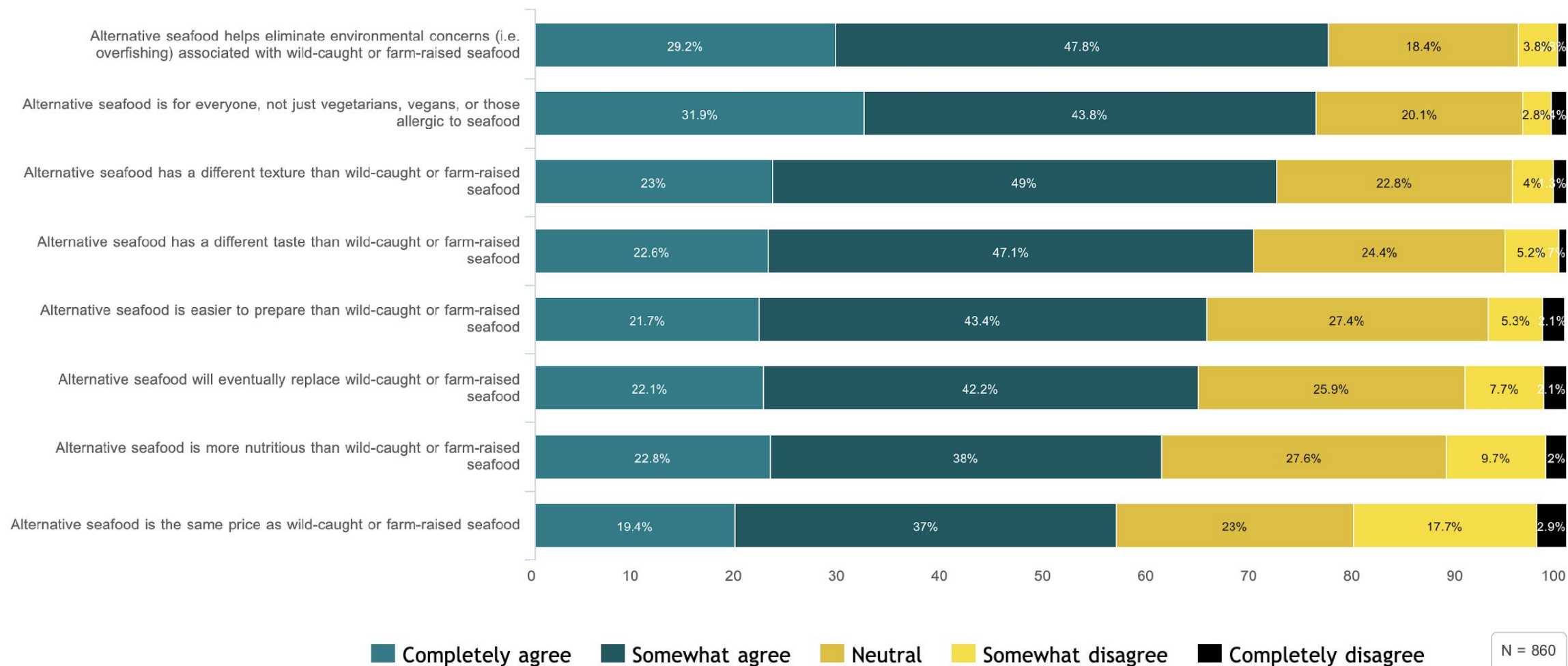
# Alternative protein familiarity

How familiar are you with the following alternative protein options?



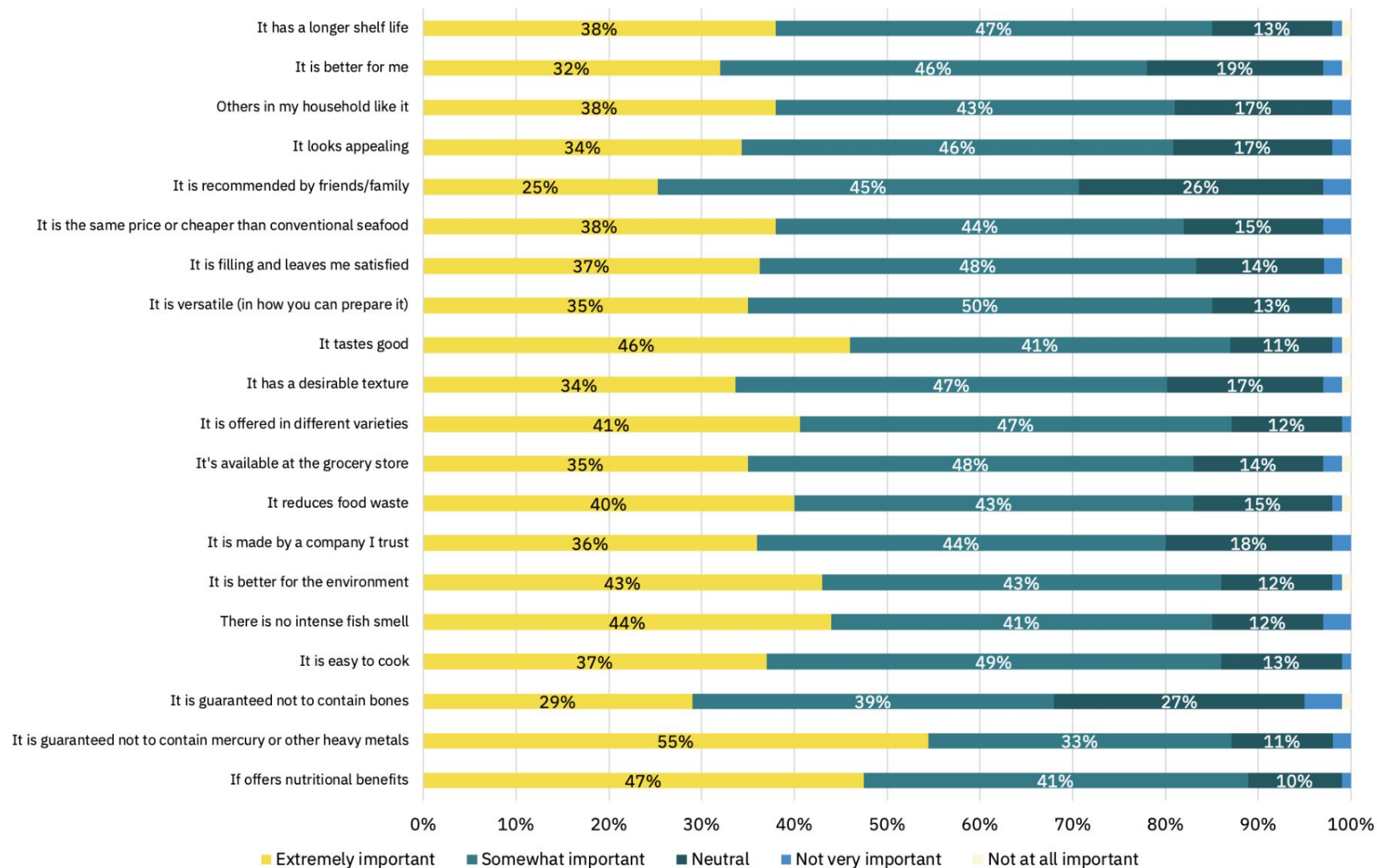
# Alternative seafood perceptions

Based on what you know or might have heard, how much do you agree or disagree with each of the statements regarding alternative seafood?



# Alternative seafood drivers

How important are each of the following in determining whether or not to buy alternative seafood?

