

Meat-free and Free-from Foods - UK - September 2012

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"The sizeable group of health-conscious consumers are ripe for targeting through vegetarian/meat-free foods and meat substitutes, possibly along the lines of 'stealth health', encouraging families to swap a meat-based meal for one that is vegetarian and therefore better for them."

- Amy Price, Senior Food and Drink Analyst

In this report we answer the key questions:

- How can the meat-free market capture the health-conscious consumer?
- How much of a barrier are negative perceptions on taste for meat substitutes?
- How can brands encourage usage through educating consumers?
- What is the potential for growing sales among free-from users?
- How can the sector engage the over-55s?

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

Vegetarian/meat-free foods

- Meat-free or vegetarian foods for in-home consumption
- Within these categories, the market size includes meat substitutes, or dishes made using meat substitutes, as well as vegetable-based dishes, including mainstream dishes suitable for vegetarians or meat avoiders.

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

- Foods that are manufactured and targeted specifically at consumers who suffer from food intolerance and/or food allergies or who are following avoidance diets, including:
- Wheat-free, gluten-free (WF/GF)
- Dairy-free/lactose-free
- Others

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EMEA: +44 (0)20 7778 7151
Americas: +1 (312) 932 0600
APAC: +61 (0)2 8284 8100