

Meat-free and Free-from Food - UK - September 2011

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“Meat-free food is criticised by two in five consumers for being artificial, bland and boring, yet the level of innovation in the category suggests the market is constantly evolving. Increased investment in above-the-line spend is necessary to communicate these improvements to consumers, while ongoing focus on new product development is vital to ensure that products deliver on taste.”

– Kiti Soininen, Head of UK Food, Drink & Foodservice Research

In this report we answer the key questions:

As the market for free-from foods develops, however, there is a growing trend to flag mainstream products as free from wheat/gluten even though this is not the main selling point of the product. The report therefore excludes mainstream foods that are labelled ‘gluten-free’, but which do not contain gluten in the first instance and which have therefore not been modified.

- **How can companies overcome negative consumer perceptions about meat-free food?**
- **How can meat-free brands capitalise on the weaknesses of the meat market?**
- **What areas hold development potential for free-from foods?**
- **What factors can manufacturers leverage to attract new users to the free-from market?**

Definition

This report covers the retail market for vegetarian/meat-free foods and free-from foods, that is, specialist dietary foods targeted at intolerance and allergy sufferers. For the purposes of this report, it can be broken down as follows:

Meat-free/vegetarian foods

‘Free-from’ foods, or foods catering for hypersensitivity, ie food intolerance and allergies:

Excluded

Free-from excludes foods free from additives or preservatives

Given the different dietary needs of babies and toddler baby foods, formulae and baby drinks are excluded from this report. Diabetic foods are also excluded.

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