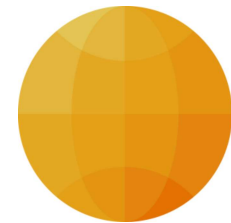
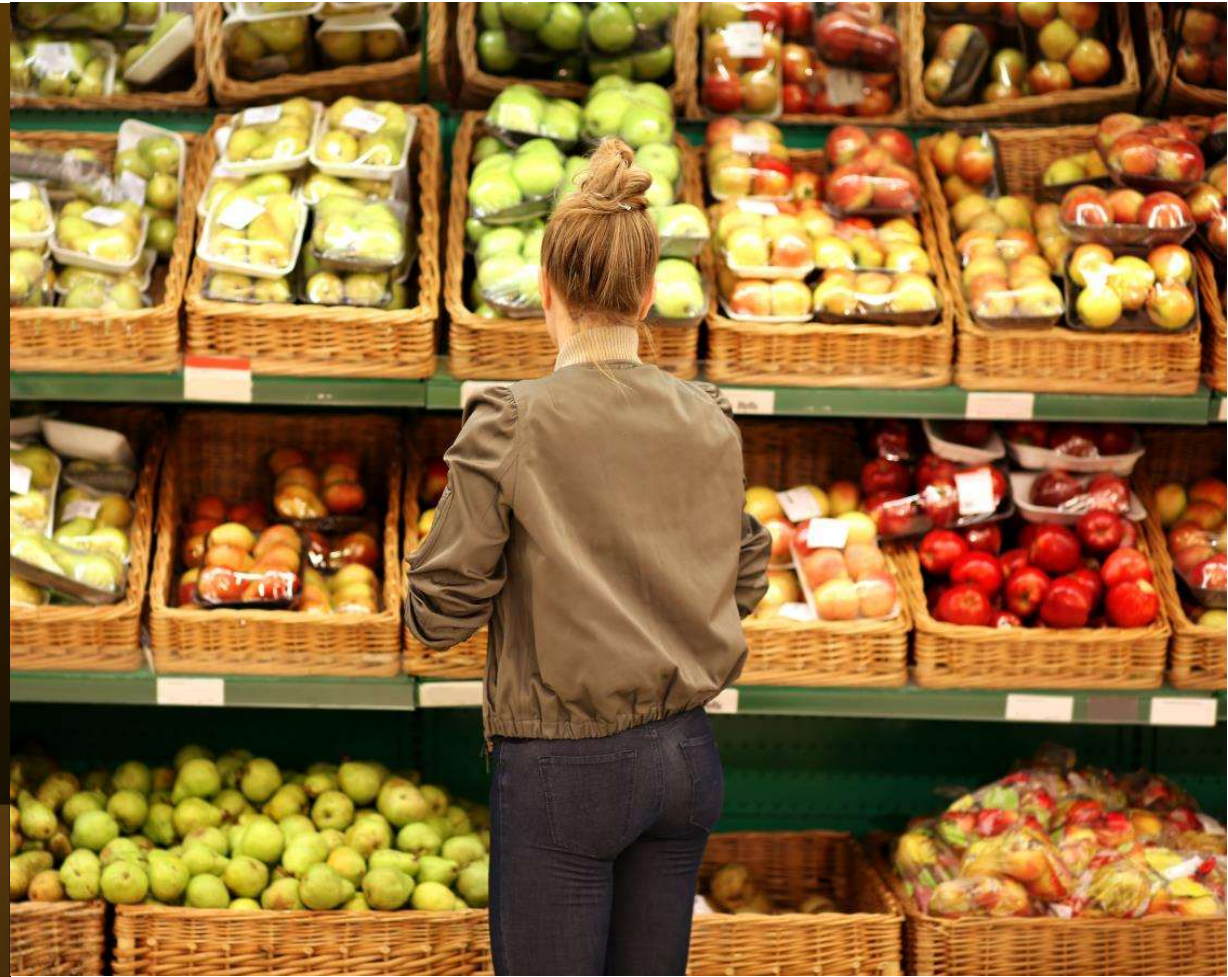