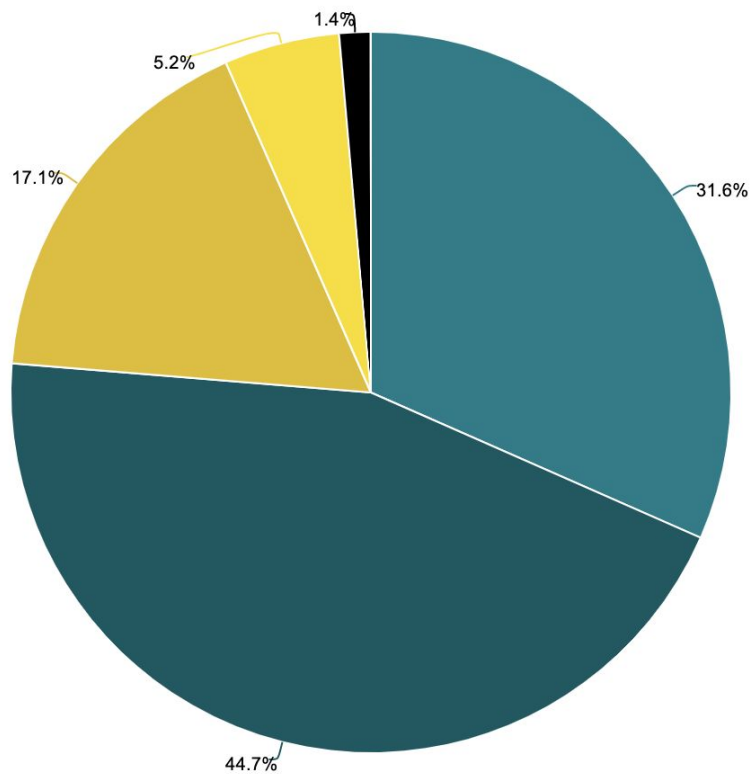


# Appeal

After learning a little more about alternative seafood, how appealing do you find this type of product?

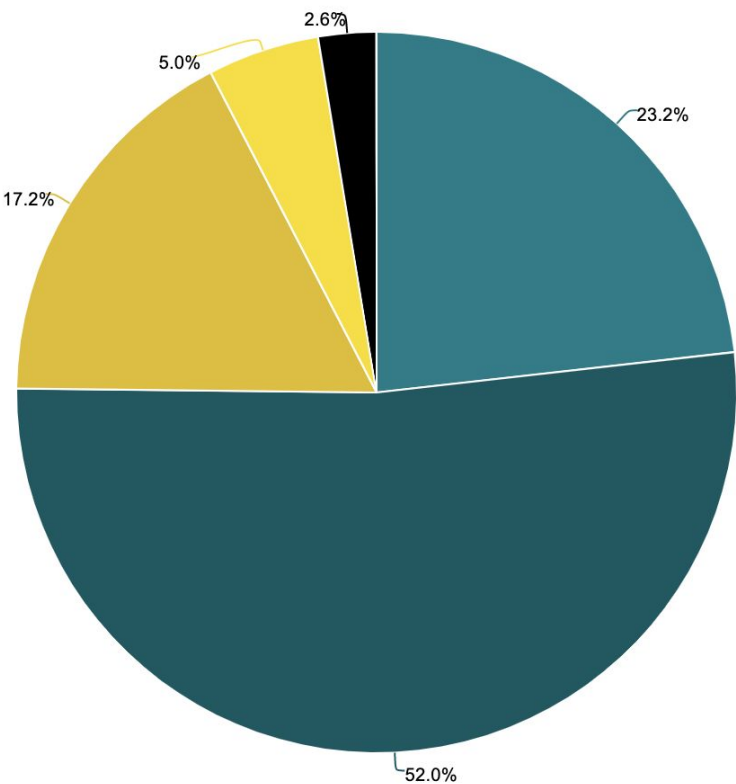


Plant-based



N = 503

Cultivated



N = 499

- Very appealing
- Somewhat appealing
- Neutral
- Somewhat unappealing
- Not at all appealing

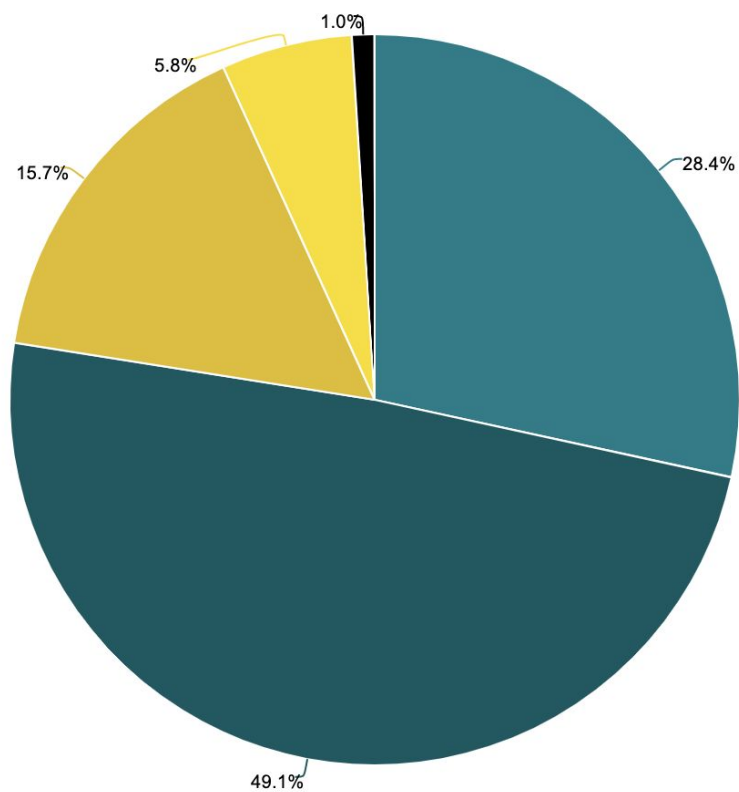


# Future consumption

How likely are you to buy alternative seafood in the future?

