

Here are key lunch highlights from MLA's Consumer Protein Landscape (CPL) research

The Consumer Protein Landscape (CPL) helps red meat brand owners explore and maximise opportunities through an understanding of the different needs and motivations that drives consumers to choose and eat meat at each given occasion.

By understanding the drivers of choice and consumers' relationship with red meat, underpinned with their needs and motivations, this provides the opportunity for differentiation and expansion of red meat solutions into other occasions, including breakfast, snacks and beyond.

23%
of all meals are lunch

People are eating lunch whilst:

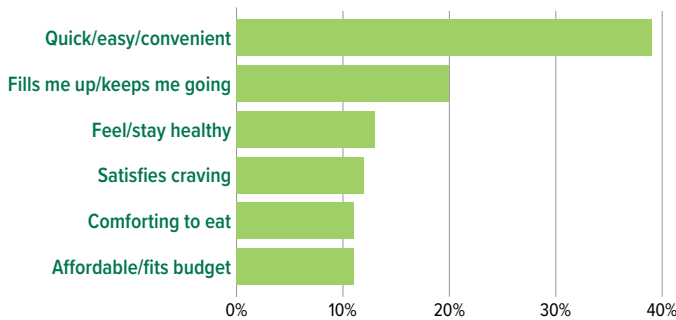
22%
relaxing or winding down

21%
watching TV

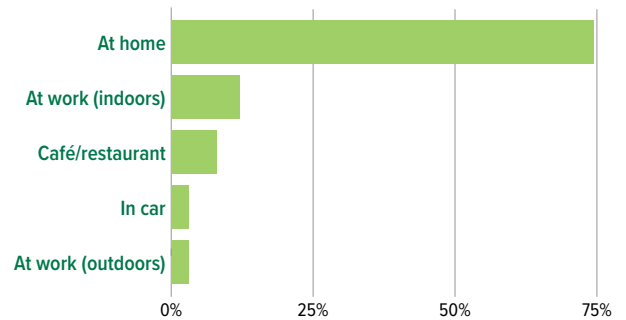
18%
eating at the table

12%
working
(this increases to **26%** among **20–39 year olds** away from home)

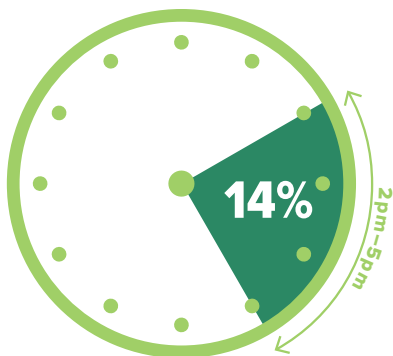
What do people want from lunch?



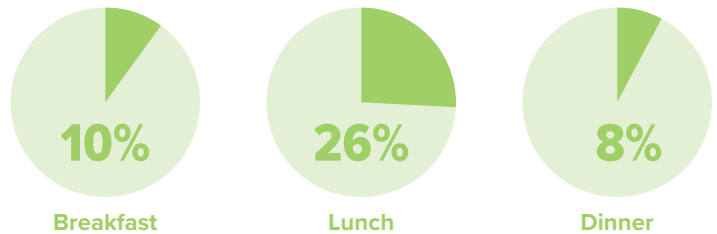
Where do people eat lunch?



14% of people who eat a late lunch (**2pm–5pm**) choose to satisfy a craving (rather than choose for health)



Lunch is the meal most likely to be eaten **away from home**



66% of lunches eaten at home contain meat (considerable increase from total proportion of **57%**)

For more information on MLA's Consumer Protein Landscape research visit mla.com.au/cpl