

Pakistan Protein Perception Study

An understanding of Pakistan's protein knowledge, behavior, and perception for key interventions.

Research conducted by **YouGov**

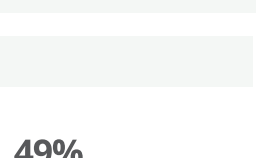
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The 'Right To Protein' initiative, powered by the U.S. Soybean Export Council (USSEC) along with its supporters, developed the first-ever 'Pakistan Protein Perception Study 2023', where we surveyed representative population groups to gauge the understanding and perception of adults in the country about protein requirements, food quality, affordability, and accessibility.

Key Findings:

1. There is high awareness of non-vegetarian protein foods but 40% citizens incorrectly identify fruits, vegetables and whole grain cereals as high-quality products

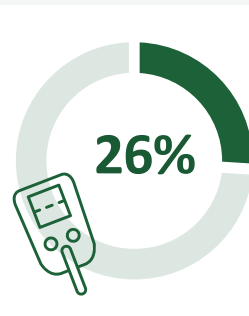
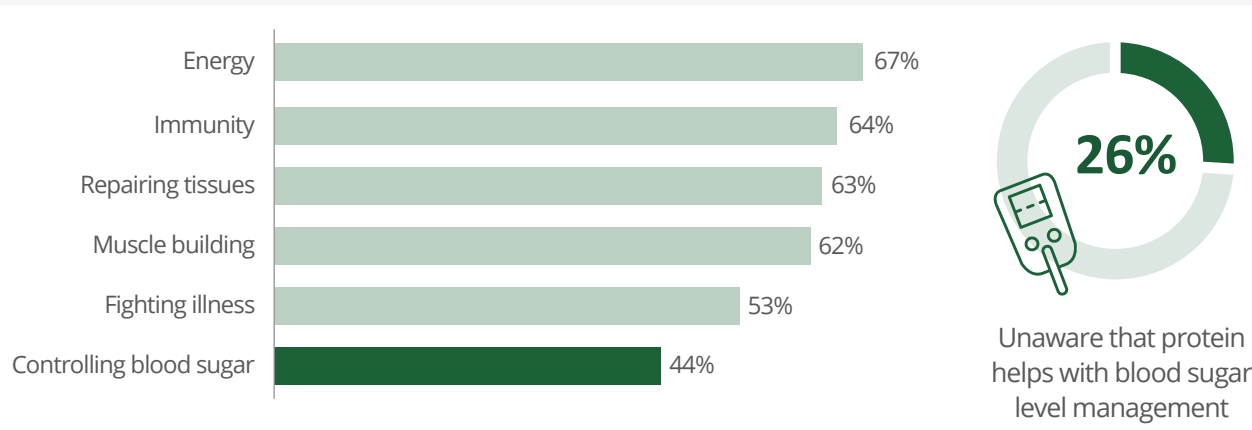


In your opinion, which of the following foods are high sources of protein?



Higher awareness about animal products being high sources of protein

Most important benefits of consuming protein



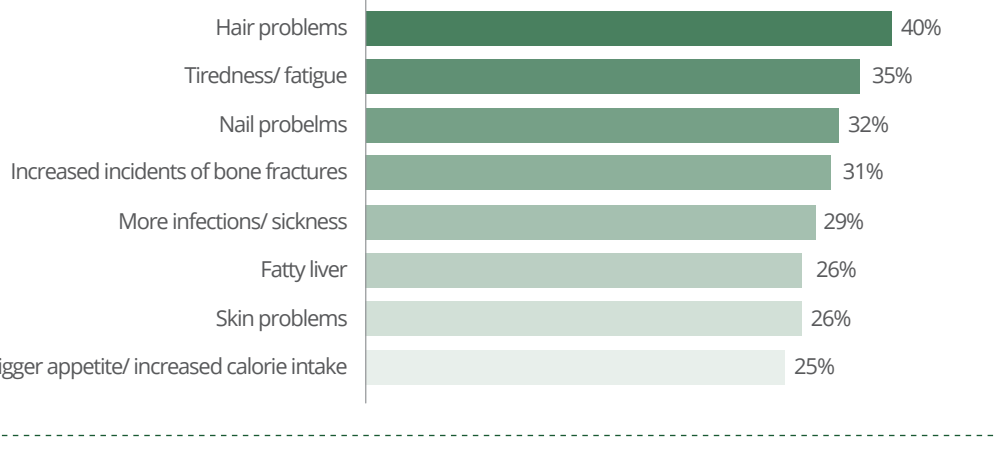
2. There is consensus on the importance of protein consumption but unawareness on symptoms of protein deficiency

60%

respondents agreed that a lack of protein will affect their overall health with lifestyle issues being the most common symptom that can lead to protein deficiency.