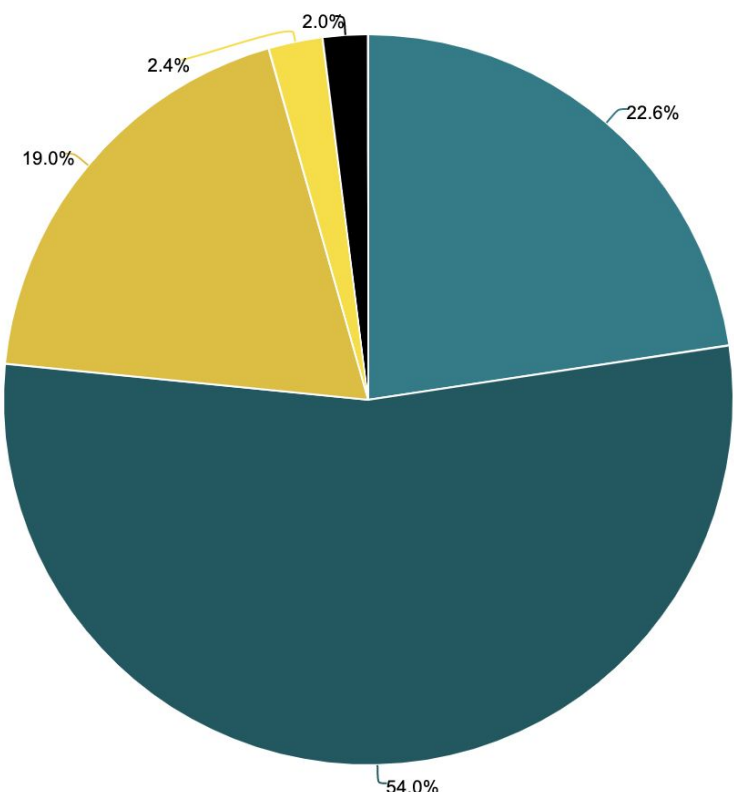


Plant-based



N = 503

Cultivated



N = 499

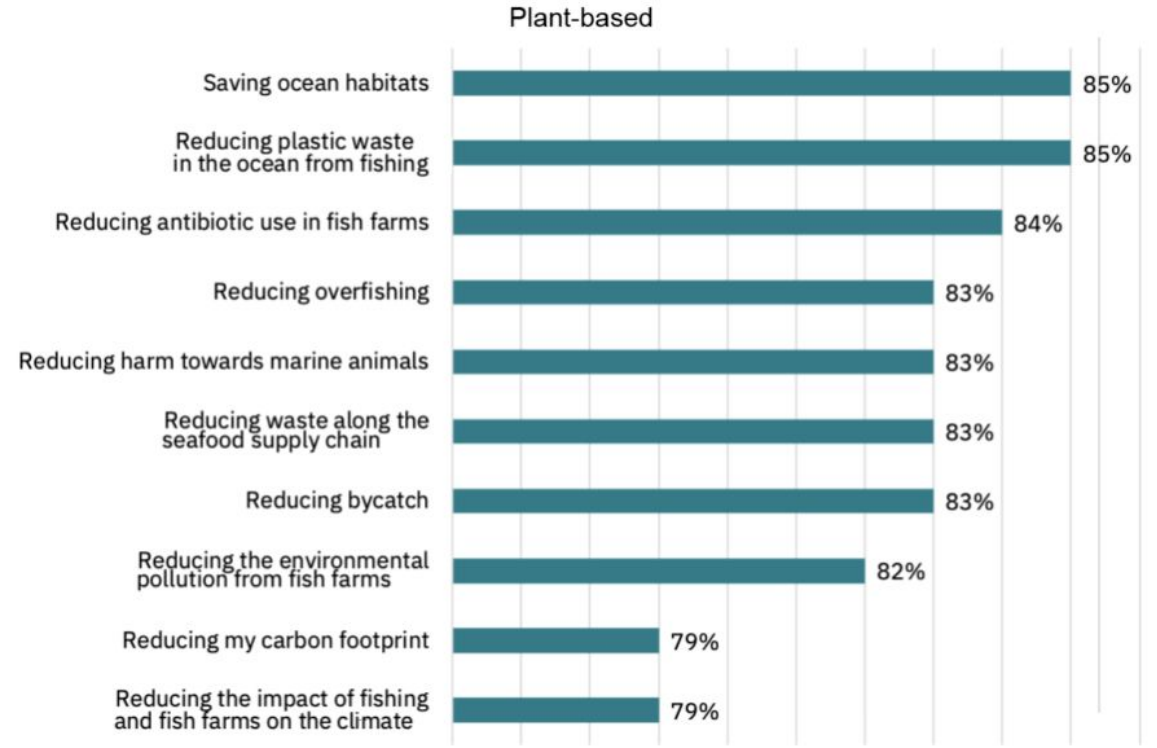
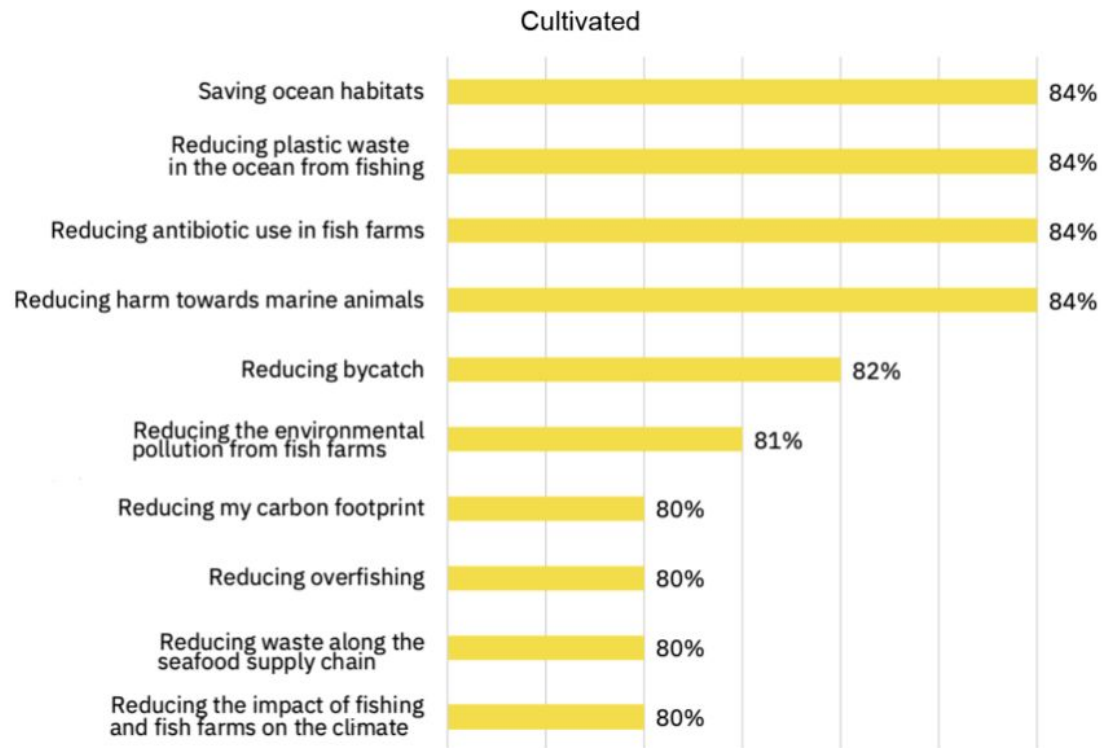
Very likely   Somewhat likely   Neither likely nor unlikely   Somewhat unlikely   Not at all likely

# Environmental benefits

Thailand

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If all of the following statements were true and on the label of or included in the advertising for an alternative seafood product, how important would each of the following environmental factors be in your decision to eat alternative seafood over wild-caught or farm-raised seafood?

