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Short Communication

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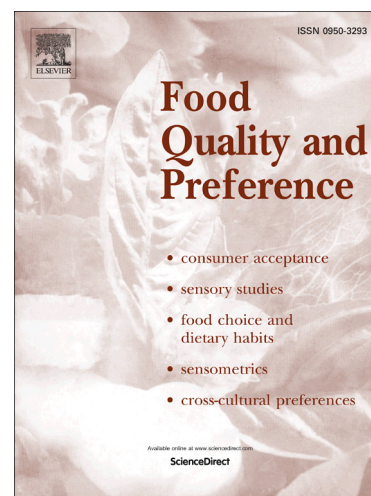
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## Readiness to adopt insects in Hungary: A case study

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### Abstract

Alternative protein sources are predicted to claim a substantial part of the protein market in the future. Insects are regularly consumed in many countries around the world, but in Western countries, consumption of edible insects is restricted to experimental restaurants as a delicacy and to specialized food items based on insect protein. There are three main hurdles facing the edible insect sector: consumer acceptance, technology and regulation. The aim of our study was to make the first step to understand the readiness of Hungarian consumers (East-Central Europe) to adopt insects. We found, that insect-based food might attract consumers who seek new food choice options and who intend to reduce meat intake. In line with previous findings, for European consumers, food neophobia is a barrier for the consumption of insects. The food industry should focus on processed foods with insect based food ingredients within a familiar product category or flavor profile. Respondents had limited knowledge and were not convinced of the additional health benefits of consumption of insects.

**Keywords:** edible insects; food neophobia; zero inflated Poisson regression; alternative protein sources; soy; algae; whey

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