

## Red Meat - US - September 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

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"The red meat category is facing decreased interest from consumers in light of growing concerns over health and price. Yet the market still has opportunities to infuse some excitement into the category with premium positioning, new cuts of meat, value-added products, and new packaging."

— Sarah Day Levesque — Food Analyst

### This report looks at the following areas:

- How can red meat overcome health issues?
- How should industry address consumer backlash to increasing prices?
- How can the industry create more excitement about red meat?

The red meat market faces major ongoing challenges in combating negative health perceptions and high prices that discourage consumers from eating products as frequently or in the quantities they once did. These challenges have led to a lack of category growth from 2008 to 2013, at inflation-adjusted prices, and will make growth moving forward to 2018 very difficult. This report will address the current situation in the red meat category and the opportunities for innovation and sales growth.

Among the topics covered in this report are:

- What is driving, or hindering, the red meat market?
- What is the current market size and future projections?
- How can red meat companies and retailers address trends in healthy eating and concerns over obesity that may hinder sales growth in the category?
- Which companies have been the most aggressive in marketing, product mix, and product innovations, and are they in sync with what consumers are most interested in?
- What role does private label/store brand play in this category?
- How has consumption of various types of meat changed in the past 12 months and why?
- What factors influence consumer behavior, and what matters most to consumers?
- What potential do innovative new products hold?

This report builds on the analysis presented in Mintel's *Red Meat—U.S., October 2012*, as well as the same title in November 2010, November 2008, December 2007, and December 2006.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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