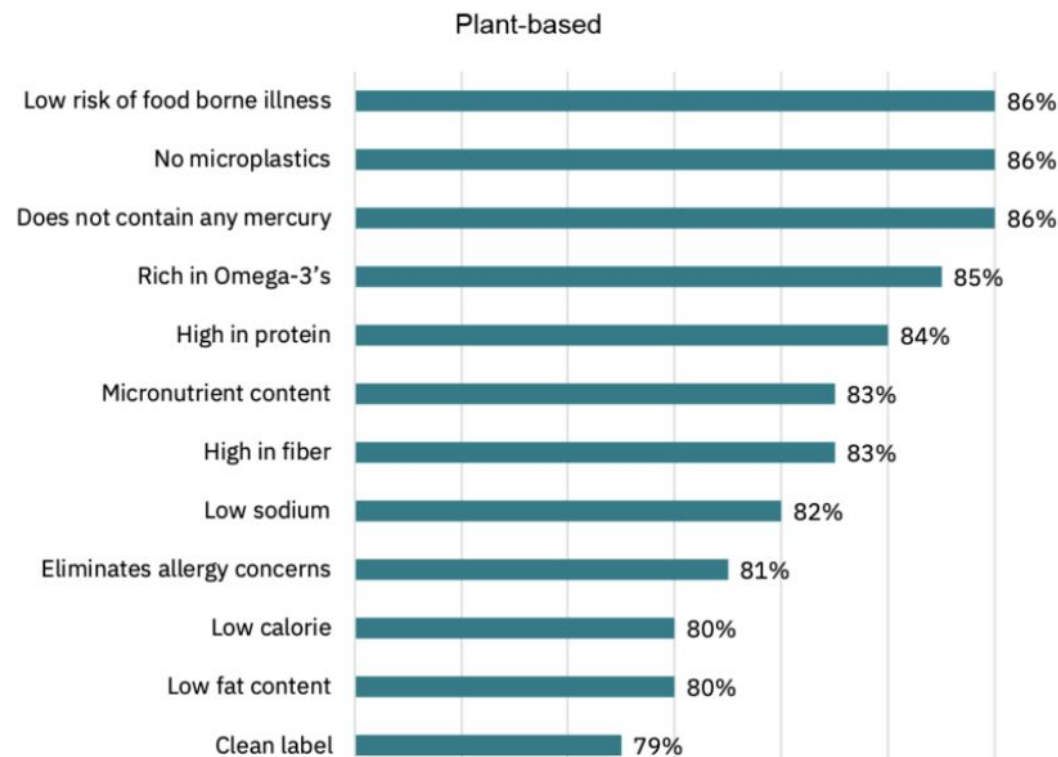
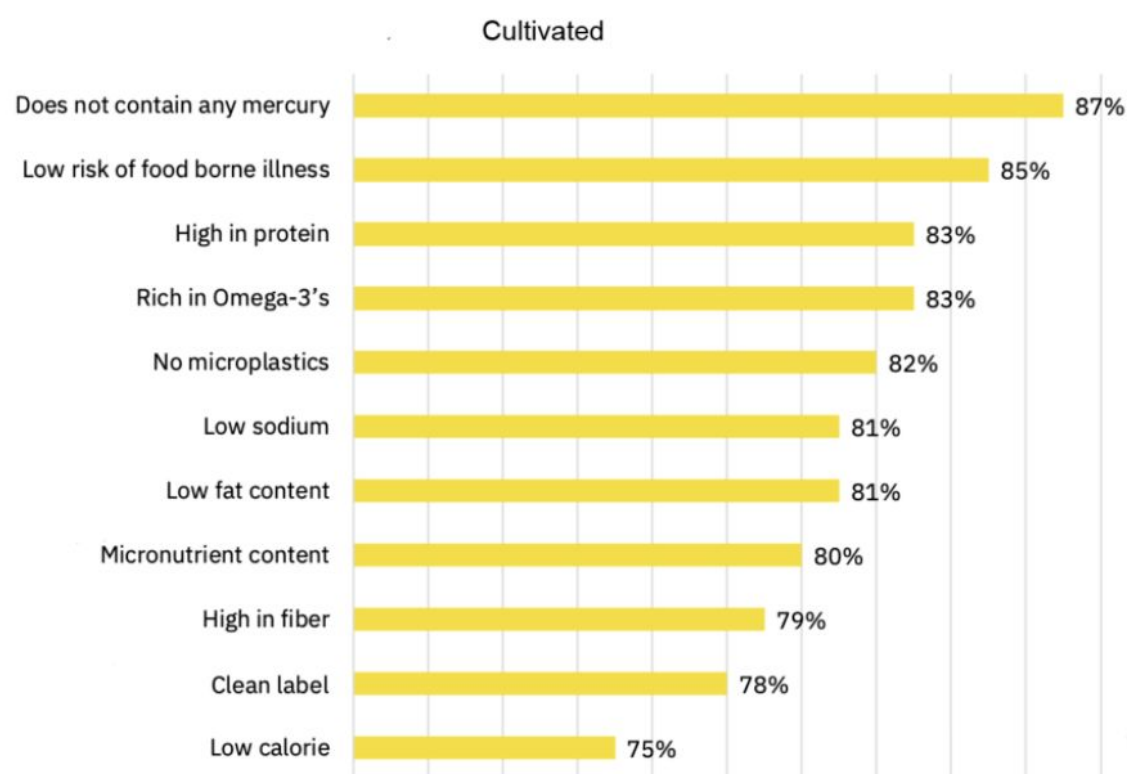


# Health benefits

Thailand

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If all of the following statements were true and on the label of or included in the advertising for an alternative seafood product, how important would each of the following health factors be in your decision to eat alternative seafood over wild-caught or farm-raised seafood?

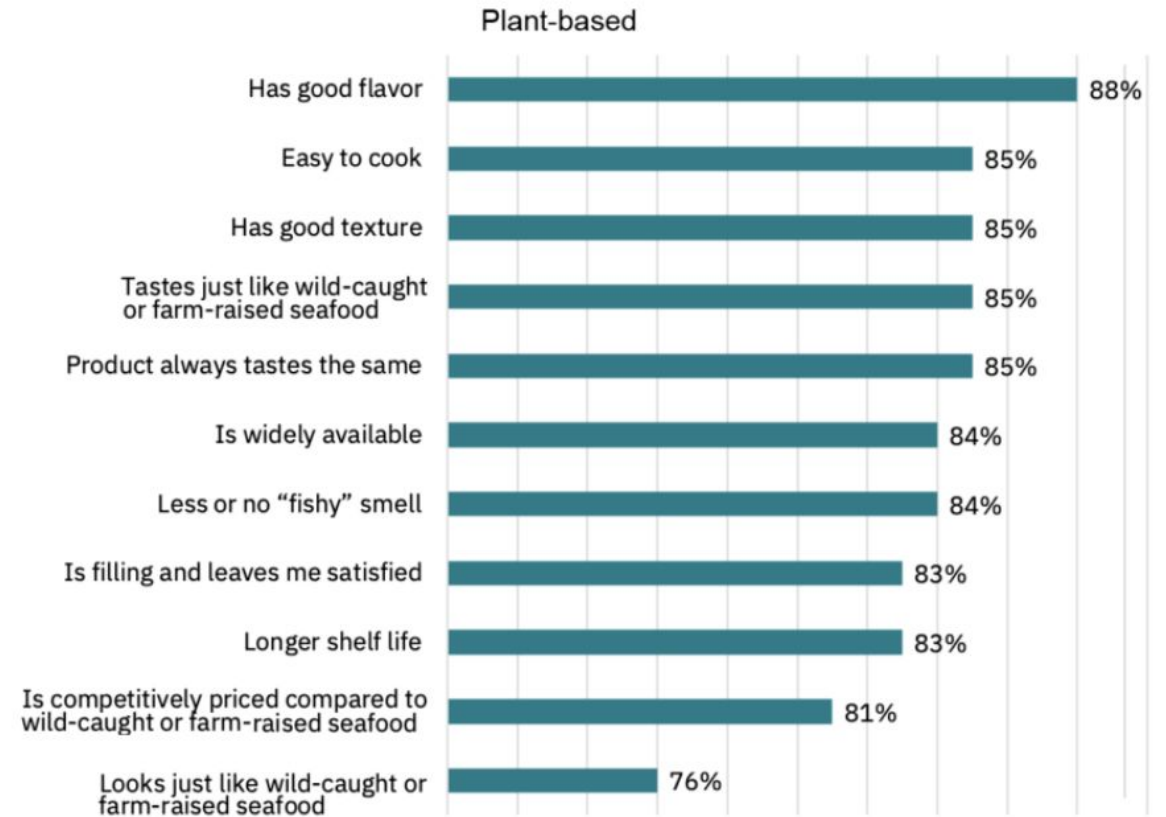
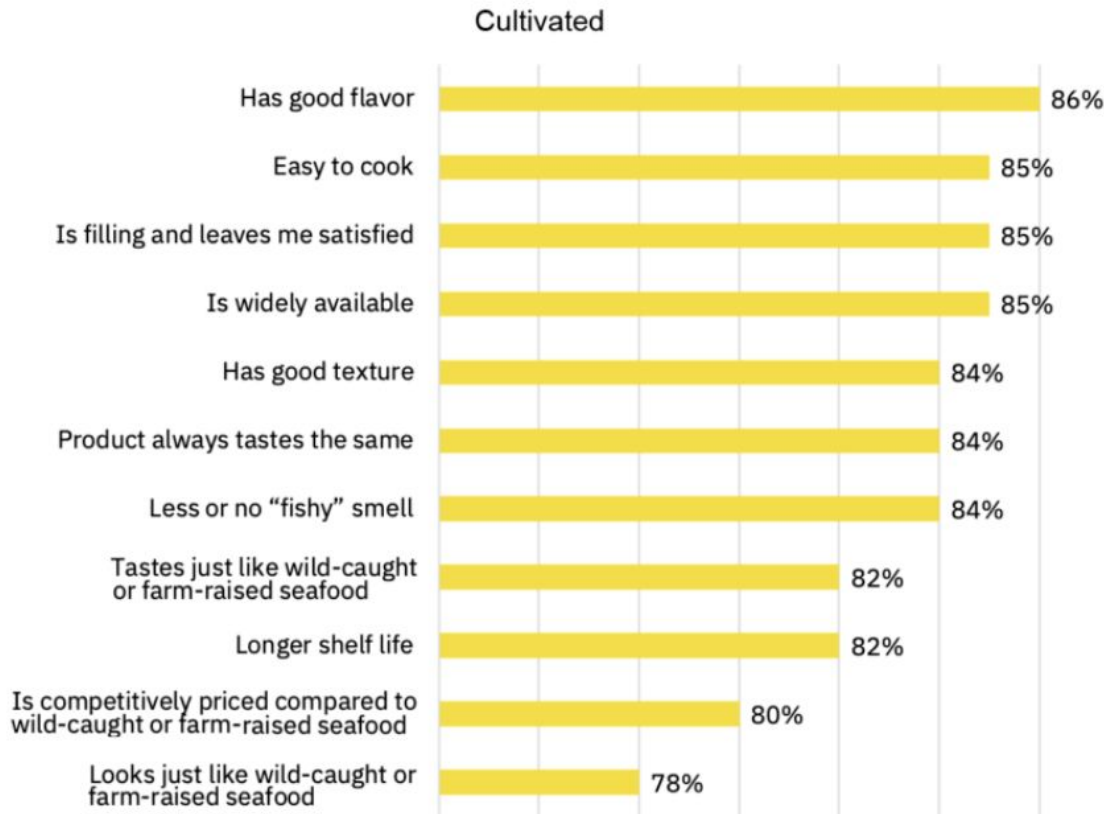


