



Consumer Acceptance & Real-World
Validation of Cultivated Meat in the EU

Executive Summary:

Moving Beyond the Hype

For years, the conversation surrounding cultivated meat has been dominated by laboratory milestones, bold timelines, and theoretical sustainability promises. While the underlying science has been proven for decades, the industry at large has faced a growing gap between marketing expectations and commercial deliverables.



At BeneMeat, we believe that the true validation of cultivated meat cannot happen in a pitch deck or a controlled environment. It happens in the real market, through tangible products, demonstrated economic viability, and validated consumer demand.

The pet food industry represents the first true commercial frontier for this technology. European pet parents are increasingly demanding high-purity, functional, and clean-label nutrition for their companion animals—solutions that address real-world challenges like food intolerances and allergies. Within this premium niche, cultivated meat offers an unmatched value proposition that goes far beyond ethics or sustainability.

The Try & Share I. program was launched as the first-ever cultivated meat feeding trial within the European Union. By placing actual cultivated meat treats into real households across 25 countries, our goal was to replace speculation with hard, real-use data.

This report outlines the findings of that trial. The data shows that when consumers transition from abstract concepts to hands-on experience, hesitation dissolves, trust is built, and genuine market demand is unlocked.

Try & Share vol. 1



Study Objectives

I

Evaluate Palatability and Acceptance

To observe how real dogs across diverse breeds and age groups react to cultivated meat.

II

Measure Consumer Sentiment Shifts

To analyze how first-hand experience alters the perception of cultivated meat regarding safety, naturalness, and purchasing intent.

III

Identify Market Barriers and Opportunities

To gather actionable insights on product format, texture, and pricing expectations directly from target consumers.

Key Metrics at a Glance

I

Scope

350 signups across
25 European countries

II

Data Set

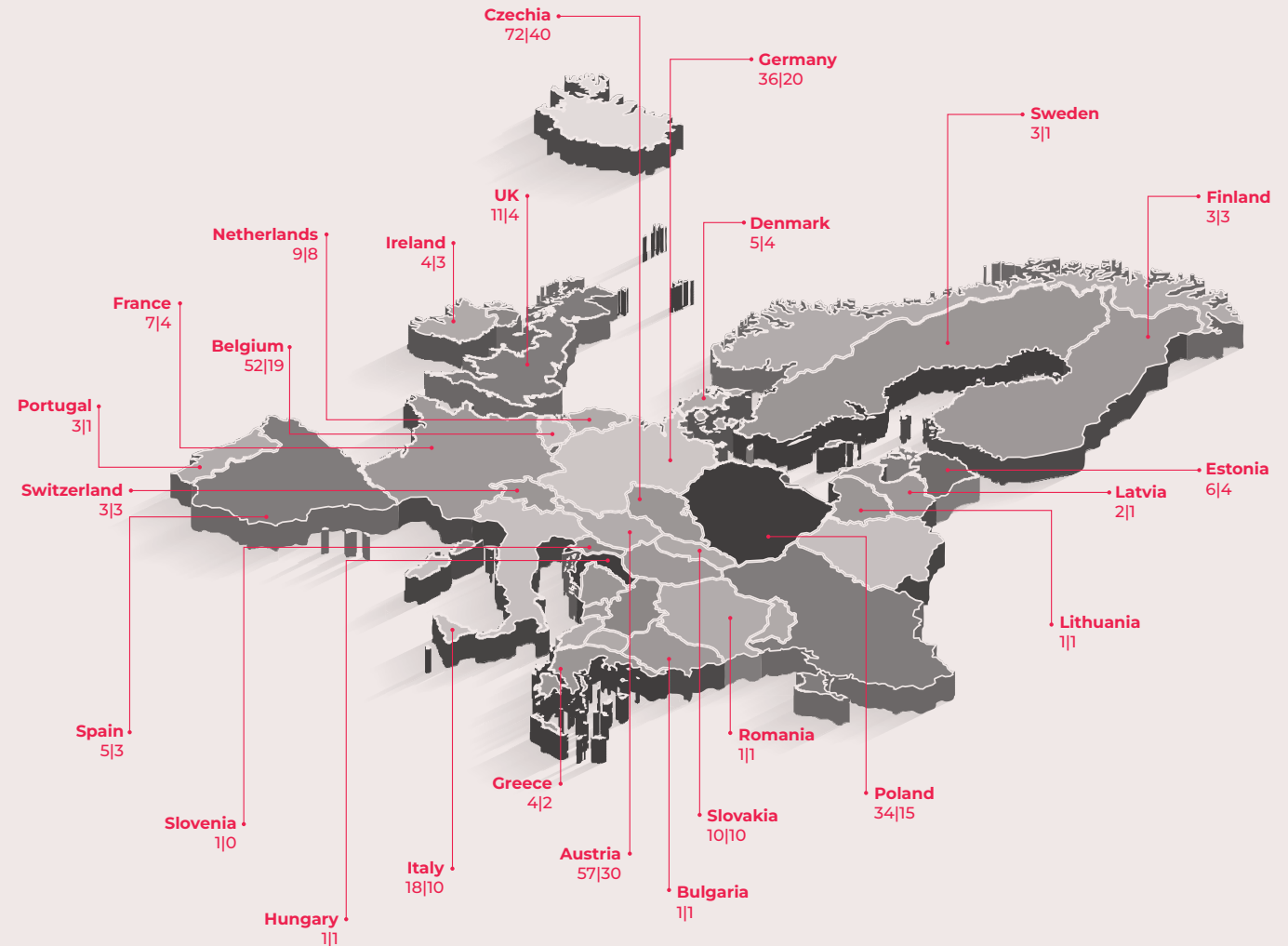
Close to 200 structured responses from real households using cultivated meat treats in everyday conditions

