

Methodology for price comparison

To try and make an accurate cost comparison between different plant and animal protein sources, we took the following approach:

1. We were looking to compare the most affordable protein options available based on the average price for a portion of protein-rich foods.
2. We used data taken from the online website for 9 of the largest supermarket chains in the UK namely, Tesco, Aldi, Lidl, Sainsbury's, Morrisons, Co-Op, Asda, Iceland & Waitrose. We used an average price across a broad range of the main supermarkets, as we appreciate that not everyone will have access to all of the supermarkets, so just using one or a few wouldn't accurately reflect the price available for many people. The price data we found was correct as of April 2026.
3. We used The British Dietetic Association's (BDA) recommendations on what constitutes a healthy portion of different protein-rich foods [here](#).
4. We collated the cheapest options at the different supermarkets for the following categories: Uncooked meat, uncooked oily fish, uncooked non-oily fish, eggs, baked beans, other beans and pulses, soya/tofu and nuts/nut butters.
5. Where we found that for example frozen chicken portions were the most affordable uncooked meat option at one of the supermarkets, we then collected the comparable price for that item at all of the other supermarkets also, which enables us to calculate an average price for a portion of that item, across all the main supermarkets.
6. As the BDA's recommended portion sizes are designed to be user friendly, the weights are given in cooked form. However, uncooked items are almost always cheaper to buy than cooked items, so we converted the cooked weights into uncooked weights using The British Nutrition Foundation's (BNF) document which details the cooked vs uncooked weights of protein portions (www.nutrition.org.uk). This enabled us to find the correct portion of uncooked item on the supermarkets' websites, which would give us the correct cooked weight for the portion sizes as per the BDA recommendations.
7. We then had a list of the most affordable products from 8 major supermarkets that are in line with the BDA & BNF recommended portion sizes for protein-rich foods. The cheapest prices were collated for all of these items from our 8 major supermarkets and an average of these prices gave us our protein-rich portion total, as displayed in the table.