

# Formo

Real cheese, no animals.  
Over 70% of consumers want  
breakthrough cheese in their  
shopping baskets

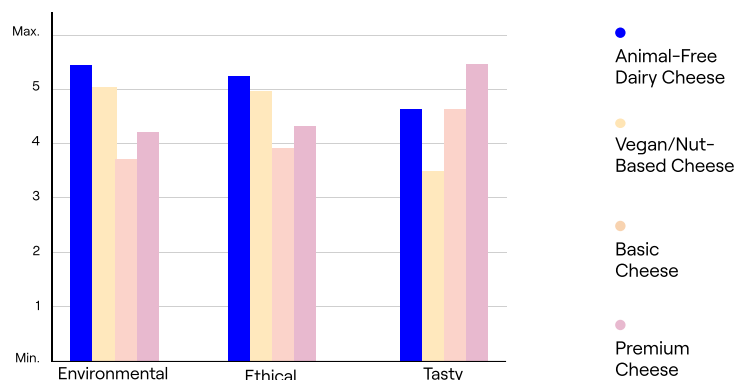
Zollman Thomas, O. M. & Bryant, C. J. (2021). Don't Have a Cow Man: Consumer Acceptance of Animal-Free Dairy Products in Five Countries



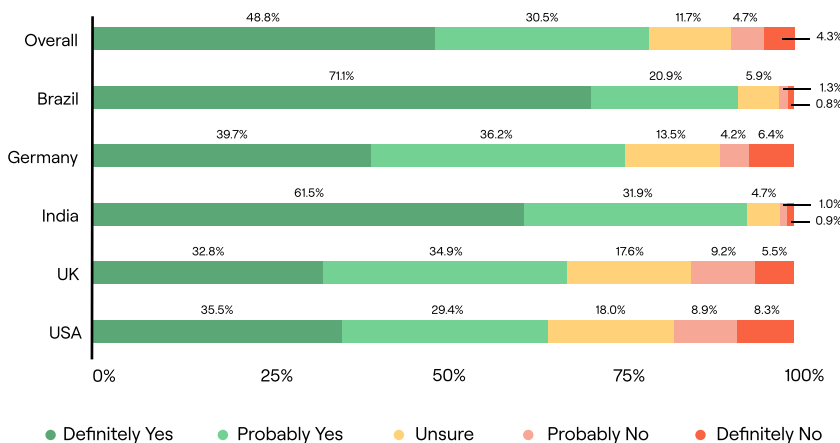
Consumers  
anticipate animal-free  
dairy cheese to be  
significantly more tasty  
than plant-based  
cheese products

Consumers recognize environmental and ethical  
upsides of animal-free dairy over conventional dairy

Average perception of different  
cheese products across countries



Consumer willingness to try cheese  
produced through precision fermentation



79% of  
consumers are  
willing to try  
animal-free  
dairy cheese

Cheese lovers and flexitarians are most  
likely to be enthusiastic about animal-  
free dairy cheese products

## Conclusions:

The data shows widespread product enthusiasm  
across national boundaries, age groups and dietary  
preferences. Animal-free dairy cheese has massive  
potential to become widely adopted  
in the €700bn dairy market.

## Resources:

For more information and interview  
requests, please contact:  
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The full length format of the publication  
can be found [here](#)  
High-resolution images are available in  
Formo's [Press Kit](#)

