

Per capita animal product consumption

Along with the increase in China's per capita income, citizens have seen a rapid rise in living standards, and an increase in meat consumption. In 2010, China's annual per capita animal product consumption (including meat products and eggs) was 59 KG, a 1.3 fold increase on per capita consumption in 2000 and a 2.8 fold increase on per capita consumption in 1990.

Trajectory 1

In this scenario, with a continuing rise in income per capita, per capita animal product consumption also continues to rise. By 2050, per capita animal product consumption is twice

current consumption rates, reaching 118 kg/person per year

Trajectory 2

In this scenario, people's dietary habits see some changes, the growth rate of animal product consumption slows, and by 2050 the consumption of animal products sees a 1.5 fold increase with annual per capita consumption of animal products at 89KG.

Trajectory 3

In this scenario, the amount of animal products in people's diets stabilises, and by 2050 the consumption of animal products sees a 1.2 fold increase with annual per capita consumption of animal products at 73KG.

Trajectory 4

In this scenario, in 2050 per capita consumption of animal products remains at the same rate as in 2010, with per capita consumption of animal products staying at 59KG.