III

Demographics

A diverse, representative mix of dog ages, breeds, and sizes

Try & Share
Geographic Scope
Signups | Respondents



Three Core Patterns of Consumer Acceptance

I

Experience Drives Out Hesitation

Once owners opened the package, initial skepticism dissolved. The evaluation shifted from abstract concepts ("What is cultivated meat?") to familiar criteria ("Does my dog like the texture, smell, and taste?").

II

Hands-On Exposure Builds Trust

Incorporating the product into daily routines normalized the technology. Repeated use transformed cultivated meat from an abstract science into a practical, trusted option.

III

Product Quality Outweighs Ideology

A dog's immediate physical response and enthusiasm mattered far more to owners than philosophical debates.

The data revealed three consistent behavioral shifts among participating pet owners



Aneta & Sam
Czechia

"I've seen how much my dog enjoys these treats — and that means a lot to me! Not only are they tasty for him, but they're also made with high-quality ingredients, which I really appreciate. I love their size, natural scent, and the beautiful, modern packaging. Sam loves crunchy treats, so this is a perfect start! Maybe in the future, it would be great to have a few different varieties to choose from."



Agnieszka & Groot
Poland

"My dog loved the treats; after receiving one, he wanted more. They would be great for training, as my dog was very motivated to receive them."



"A win win win win win experience! Happy dog (tasty treats!), Happy dog mom (easy trial & a win for animals), good nutrition (backed by science), hope for animals and the planet!"

Emilie & Boston
France

Trial Results & Performance

The results surpassed our expectations, proving that the primary barrier to adoption is product format and palatability, not ethics or safety.

90%
*taste
acceptance*

Palatability Rate

Across nearly 200 dogs, acceptance reached almost 90%, completely without the use of any artificial flavor enhancers or palatants. (This aligns with our independent digestibility study at Ghent University, where 9 out of 10 cats accepted our cat product).

83.1%
*good/excellent
ratings*

Visual Appeal

83.1% of participants rated the look and presentation of the treats as “good” or “excellent.”

95.3%
*comfortable
feeding CM*

Increased Confidence

Post-trial, 95.3% of owners stated they are comfortable feeding cultivated meat to their dogs, and 86% are open to doing so regularly.

90%
*would
reccomend*

Advocacy

Over 90% of respondents expressed a high likelihood of recommending the treats to friends or veterinarians.

Deep Dive: Drivers vs. Barriers

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Why They Want to Buy (Top Drivers)

Ethics & Welfare

Strong demand for true animal protein produced without slaughter.

Sustainability

Lower environmental impact resonates deeply across EU consumers.

Purity & Health (Clean-Label)

For health-conscious owners and innovators, the fact that our meat is 100% free from antibiotics, added hormones, and pathogens is crucial. This delivers immense value for pets suffering from severe food allergies.



Why Some Hesitated (Top Barriers)

Dog Disinterest

If a dog rejected the treat (the largest single commercial blocker), owner interest naturally dropped.

Texture & Size

The initial kibble/cookie-like format was too hard or large for senior dogs and toy breeds.

Price Concerns

Mentioned as a secondary, conditional barrier mainly by owners of multiple large dogs. However, the majority expressed willingness to pay a premium price compatible with specialized specialty treat ranges.



Strategic Insight

Even participants who wouldn't purchase this specific format due to their dog's sensory preference still strongly supported the concept. They explicitly stated they would try alternative formats, such as softer training treats, chews, or jerky.

R&D Roadmap: From Insights to Commercial Scale

I

Format Diversification

Developing smaller, softer training treats for small/senior dogs, alongside long-lasting options for larger breeds.

II

Transparent Education

Countering the “lab-made” narrative with transparent communication regarding cell origin and the benefits of precision biology.

III

Portfolio Expansion

Meeting consumer demand by expanding the versatile protein platform into complete wet/dry foods and dedicated cat treat lines.

The feedback from Try & Share I. provides a clear roadmap for our ongoing product development and B2B partnerships



Conclusion

The Try & Share I. program successfully validates the product-level viability of cultivated meat in real-world conditions. It proves that values-driven demand is real, safe, and active. The bottleneck is no longer consumer trust, it is market availability and industrial scaling.

This is why BeneMeat is moving past the pitch decks. We are currently completing the construction of one of the largest cultivated meat facilities in Europe, ensuring our B2B partners have the infrastructure and economic viability needed to successfully claim their spot on the commercial retail shelf.



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