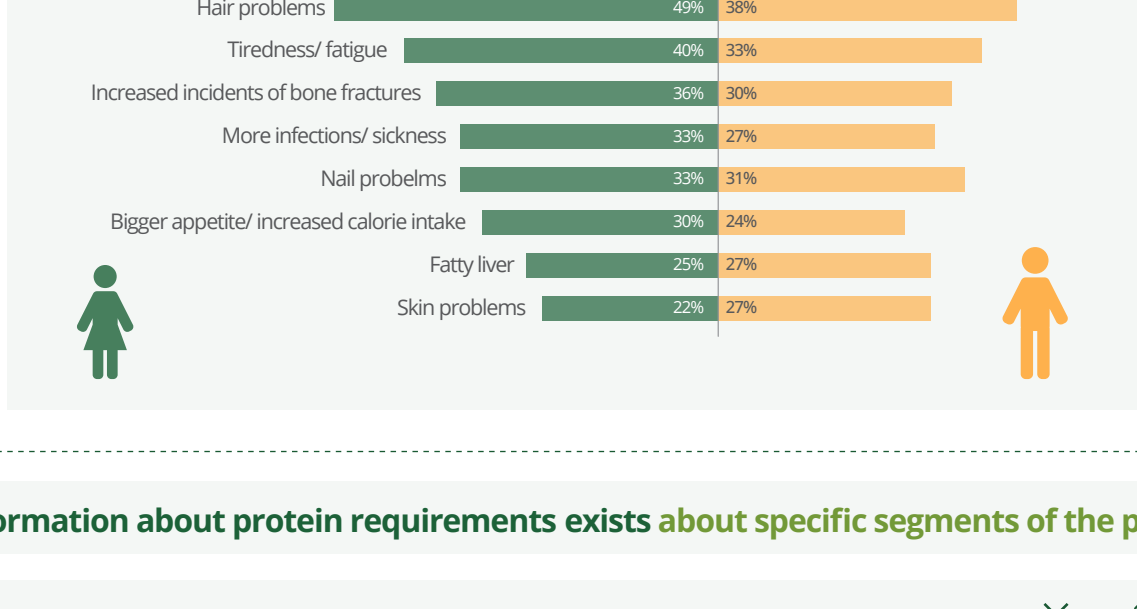


Many will not know common symptom of protein deficiency



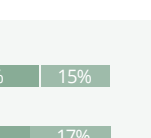
3. There are gender disparities in protein awareness; women are more protein-aware