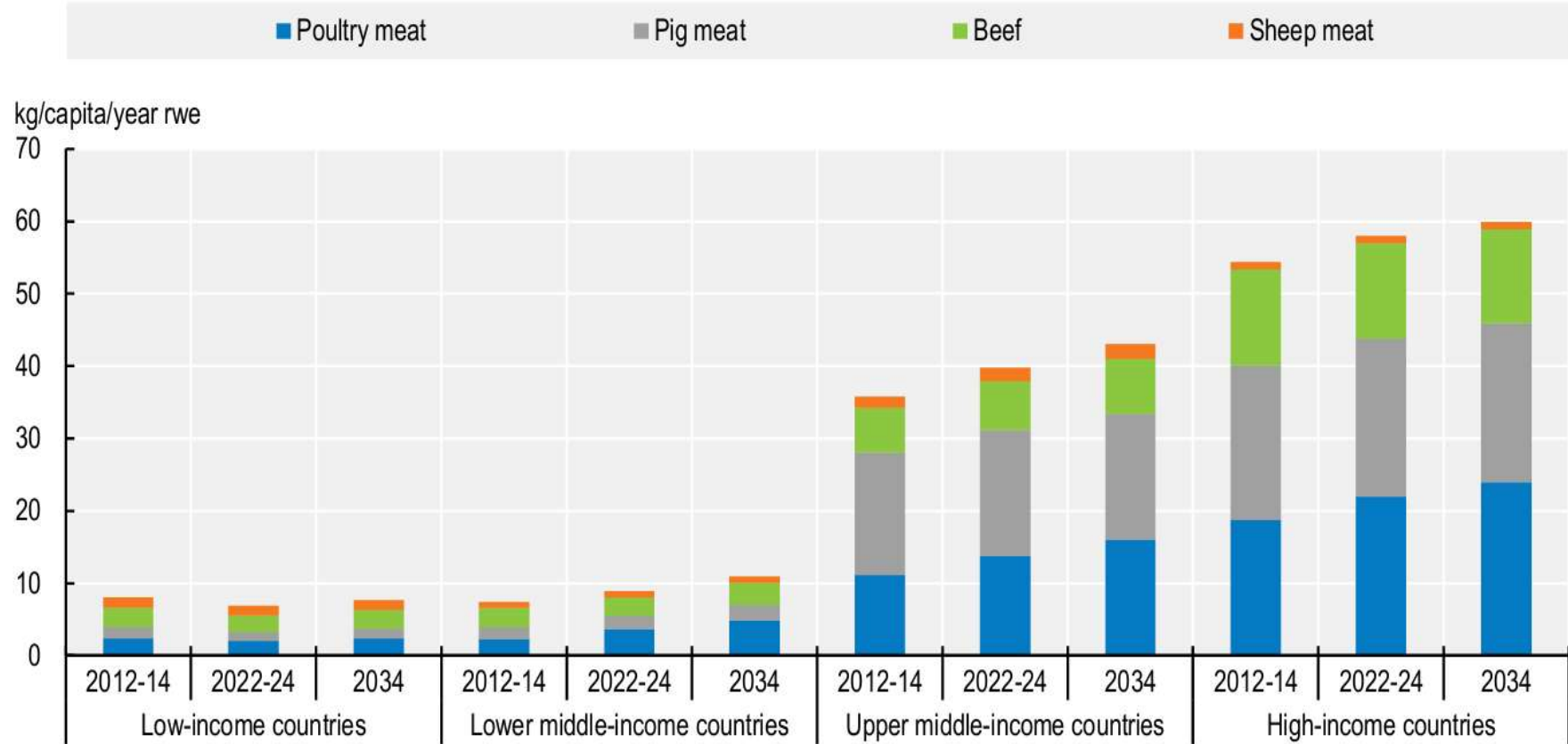
The Psychology of Change: What Really Moves Consumers' Food Choices?

