



Less meat eaten during lockdown

The per capita consumption of meat and meat products in the Netherlands was two kilos less in 2020 than in 2019, according to calculations by Wageningen Economic Research for the animal rights organization Wakker Dier. That is the largest decrease since the annual study started in 2005. The decline was due to the closure of restaurants during the Covid lockdowns rather than a shift in food preferences towards vegetarian products. Closing restaurants cut off a key sales channel for meat consumption.

Another notable development in the market is the growth in sales of vegetarian meat substitutes. The upward trend continued but the absolute size of this market is modest, at just 4 per cent.

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