Women are more aware than men about the pitfalls of protein deficiency

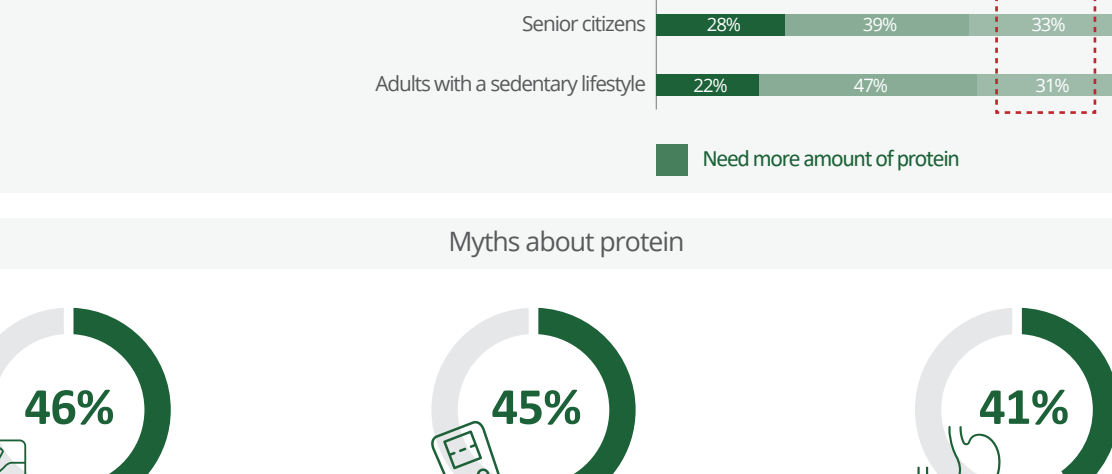


4. Misinformation about protein requirements exists about specific segments of the population

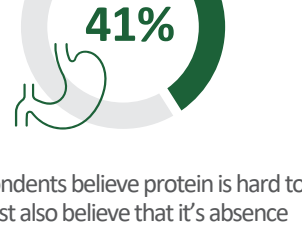
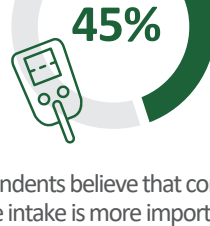
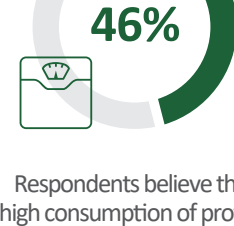
Myths such as that only growing children and physically active adults require a protein-rich diet as compared to other age groups lead to imbalanced consumption of protein within households.



Perception about Protein needs for different group



Myths about protein

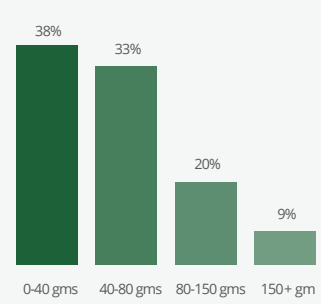


5. Most Pakistanis are confused about their average daily protein requirement

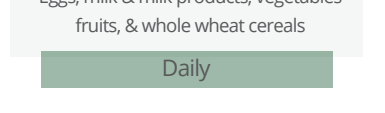
56-80 g/day

According to research, average individuals need about 56-80gms of protein daily (UN/WHO recommends 1 gm/day/kg of body)

Perceptions - How much protein is ideal per day?

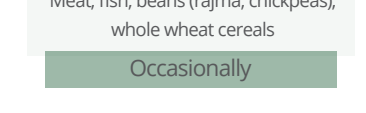


6. Pakistan consumes high protein foods weekly, not daily



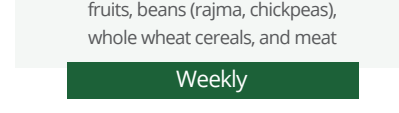
Eggs, milk & milk products, vegetables, fruits, & whole wheat cereals

Daily



Meat, fish, beans (rajma, chickpeas), whole wheat cereals

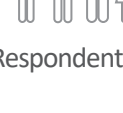
Occasionally



Chicken, pulses (daal), eggs, vegetables, fruits, beans (rajma, chickpeas), whole wheat cereals, and meat

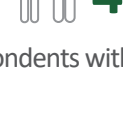
Weekly

Daily consumption of Eggs



63%

Respondents with children



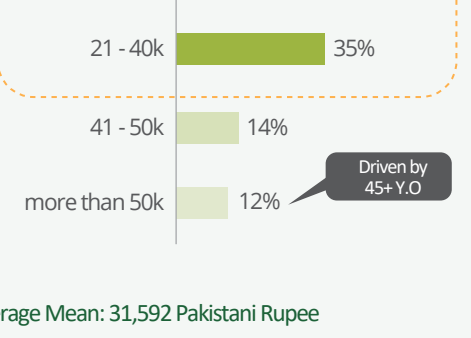
47%

Respondents without children

7. Pakistan spends only 10-20% of its food budget on protein

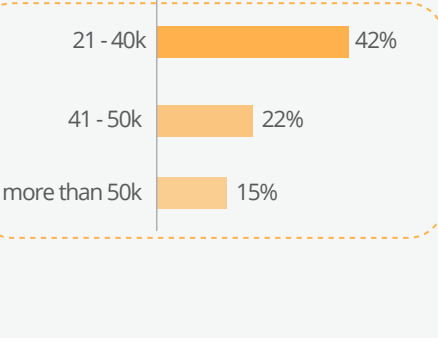
Typical level of expense on food in a month

