**Majority Citizens Concerned About their Protein Intake, But Spend less than 20% on Protein foods reveals Right To Protein’s Pakistan Protein Perception Study 2023**

*Developed by YouGov, commissioned by ‘Right To Protein,’ the 'Pakistan Protein Perception Study 2023’ is a nation-wide, survey -based report assessing awareness and protein consumption challenges in Pakistan.*

**Pakistan, 27th September 2023:** The 'Right To Protein' initiative, powered by U.S. Soybean Export Council (USSEC) introduced the 'Pakistan Protein Perception Study 2023', an insightful report developed basis a nation-wide survey conducted by YouGov assessing citizen’s knowledge, behaviour, and perceptions about protein foods in Pakistan. The study highlights the practical challenges that pose as a barrier to adequate protein consumption in Pakistan. Majority of the Pakistanis are unaware of their ideal daily protein requirements and lack basic knowledge of protein rich foods.

The Pakistan Protein Perception Study found that majority of the respondents spend only between 10-20% of their monthly food budgets on food sources that are rich in protein, which is the most essential macronutrient for human bodies. Over 60% citizens surveyed agree that lack of protein affects their overall health with lifestyle issues being the most common symptom that lead to protein deficiencies. Alarmingly, 46% wrongly believe that high consumption of protein leads to weight gain and 45% state that controlling calories is more important than consuming protein. Less than 50% of respondents felt they were consuming less than half of the required amount of carbohydrates, fats, and proteins and over 40% incorrectly classified fruits, vegetables, and whole grain cereals to be ‘high protein’ foods.

The study further revealed that high inflation in plant-protein food sources such as beans, milk, whole grain cereals as well as animal protein sources such as poultry, fish, and meat are driving perceptions about their relative unaffordability in recent times. As a result, while less than half (46%) respondents reported some increase in protein consumption, little over half reported a decline or no change in their consumption as per basic requirements. Respondents whose protein consumption decreased by a larger amount are larger households (married and have kids) and the decline was experienced majorly in the consumption of meat and fish which are protein-rich but more expensive as compared to other sources.

This study comes at a critical time and helps understand the challenges caused due to rising food prices in the country. With the compounding factors of a growing population and the impacts of global climate change, ensuring food and nutrition security has become an urgent area of concern.

*Speaking about the study,* **Deeba Giannoulis, Regional Head, U.S. Soy Marketing & Sustainability, SAASSA, U.S. Soybean Export Council (USSEC) said**, *"USSEC is a big advocate of food and nutrition security in the region. The 'Pakistan Protein Perception Study’ brings forth the perspectives and priorities for the citizens, aiming to identify strategies for combating protein energy malnutrition and advocating reforms to bolster protein production and consumption. These could encompass measures such as improving accessibility to quality animal feed to lower costs of high-protein foods, exploring alternative sources of protein-rich foods, and raising overall public awareness of the critical role that protein plays in nutritional well-being and therefore nutrition security of the nation.”*

Developed by YouGov, the Pakistan Protein Perception Study 2023 surveyed over 500 respondents in Pakistan using a quota-based sampling approach for representation of different age groups (18-45+ years) and genders. This survey was conducted using an online interview (lasting ~10 minutes) administered in English, to a sample from members of the YouGov Pakistan panel that consists of nearly 69,500 individuals. The sample was representative of adult urban internet users (18 years of age and above), who can read and understand English, and the results reflect the general responses of such an audience.

'Right To Protein' invites everyone to share the Pakistan Protein Perception Study 2023 within their networks and engage in meaningful discussions to drive positive change.

For further details regarding the Pakistan Protein Perception Study, please access the report [here](https://righttoprotein.com/pakistan-protein-perception-study-2023.html).

**About ‘**[**Right To Protein’**](https://righttoprotein.com/pakistan.html)**:**

**Right To Protein is an awareness campaign to educate people about the importance of adequate protein consumption for better nutrition, health, and well-being. The campaign aspires to build public knowledge of different types of protein sources, to meet larger nutritional security goals. Right To Protein is supported by several like-minded organizations, institutions, academicians, professionals, and individuals. The campaign is exclusively driven by the U.S. Soybean Export Council (USSEC). As a protein awareness campaign, ‘Right To Protein’ emphasizes the role of protein in supporting good health, reducing malnutrition, and promoting sustainable development. Right To Protein campaign also aims to encourage governments, businesses, and other organizations to prioritize protein production, distribution, and consumption in their policies and practices. This can include promoting sustainable agriculture and animal husbandry practices, supporting research and development in the field of protein science, and ensuring that people have access to a variety of affordable and nutritious protein sources. The campaign also raises awareness about the global burden of protein deficiency, a significant public health concern, particularly in developing nations. By promoting the Right to Protein, the goal is to improve nutrition security to improve health outcomes, reduce poverty and hunger, and support sustainable development.**

**The initiative is open for those who would like to join and/or contribute to any capacity, including providing knowledge, technical support, or promotion partners. If you share our vision, reach out to us via our social channels to know how you can help.**

**About** [**U.S. Soybean Export Council (USSEC)**](http://www.ussec.org/)**:**

**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.**

**About ‘**[**YouGov**](https://business.yougov.com/)**’:**

YouGov is an international online research data and analytics technology group.

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.

**For Media Queries, Please Reach Out To:**

Nishita Chakraborty | E: [nishita.chakraborty@fleishman.com](mailto:nishita.chakraborty@fleishman.com) | M: +91-7208663517

Devvrat More | E: [devvrat.more@fleishman.com](mailto:devvrat.more@fleishman.com) | M: +91-9869062202

For more information, visit <https://righttoprotein.com/pakistan.html> and follow Right To Protein on [Twitter](https://twitter.com/RTP_Pakistan), [Facebook](https://m.facebook.com/righttoproteinpk), [Instagram](https://www.instagram.com/righttoproteinpk/), [YouTube](https://www.youtube.com/@RightToProtein), and [LinkedIn](https://www.linkedin.com/company/right-to-protein/).