Meat, Seafood and Poultry - UK - October 2012

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"Over half of buyers (58%) rank ease of preparation as one of their top five priorities when buying meat, seafood or poultry. A further 47% consider 'quick to prepare' a leading priority, demonstrating how a convenience-led proposition can appeal to consumers even at a time when incomes are under pressure."

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

In this report we answer the key questions:

- **How can frozen meat, poultry and seafood tap into the convenience and hands-on positioning of chilled?**
- **What factors can ready-to-cook meat, poultry and seafood leverage to drive interest among core users?**
- **How can meat, seafood and poultry companies tap into demand for ease of use?**
- **What attributes can companies highlight to target mature 'meat-avoiders' more effectively?**

Sales of meat, poultry and seafood are expected to reach £16.8 billion in 2012, an overall 22% increase since 2007. Retail price inflation driven by higher feed prices, restricted supply issues and other rising material costs has however dampened volume growth.

Within the different sectors there has been clear evidence of consumers trading down to different cuts or 'switching proteins' in order to save money, with pork and poultry benefiting most from this trend. Meanwhile, greater enthusiasm for dining-in during the downturn has encouraged greater experimentation at home, such as being more resourceful with cost-savings by using economical cuts.

Red meat is defined for the purposes of this report as comprising of retail sales of processed and unprocessed beef, pork and lamb (including mutton) for in-home consumption.

Poultry is defined for the purposes of this report as comprising of retail sales of processed and unprocessed chicken, turkey, and other poultry (duck and goose) for in-home consumption.