Sophie Attwood, PhD, CPsych
Behavior Global
Date: 10/06/2026

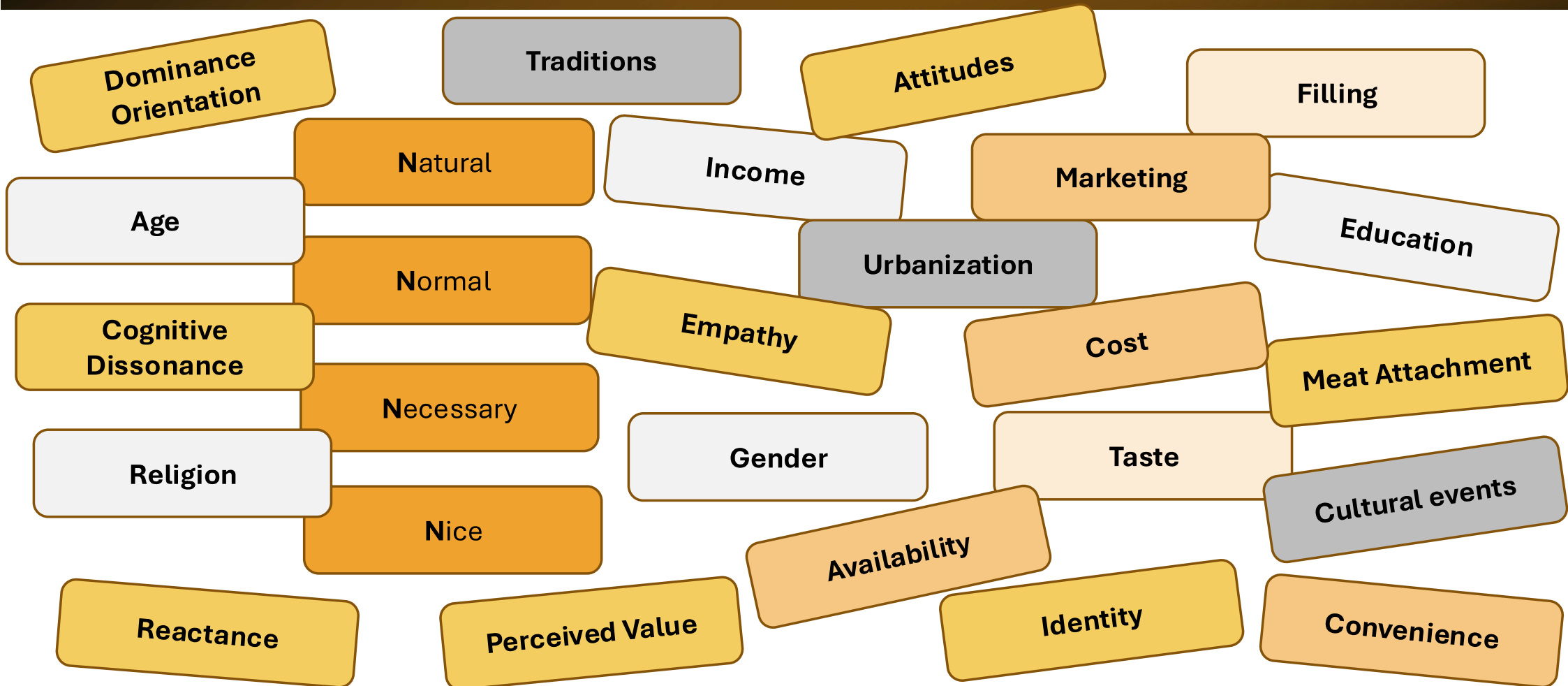


Behavior
Global

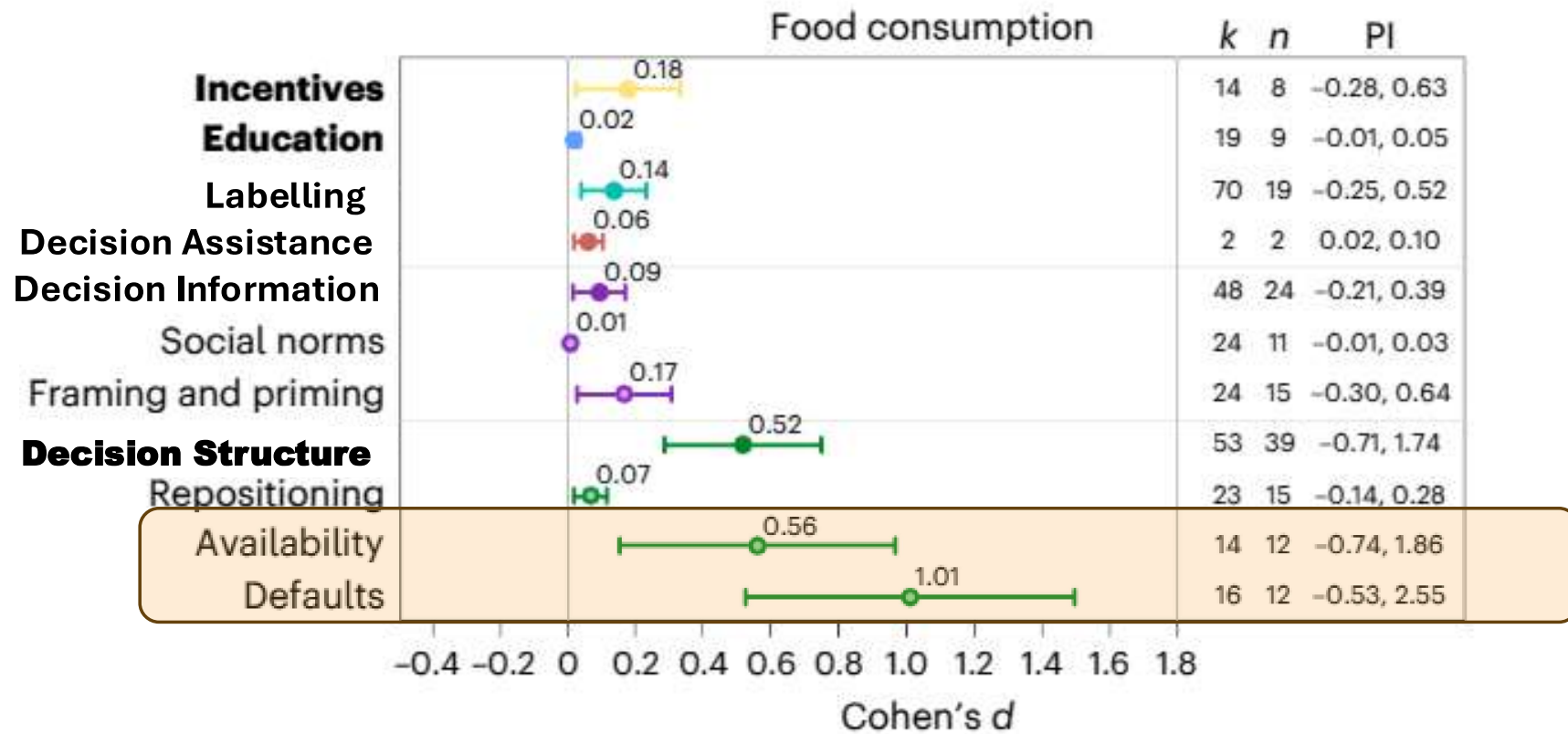
