

When lab-grown meat hits the market, success will hinge on consumer preference, not price

Demand for plant-based options, such as the Impossible Burger, is rising quicker than companies can keep up with. However, for those who want the familiar taste and texture of meat without the animal itself, cell-cultured options are moving closer and closer to being in consumers' kitchens.

U.S. regulators will introduce rules for such products later this year, and companies say they are poised to launch their first commercial products within the same time frame, reported [The Washington Post](#) (May 3).

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Mike Lee, founder of the Future Market, a food lab that works with companies to conceptualize food prototypes, expects that lab-grown meat will be available for purchase in 2019. JUST Inc., which makes cell-grown chicken products, plans to start selling to at least one restaurant by the end of 2019

"In a decade or so, lab-grown meat isn't necessarily going to have to command a premium because it'll be as cheap and efficient as any other method, even more efficient," Lee said.

Ultimately, the success of the market will come down to taste and whether it appeals to customers or not.

Read full, original article: Lab-Grown Meat Gets Closer to Consumers' Plates