

*Série | Serie 2 • Ano | Year 6*  
julho · July 2021

**en**

Diretor · Director  
**Madalena Cunha**

**e** EDIÇÃO ESPECIAL **8**  
SPECIAL EDITION  
resumos · abstracts

Período temporal de publicação | Time period of publication  
Série · Serie 1 - 1996/2016 | ano · year 1-21  
Série · Serie 2 - 2016/2021 | ano · year 1-6

Acesso livre e gratuito · Free access

ISSNe (versão electrónica·electronic version)1647-662X





## PLANT-BASED BEVERAGE: PERCEPTIONS AND BELIEFS ON PORTUGUESE POPULATION

Patrícia Pires<sup>1</sup>, António Mendonça<sup>2</sup>, Maria Leticia Estevinho<sup>3</sup>, Ofélia Anjos<sup>4</sup>, Raquel Guiné<sup>5</sup>

<sup>1</sup> School of Agriculture, Polytechnic Institute of Portalegre, Portugal

<sup>2</sup> CICS- Health Sciences Research Centre, University of Beira Interior, Portugal

<sup>3</sup> Mountain Research Center (CIMO), Polytechnic Institute of Bragança, Bragança, Portugal

<sup>4</sup> School of Agriculture, Polytechnic Institute of Castelo Branco, Portugal

<sup>5</sup> Polytechnic of Viseu, CERNAS/IPV, Portugal

---

**Presenting author:** Patrícia Pires | [patricia.pinapires@ipportalegre.pt](mailto:patricia.pinapires@ipportalegre.pt)

The objective of this study was to understand how Portuguese consumers perceive vegetable beverages and whether they consume or will be willing to consume in the future this type of product. Therefore, a market research has performed, through a questionnaire survey performed online. A total of 886 valid responses were considered.

The results show that almond vegetable drink had the highest preference followed by oat and soya drinks. Furthermore, the responses showed a good perception about plant-based beverages consumption's in general (48.2% of women and 45.1% of men had correct perceptions). There were no statistically significant differences between male and female responses, regarding the perceptions. However, the Portuguese population presented a lack of knowledge about some aspects of plant-beverages production, health benefits or nutritional values, according with age and professional area (health, nutrition or agriculture).

This survey showed different perspectives about some key points for the acceptance and consumption of this type of beverage, and which include possible health problems that might limit the consumption of milk based products or individual choices to opt for consumption of less products of animal origin, with a view for sustainability. Results suggest that industry should target a better nutritional supplementation of these products, as well as the organoleptic characteristics that may impact their acceptance. Additionally, information is also a key factor to improve consumer shifting to adoption of this alternative vegetable-based drinks.

**Keywords:** Plant-based; beverages; Beliefs; Consumers; Perceptions