We Love Eating Animals



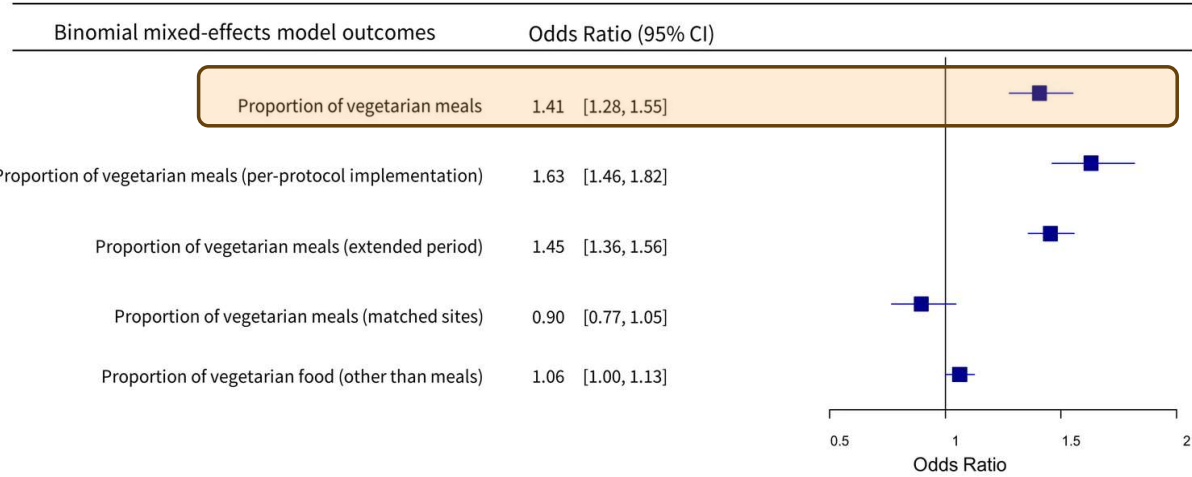
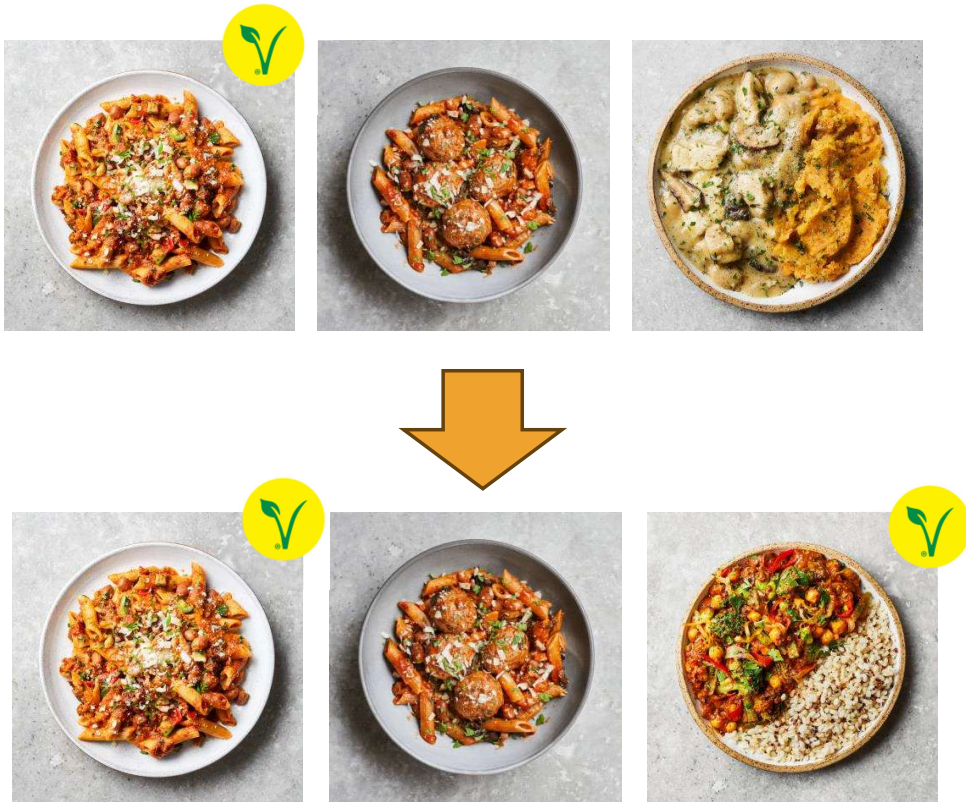
For Many Reasons