Level of expense on food in a month - all respondents

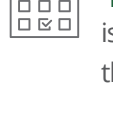


Average Mean: 31,592 Pakistani Rupee

Level of expenses for Parents with kids

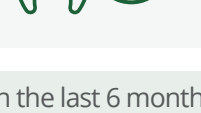


31,592 rupees is the average monthly food budget

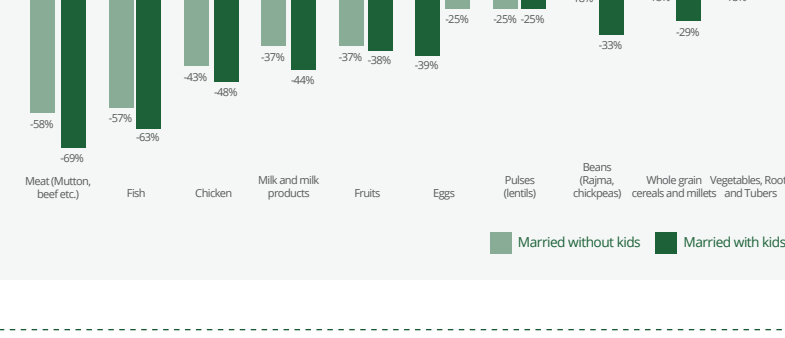


10-20% is the average spends on protein foods from the total monthly food budgets

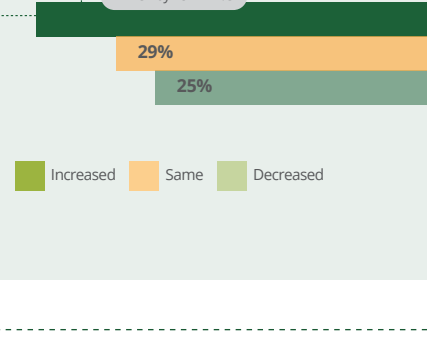
8. Protein consumption in larger households, especially meat and fish, dropped due to a possible inflationary impact



Decline in consumption of protein foods in larger households



Protein consumption in the last 6 months



Actionable steps based on findings

Immediate measures

- Identifying availability of superfoods such as soybean
- Opens up new sectors of plant protein, smart protein alternatives, adequate measures to provide cheaper animal feed and make meat and aqua more affordable
- Reclassifying items on the essentials import list

Medium-term measures

- Introducing free meals in schools that include high-quality protein such as poultry
- Expand production of plant protein and animal feed

Long-term measures

- Focus on spreading more awareness about the importance of protein consumption amongst the overall population
- Investing in better infrastructure such as seeds and soy-based feedstock for increasing the supply of cheaper protein sources

About Right To Protein

'Right To Protein' is a public health awareness initiative to educate citizens about the importance of adequate protein consumption for better nutrition, health and well-being. #RightToProtein initiative aspires to build knowledge of different types of protein sources, both, animal and plant protein-based, to meet larger nutritional goals. Right To Protein aims to develop an ecosystem of institutions, organizations, experts, professionals and more to drive protein awareness, debunk myths and misconceptions about protein and protein food sources and rally for nutrition security through adequate protein consumption. The ecosystem will aim to improve the production, consumption quality, and consistency of plant and animal proteins. Right To Protein is supported by several like-minded global individuals, academicians, professionals, and institutions and is open for those who would like to join and/or contribute in any capacity, including providing knowledge, and technical support or as promotion partners.

Contact us on: righttoprotein@gmail.com

Social media handles

<https://righttoprotein.com/pakistan.html> @righttoproteinpk @righttoproteinpk @RTP_Pakistan @righttoproteinpk

About U.S. Soybean Export Council (USSEC)

The U.S. Soybean Export Council (USSEC) focuses on differentiating, elevating preference, and attaining market access for the use of U.S. Soy for human consumption, aquaculture, and livestock feed in 80+ countries internationally. USSEC members represent the soy supply chain including U.S. Soy farmers, processors, commodity shippers, merchandisers, allied agribusinesses, and agricultural organizations. USSEC is funded by the U.S. soybean checkoff, USDA Foreign Agricultural Service (FAS) matching funds, and industry. Visit www.ussec.org for the latest information on U.S. Soy solutions and news about USSEC and U.S. Soy internationally.

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YouGov is an international online research data and analytics technology company. Our mission is to offer unparalleled insight into what the world thinks. Our innovative solutions help the world's most recognized brands, media owners and agencies to plan, activate and track their marketing activities better. With operations in the UK, the Americas, Europe, the Middle East, India, and Asia Pacific, we have one of the world's largest research networks. At the core of our platform is an ever-growing source of consumer data that has been amassed over our twenty years of operation. We call it Living Data. All of our products and services draw upon this detailed understanding of our 24+ million registered panel members to deliver accurate, actionable consumer insights. As innovators and pioneers of online market research, we have a strong reputation as a trusted source of accurate data and insights. Testament to this, YouGov data is regularly referenced by the global press, and we are the most quoted market research source in the world.

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