

Meat-free and Free-from Foods - UK - September 2013

Report Price: £1750.00 | \$2834.04 | €2223.04

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“A key weakness for the meat-free market is that over half of adults note that meat substitutes lack flavour. A potential solution lies in adapting the recipes of these lines as a large minority of adults note a keenness to try meat substitute pieces containing herbs/spices with agreement rising to 55% of under-35s – the biggest users of these foods.”

– Alex Beckett, Senior Food Analyst

This report looks at the following areas:

- How can meat substitute brands encourage stronger usage?
- What NPD is there strong interest in in the free-from market?
- Which factors are most likely to encourage meat-eaters to switch to meat substitutes?
- How can manufacturers reinforce usage among families?

The UK meat-free and free-from markets continue to experience strong growth. The meat-free sector recorded an increase in value growth between 2008 and 2013, reflecting a solid 17% climb in volume sales over the period. And in free-from, value growth leaped by an impressive 72% between 2008 and 2013.

Within the meat-free sector, chilled formats and ready meals recorded impressive value and volume growth between 2011-12, while in free-from, both the gluten/wheat-free and dairy-free sectors boasted faster value growth in 2012 than in 2011.

Although meat-free and free-from sales are forecast to continue to grow convincingly for the next five years, this report identifies various tangible NPD opportunities to reinforce demand. For example, the bland flavour image of meat-free could be improved by responding to consumer interest in meat substitute ingredients containing herbs and spices, and there is considerable interest in seeing more own-label free-from lines.

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