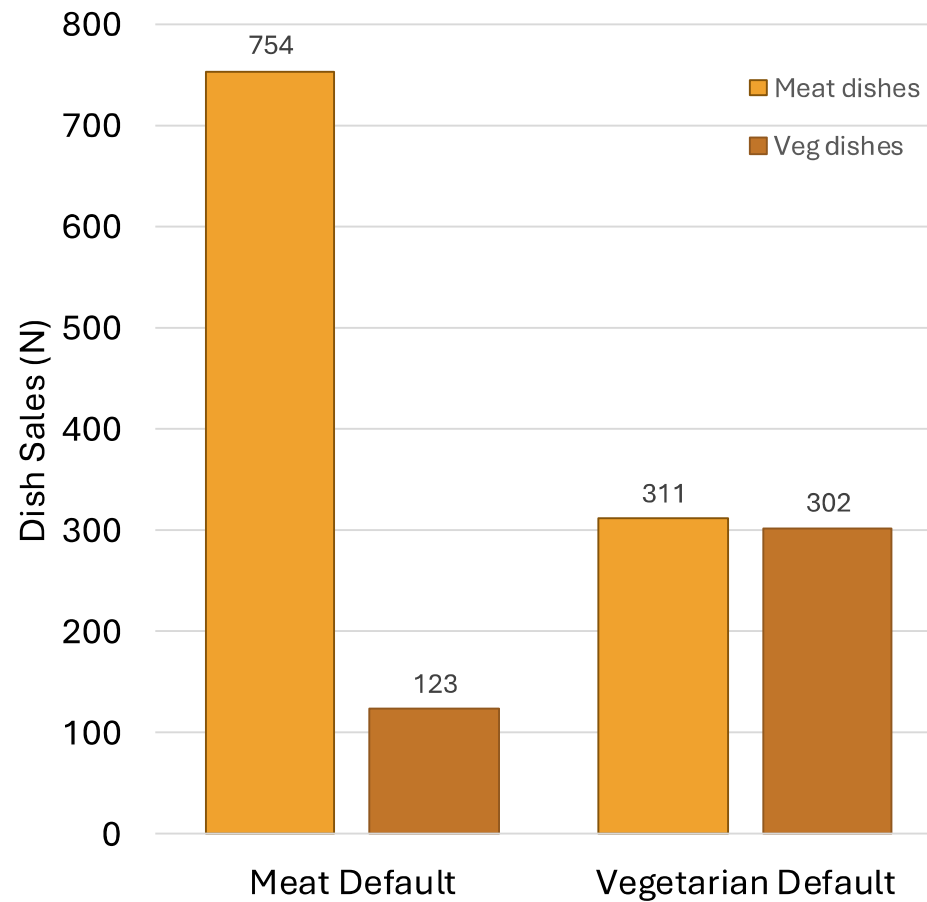
What Works To Reduce Meat Intake?



