

Consumer's voice - Challenges and barriers facing new products

What to eat in times of crisis

9th May 2023

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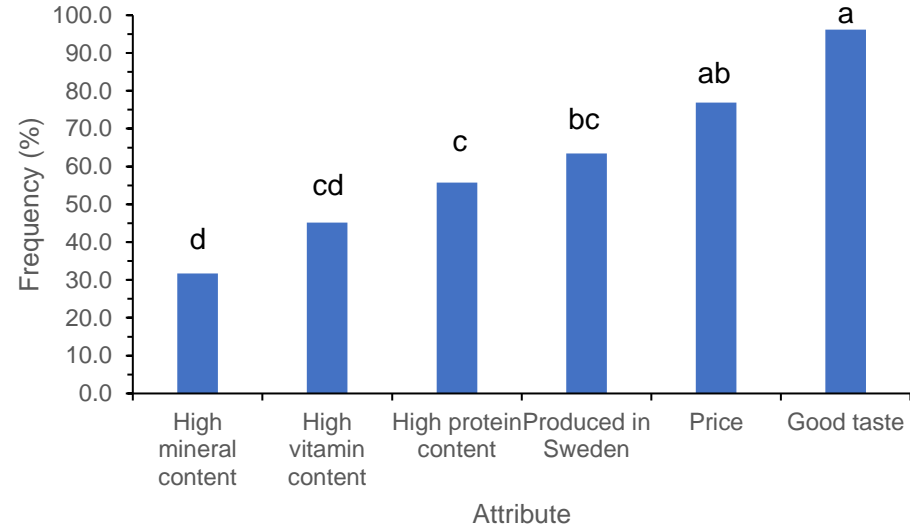
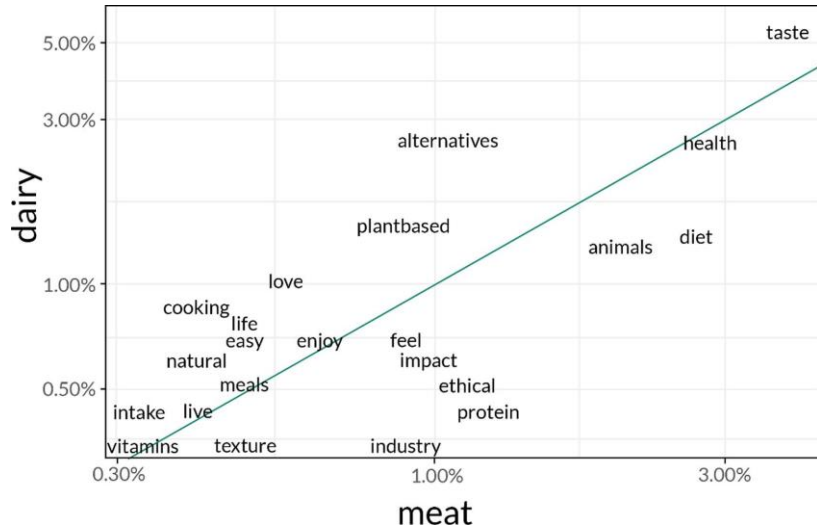
Food and recent crises



<https://www.fnp.de/>



Taste is important to consumers



Niimi et al., unpublished

Collier, E. S., Harris, K. L., Bendtsen, M., Norman, C., & Niimi, J. (2023). Just a matter of taste? Understanding rationalizations for dairy consumption and their associations with sensory expectations of plant-based milk alternatives. *Food Quality and Preference*, 104, 104745. <https://doi.org/10.1016/j.foodqual.2022.104745>.

Fears or phobias – Food and Food technology



Other factors

