India's Smart Protein Taste Test: A Blind Sensory Analysis of Meat and Egg Alternatives

NECTAR, **GFI India** and **India Animal Fund** partnered on a blind sensory study of plant-based meat and eggs in India. Ipsos ran central location taste tests with **700 omnivores** who rated **26 plant-based products across 8 categories**, each against a comparable animal benchmark matched on format and storage conditions. Plant-based categories were prioritized by market maturity to reflect a meaningful share of what is on shelves today. Palate supported on study design and analysis.

1 Similar conceptual appeal to animal products

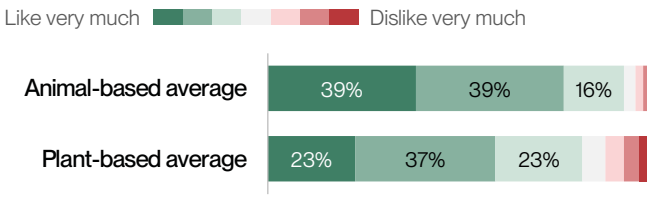
85% would buy plant-based products conceptually vs 89% for animal; purchase intent trails by just 0.1 pts.

Average conceptual purchase intent (1–7 scale)

5.7	5.8	−0.1 pts
Plant-based	Animal-based	gap

2 Well-liked on taste but trail animal benchmarks

60% rated plant-based products *'like very much'* or *'like'* vs 78% for the animal benchmark; only 11% disliked them.



3 Two categories achieved taste parity

There was no meaningful difference in liking between these plant-based leaders and their animal benchmarks.

Chicken patty

70% rated plant-based the same or better

25% Prefer plant-based	45% No preference	30% Prefer animal

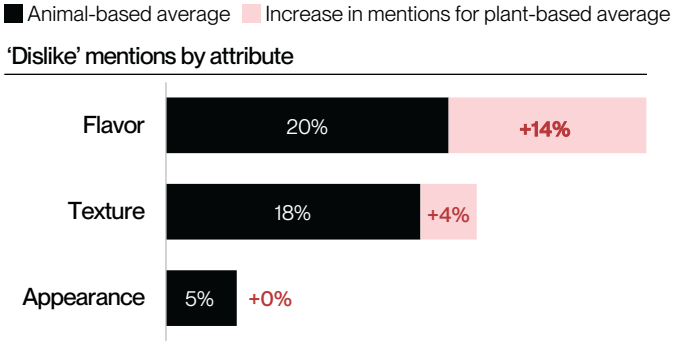
Chicken tikka & tikkis

68% rated plant-based the same or better

26% Prefer plant-based	42% No preference	32% Prefer animal

4 Flavor is the top R&D opportunity

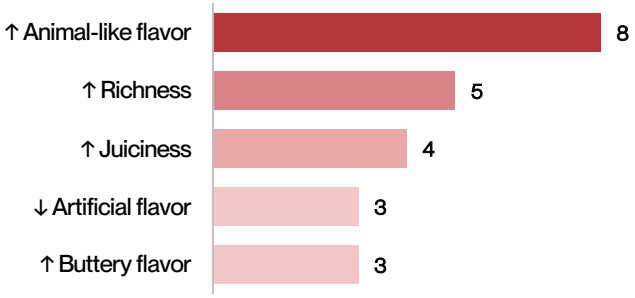
Flavor mentioned as a *'dislike'* 1.7× more for the plant-based average; texture and appearance feedback was less frequent.



5 Boost animal flavors, richness, and juiciness

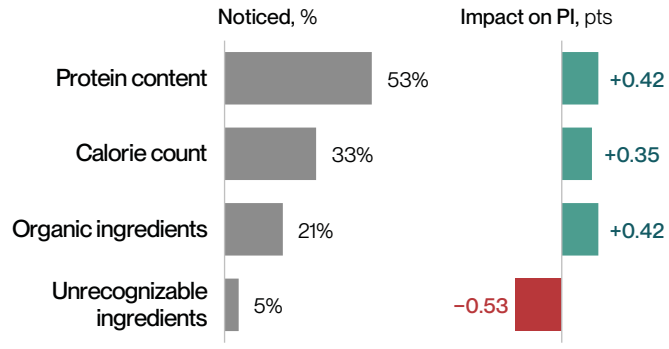
Increasing *'animal-like flavor'* was a top-5 opportunity in all 8 categories; enhanced richness and juiciness are also key.

Top-5 R&D opportunities (# of categories where it ranked top 5)



6 Protein demand opens door for plant-based

Protein is the most noticed element on the nutrition facts panel and lifted purchase intent by 0.42 pts.



Hungry for more? **Download the report** to learn more about category-level insights, consumer satisfaction, and R&D opportunities for smart proteins in India.

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Source: India's Smart Protein Taste Test: A Blind Sensory Analysis of Meat and Egg Alternatives (October 2026). See the full report for methodology and references.