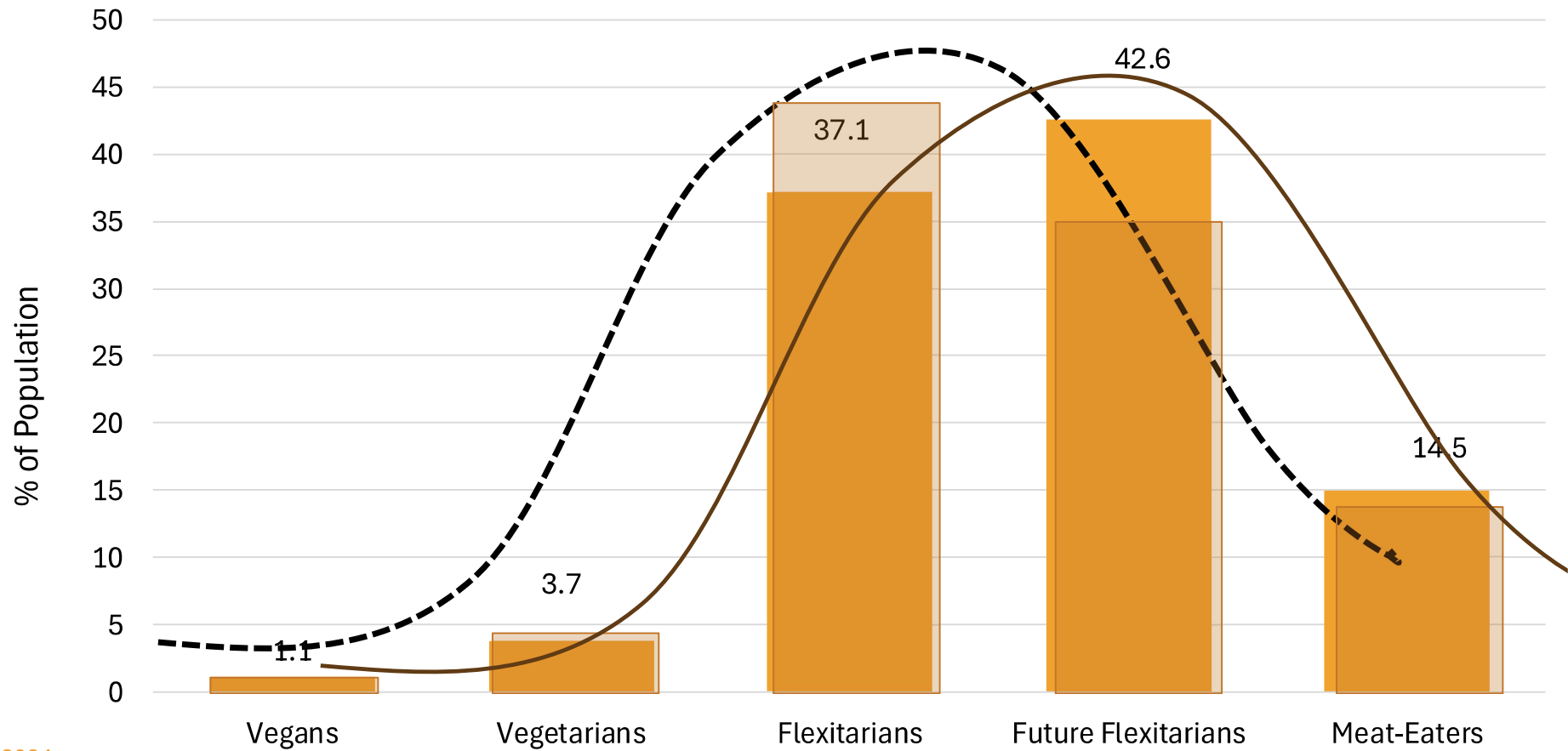
Availability



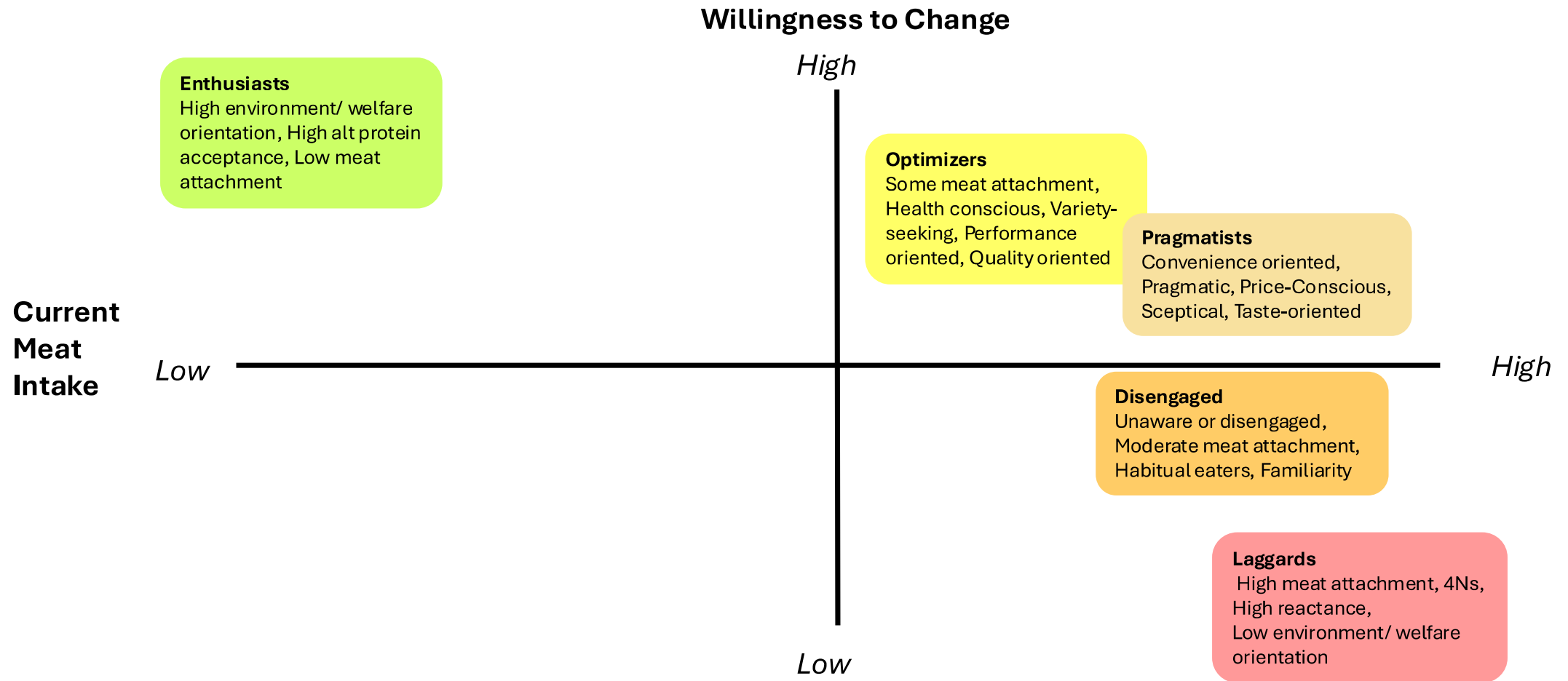
Defaults



What Works, For Whom?