# Product benefits

Thailand

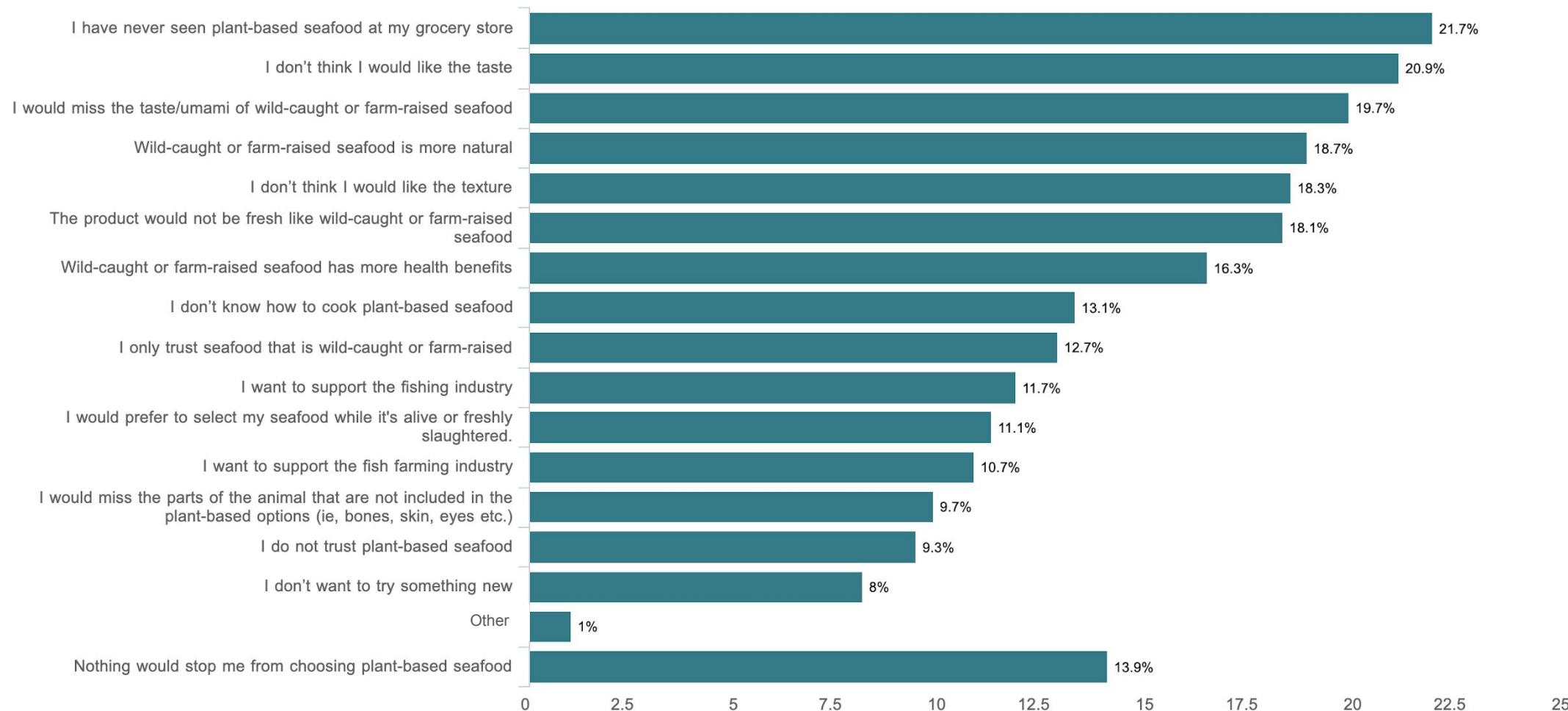
10

If all of the following statements were true and on the label of or included in the advertising for an alternative seafood product, how important would each of the following factors be in your decision to eat alternative seafood over wild-caught or farm-raised seafood?



# Consumption barriers: plant-based

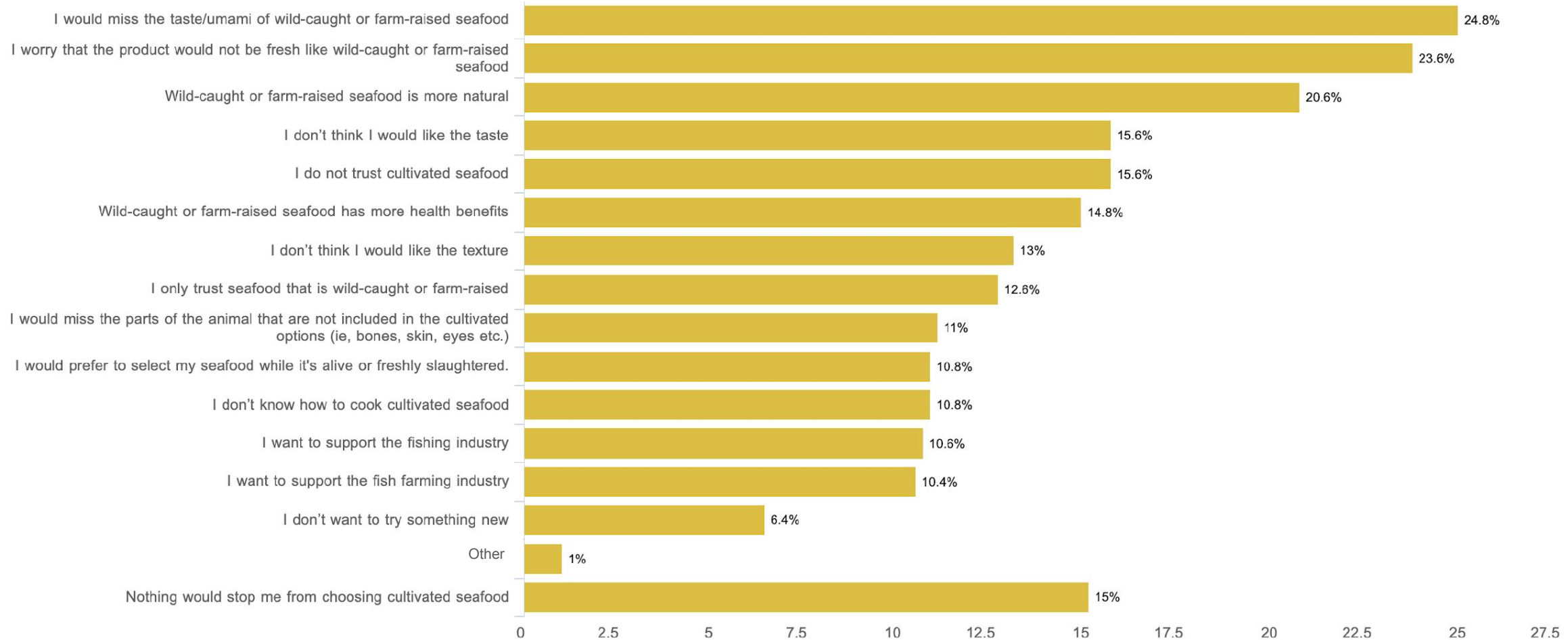
Which of the following might stop you from choosing plant-based seafood?



