

Unprocessed Poultry and Red Meat - UK - November 2017

Report Price: £1995.00 | \$2648.76 | €2273.70

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“The income squeeze heralds a return to savvy shopping habits and cost-saving swaps among consumers. Price competition is likely to ramp up, reinforcing the place of strategic price promotions. Flagging up cheaper options and swaps remain key ways for grocers to help consumers manage their finances and keep them in the meat category while budgets are tight.”

– **Anita Winther, Research Analyst**

This report looks at the following areas:

- **Cushioning the impact of an income squeeze on meat purchasing**
- **Consumer trust could give British meat an edge over imported post-Brexit**

While inflation fuelled growth of unprocessed poultry and meat value sales in 2012-13, falling wholesale meat prices over 2014-16 pushed down market values. The return of inflation and recovering wholesale meat prices in autumn 2016 eased the downwards pressures on value sales in 2017. Overall the market saw modest value growth of 1% over 2012-17. Inflation is expected to sustain value growth going forward, with the market forecast to grow by 9% over 2017-22 to reach £7.2 billion in 2022.

Falling real consumer incomes will ramp up price competition between retailers and put a squeeze on margins as savvy shopping habits return. Meanwhile, chicken's strong value perception is expected to see it make gains from the more expensive proteins, with lamb in particular vulnerable to switching due to weak associations with versatility and convenience.

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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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Asda revives Farm Stores brand; M&S launches meat boxes
Co-op and Morrisons highlight British sourcing commitment
Lidl features farm visits in Christmas ad campaign
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