Meat Reduction Consumer Segments



Disengaged Consumers

Unaware or disengaged,
moderate meat
attachment, habitual
eaters, familiarity



**Free
Samples**



**Cross
Product
Promotions**



Familiar Formats



Appetizing Imagery



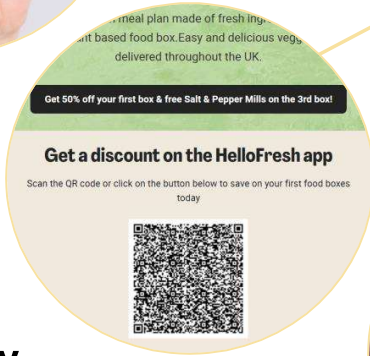
**Entrance
Promotions**

Pragmatist Consumers

Convenience oriented,
pragmatic, price-conscious, sceptical,
taste-oriented



Loyalty Points



Multibuy Offers

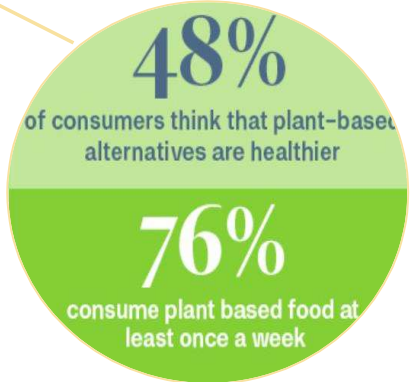
Lower Prices



Pre-Packaged Options



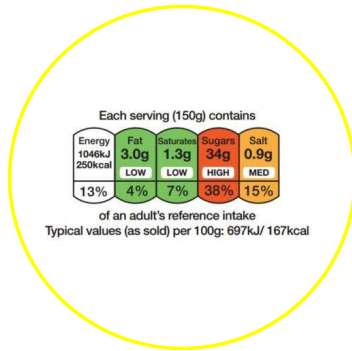
Taste Focussed Language



Norms Messaging

Optimising Consumers

Health Messaging



Some meat attachment, health conscious, variety-seeking, performance oriented, quality oriented