N = 503

# Consumption barriers: cultivated

Which of the following might stop you from choosing cultivated seafood?



N = 499

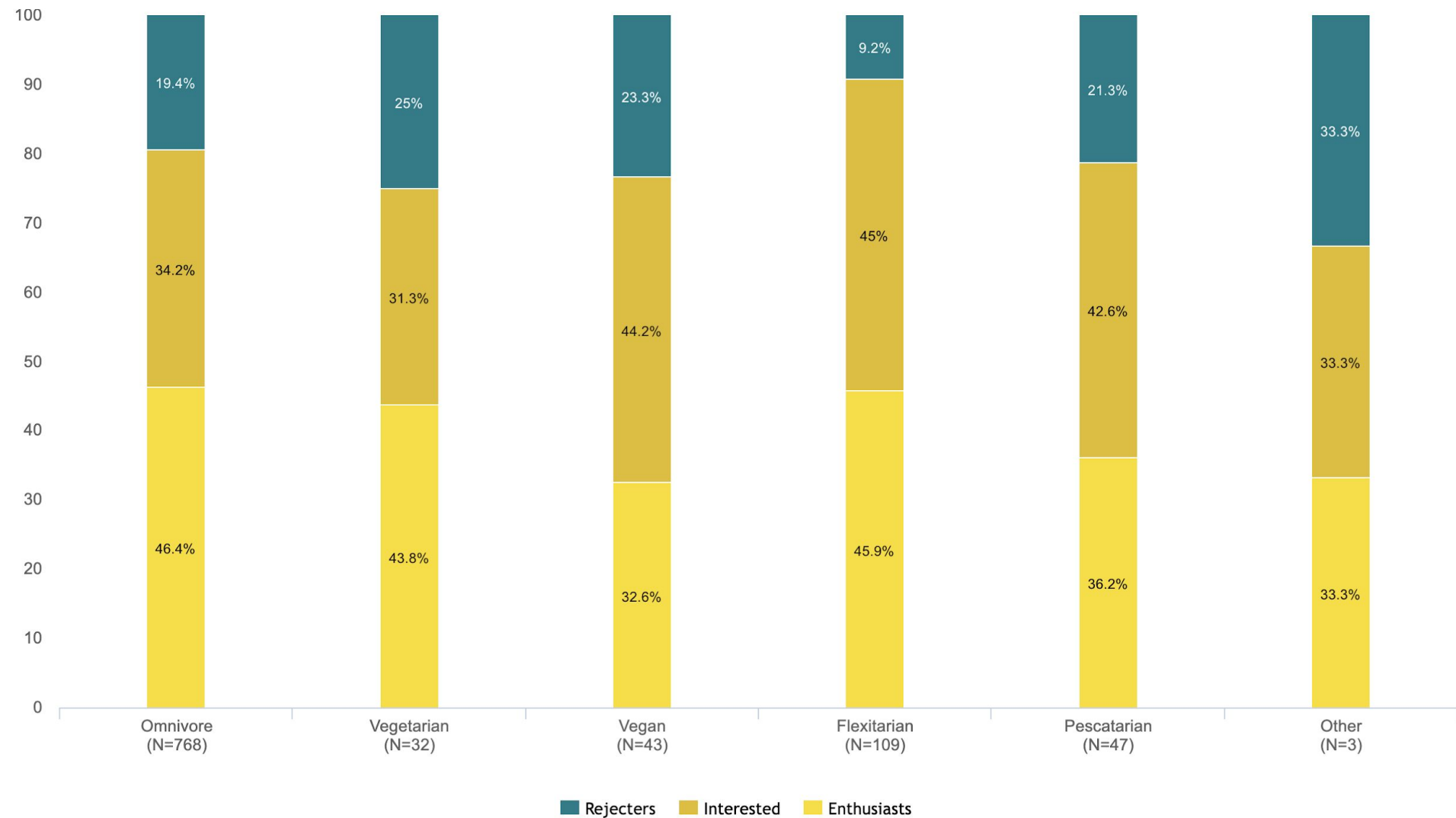
# Consumer segmentation by demographic

98.5 percent of the respondents were ethnically Thai, with 0.7 percent Chinese, 0.3 percent Khmer, and 0.3 percent Karen. The majority of the respondents (51.2 percent) were from central Thailand and were therefore more representative of an urban audience than rural.

Demographic	Alt seafood enthusiasts (45%)	Alt seafood interested (36%)	Alt seafood rejectors (19%)
Average age	37: <ul style="list-style-type: none"><li>• 41% Millennials</li><li>• 31% Gen Xers</li></ul>	38: <ul style="list-style-type: none"><li>• ~60% Millennials or Gen Xers</li></ul>	37: <ul style="list-style-type: none"><li>• Highest representation of Gen Zers (32%)</li></ul>
Female/male ratio	52/48	49/51	41/57
Monthly household income information (national average was 27k Thai baht [THB] in 2021)	Average income: 52k THB	Average income: 49k THB	Average income: 37k THB

