

Red Meat - UK - October 2010

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What is this report about?

Two in five adults who eat red meat have switched to alternatives like poultry to save money, while nearly half limit the frequency of eating red meat because they see it as expensive, according to Mintel's consumer research. Reflecting this responsiveness to prices, the red meat sector has come under pressure in recent times.

This report examines the UK market for red meat sold through retail outlets for consumption at home. Red meat is defined for the purposes of this report as comprising of beef, veal, pork and lamb (including mutton). This includes all the major meat cuts of carcass meat, such as roasts, steaks, chops but also mince, diced and stewing meats, as well as offal products, such as liver and kidneys. Ready-to-cook meals with red meat as the main ingredient are also included in the report.

What have we found out?

- Unusual cuts, perhaps including a 'cut of the month' could help brands and grocers catch the attention of some six million over-44s who like to try new cuts of meat.
- Cross-promoting red meat with sauces and marinades stands to resonate among the 4.6m 25-34-year-olds who see such accompaniments as bringing out the best in red meat
- Easy on-pack recipes or tie-ups with meal kits could help brands and grocers boost the appeal of red meat among the 2.4 million 16-24-year-olds who do not see themselves as confident in preparing it.
- Ready-to-cook products in single portions could find demand among the 2.6 million adults in one-person households that see ease of preparation as very important in their red meat choice.
- Promoting their easy-to-cook products could help butchers to appeal to some two million 45-54-year-olds who see ease of preparation as important in red meat choice.
- Meat-substitutes like Quorn could find demand among the two million 16-34-year-olds who limit their consumption of red meat to reduce their impact on the environment.

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