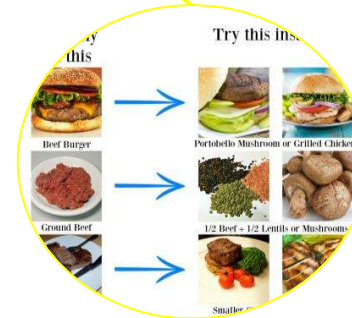


Consumer Challenges

Benefit Labelling

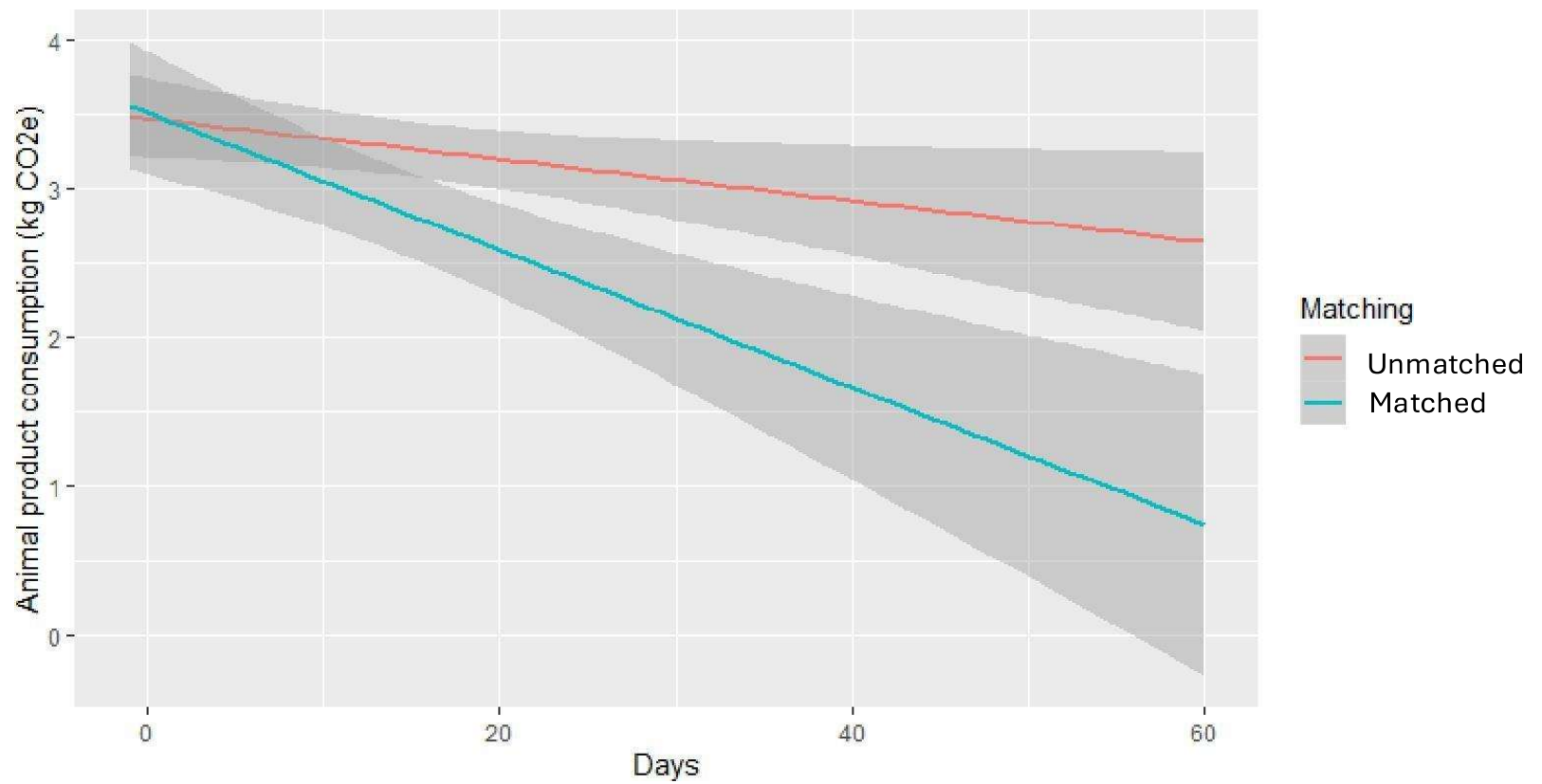


Increased Variety

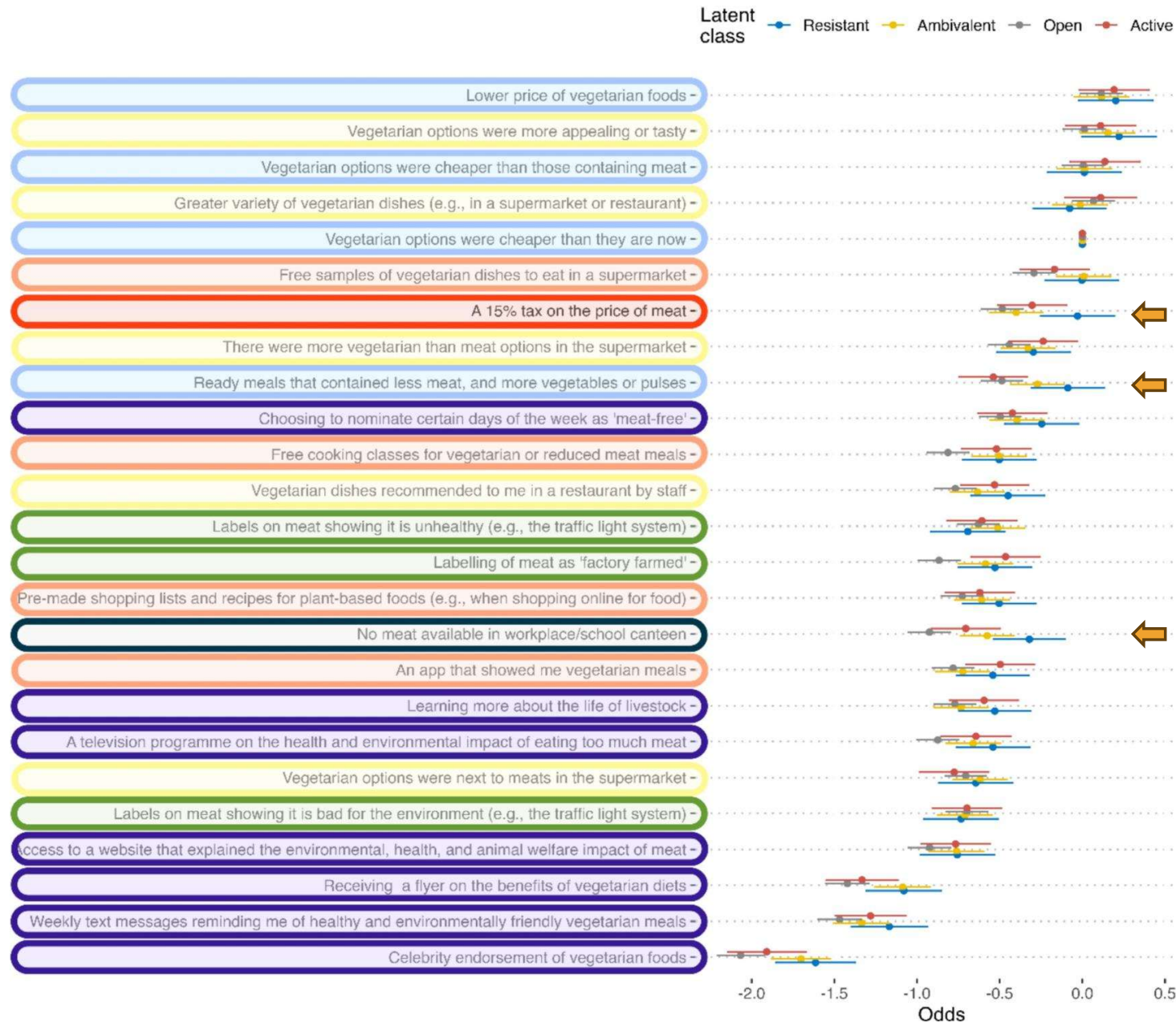


Recommended Swaps

Tailored Approaches Are Effective



A Layered Approach



McBey et al., 2026

Where Next?

- Implement effective approaches such as greater availability and more plant-based defaults.
- Focus further efforts on the 80% 'willing middle' to shift the distribution curve left to lower animal protein intake.
- Tailor intervention strategies to distinct consumer profiles in the willing middle based on psychological and demographic data.
- Further research and evaluation on what works, for whom.

Thank You!

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