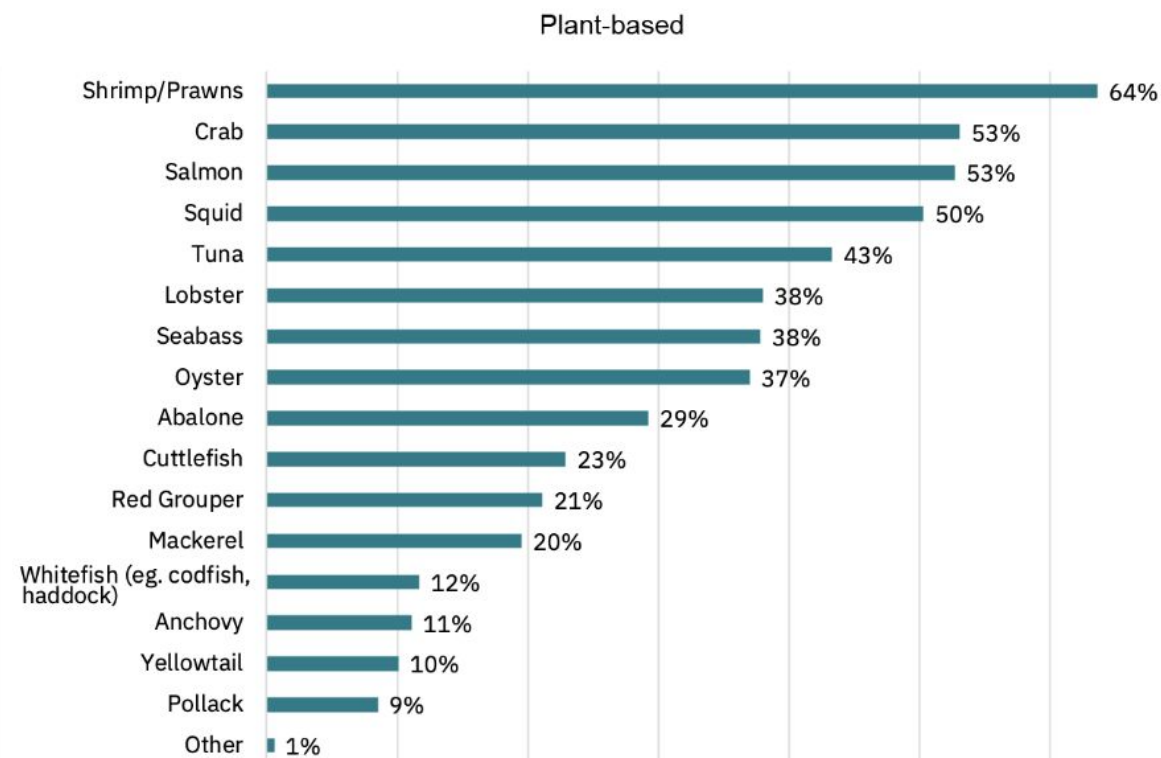
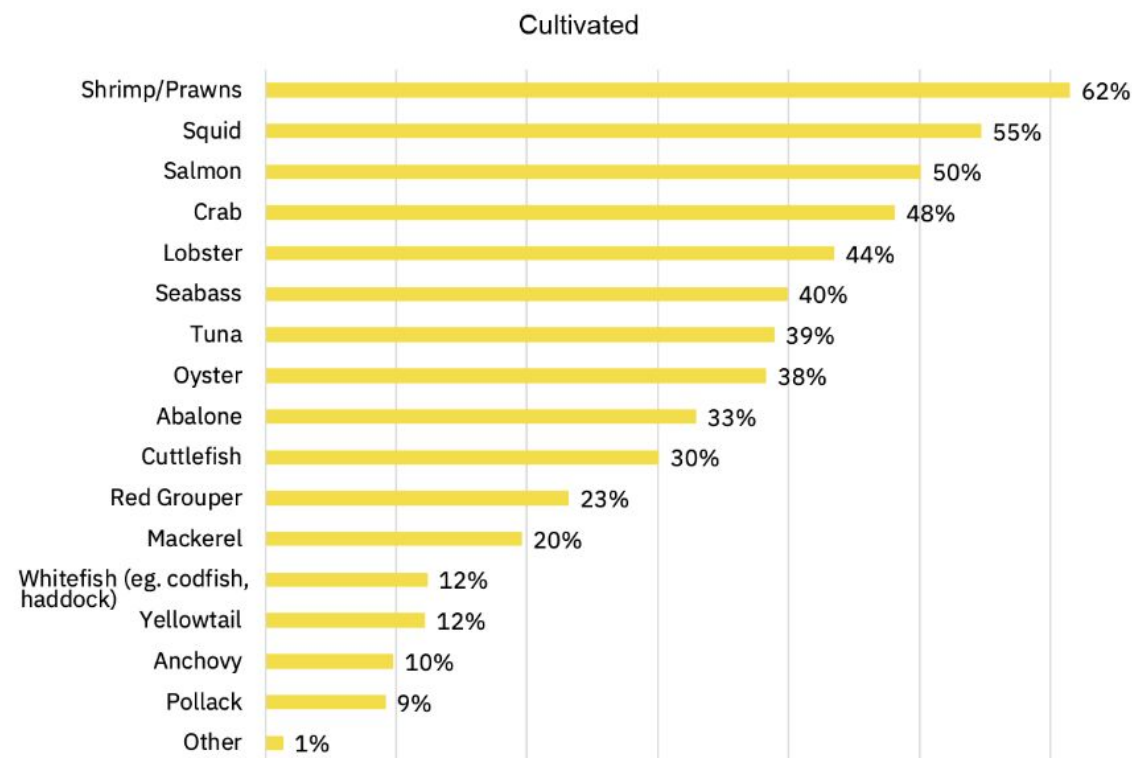
# Dietary preference by consumer type

What is your dietary preference?



