

Cricket Protein Gains Ground as Australians Seek Sustainable Breakfast Alternatives

As ultra-processed foods face backlash, a natural and eco-friendly protein source is finding its way onto Australia's breakfast table.

AUSTRALIA, August 25, 2025 /EINPresswire.com/ -- Australians are waking up to a growing problem: the foods consumed first thing in the morning are often highly processed, filled with hidden sugars, and stripped of nutrients. At the same time, climate anxiety is driving many to question not only what they eat but also how it impacts the planet. This shift is resulting in consumers moving away from conventional cereals and protein bars and seeking cleaner, more sustainable alternatives.

Cricket protein, once seen as a novelty, is increasingly being recognised as a contender in the breakfast space. Containing more than 60% protein, complete amino acids, vitamin B12, iron, omegas, and gut-friendly fibre, cricket powder is considered a nutrient-dense food source. It offers energy, immune support, and easy digestibility, while being naturally free from dairy, soy, and gluten.

Its environmental profile is also noteworthy. Compared to traditional livestock, crickets require up to 95% less water and land while producing significantly fewer greenhouse gases. In a country grappling with droughts, rising food prices, and increasing focus on sustainability, this is attracting attention as a protein option that aligns with both environmental and health concerns.

Social media is helping drive awareness. On TikTok and Instagram, hashtags such as #CricketProtein and #FutureOfFood have been trending as influencers share recipes for cricket-infused smoothies, oats, and baked goods. Consumers who were previously hesitant are beginning to embrace it, citing its mild, nutty flavour and versatility.



Hoppa Cricket Protein Energy Bars

Australian company [Hoppa](#) is among those working to introduce cricket protein to a wider audience. Its range of [natural cricket powders](#) and [energy bars](#) are formulated to integrate easily into everyday diets — whether stirred through breakfast bowls, blended into shakes, or used as a convenient snack. With no added sugars, fillers, or artificial additives, the products reflect the growing consumer demand for transparency and minimally processed foods.

For some Australians, the benefits are personal. One customer noted, “These bars were a great find. A friend recommended I try cricket protein as I have gut issues, and these bars have been absolutely amazing as they are natural and contain easy-to-digest protein. My favourite is peanut butter, but they are actually all delicious.” Another shared, “I’ve been using the protein powder in my breakfast smoothie for the last year. The taste is subtle, malty, and goes nicely with a banana. It’s a good way to include protein, iron and B12 in my diet as I don’t eat much red meat.”

What began as curiosity is developing into a broader movement. Cricket protein is entering mainstream nutrition not through shock value, but because it addresses two pressing challenges: improving dietary health while reducing environmental impact.

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Hoppa



Hoppa Cricket Protein Powder



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