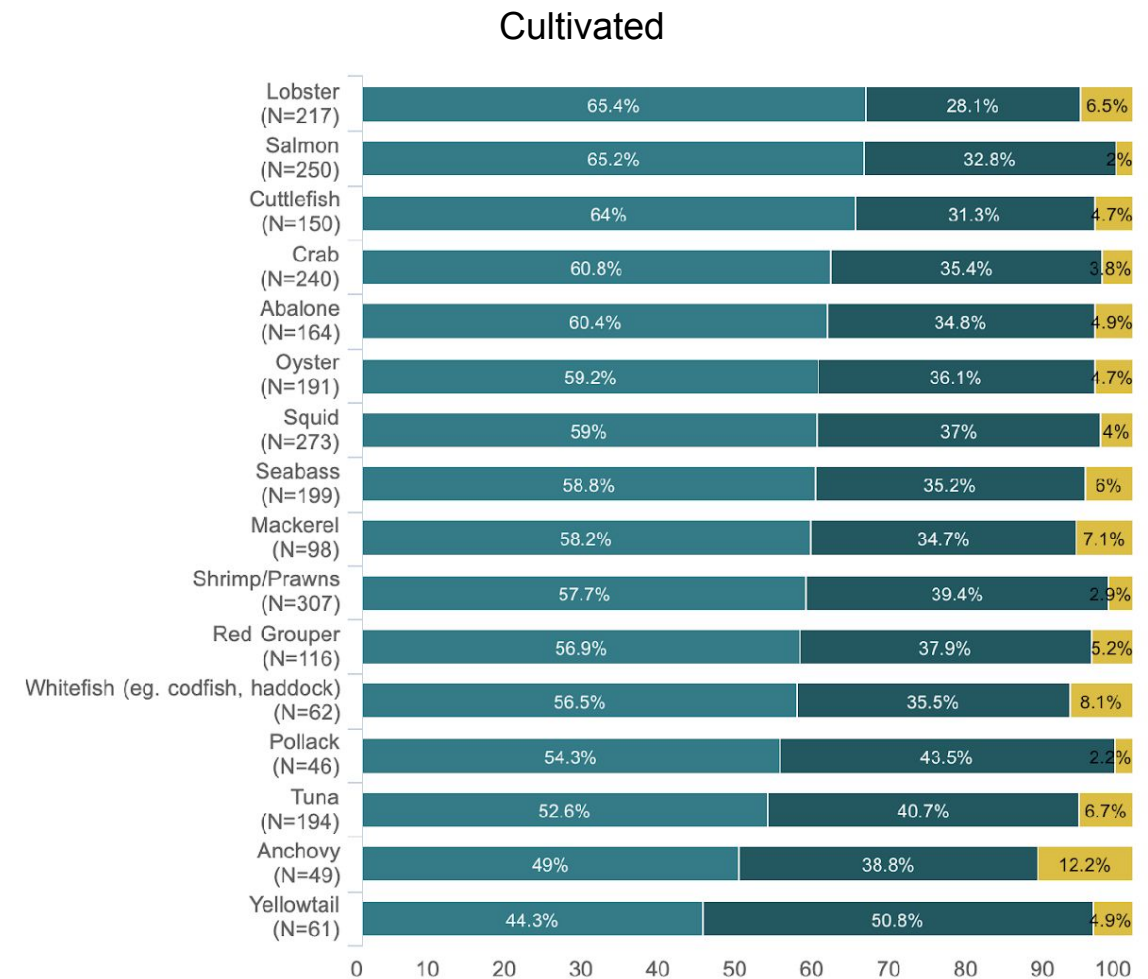
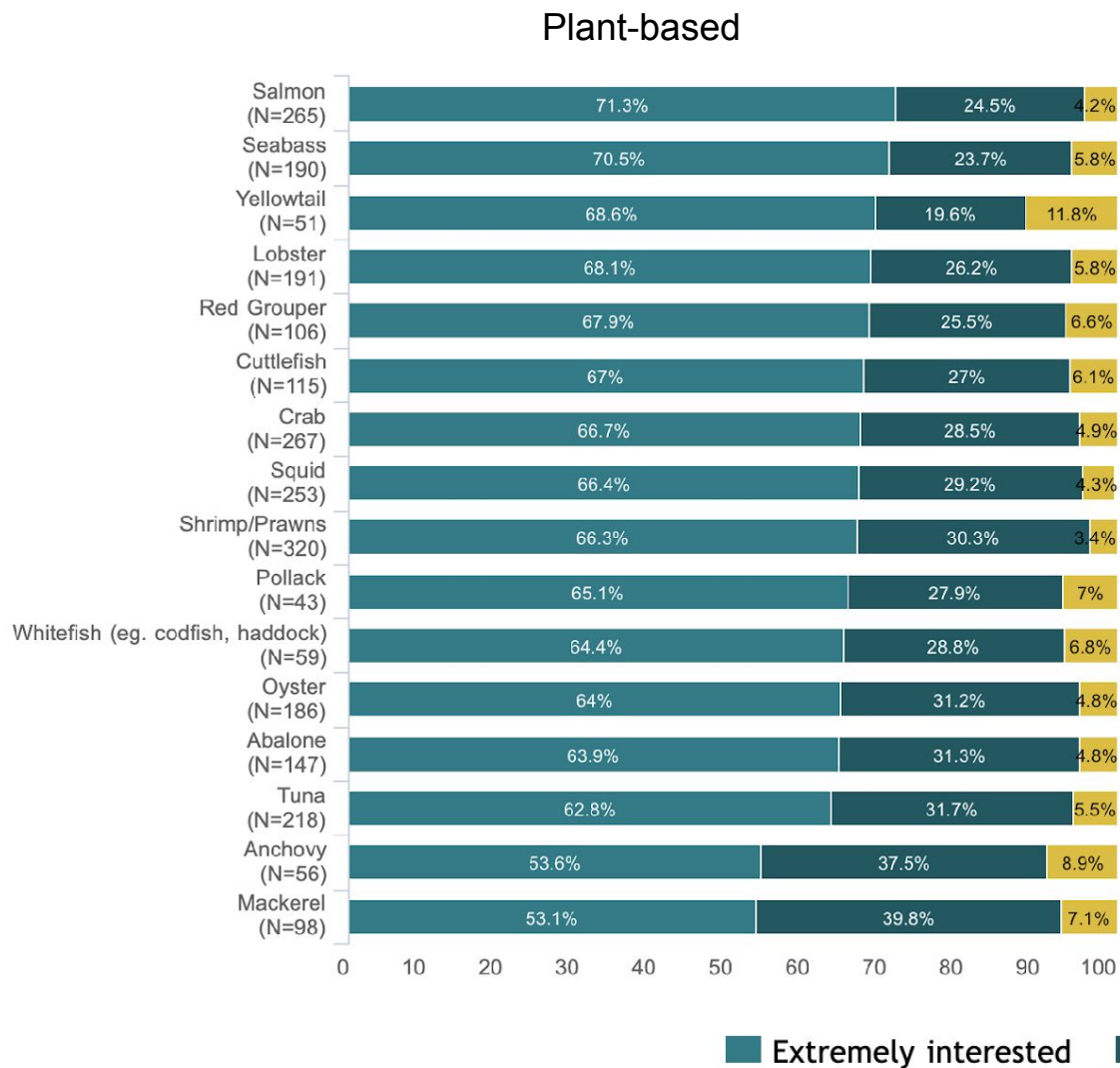
# Species preference

Imagine that alternative versions of the following species of fish and shellfish were available to you. Which would you be interested in purchasing?



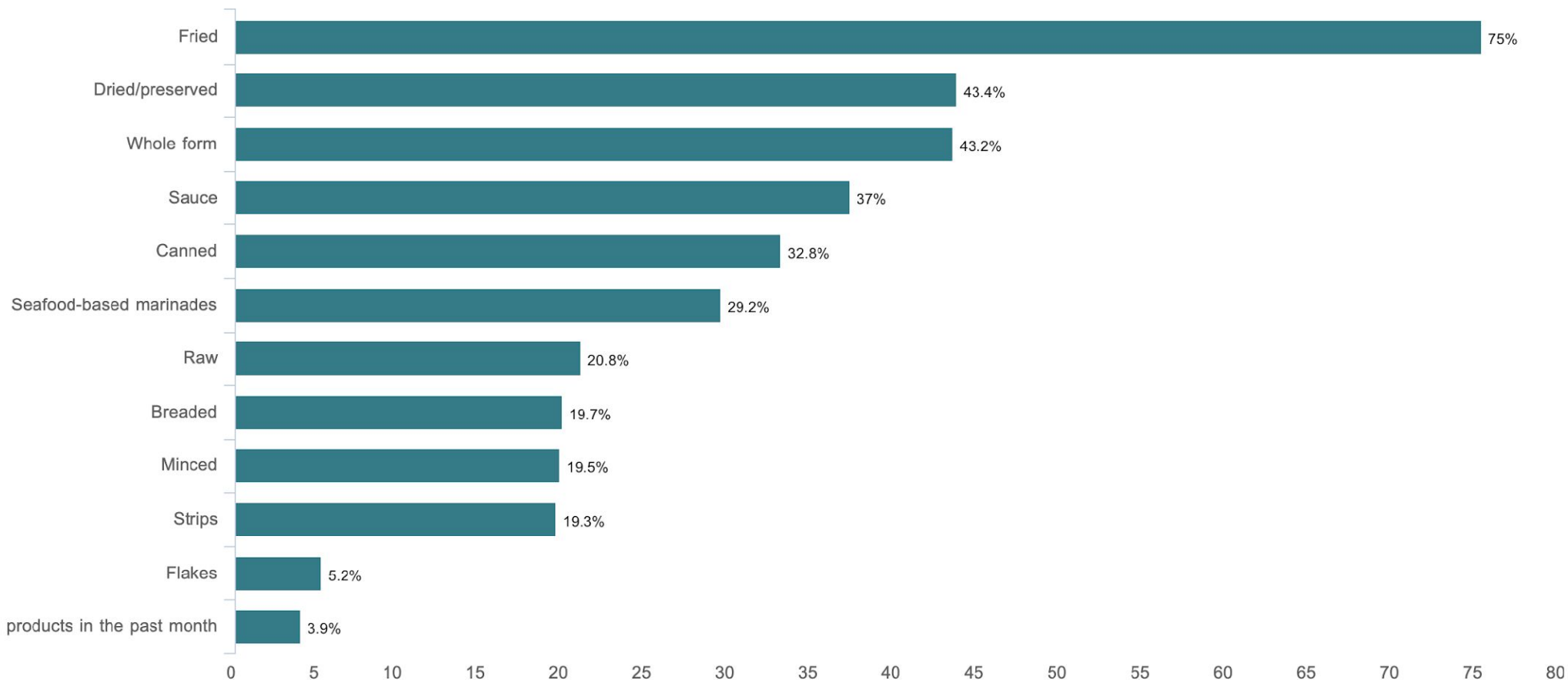
# Purchase intent

How interested would you be in purchasing the following species of alternative fish or shellfish?



# Seafood form

Which form(s) of conventional seafood products have you consumed in the past month?



# Food attitudes

