

Poultry - UK - October 2014

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

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“Social media offers a potential channel for operators to convey the high standards of living of their poultry, eg through video footage. Elements of gamification, which enable consumers to interact with poultry, can help to generate interest in their welfare.”
– Emma Clifford, Senior Food Analyst

This report looks at the following areas:

- Social media can be used to heighten young people's interest in the welfare of poultry
- Pre-cooked and oven-ready chicken products can boost their appeal by targeting consumers' concerns about cooking chicken safely
- Driving the visibility of game should help grocers to unlock the widespread interest in these products

Eaten by the vast majority of adults, poultry is a popular choice among Britons, helped by its healthy image and perceived versatility. Its low cost positioning - particularly when compared to red meat and fish - has seen it thrive throughout the recession and its aftermath. The market has also seen very low levels of inflation when compared to the overall food market. Value sales of the total poultry and game market have grown between 2009 and 2014, with the strongest growth coming from processed poultry.

Game remains a niche market, capturing just a small portion of spend on poultry and game. However, there has been a hike in game sales in 2014, bringing the total value of the market to £97 million. There remains significant growth potential in game, given the interest from a sizeable minority of the population in trying these products, according to Mintel's consumer research.

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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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Table of Contents

Introduction

Definition
Poultry
Game
Abbreviations

Executive Summary

The market

Figure 1: Forecast of UK retail sales of poultry and game, by value, 2009-19

Market factors

Poultry remains the lowest-priced meat in the UK

Figure 2: RPI – Poultry, beef, lamb, pork and all food, January 2009-August 2014

The 2014 campylobacter scare

The ageing population presents a challenge

Companies, brands and innovation

Own-label has a strong presence

Figure 3: Leading brands' sales and shares in the UK frozen processed poultry market, by value, 2013/14

Own-label account for two thirds of new launches

A jump in adspend in 2013

The consumer

Poultry enjoys high penetration

Figure 4: Meal occasions for eating poultry, July 2014

Price remains top of the agenda

Figure 5: Factors considered important when buying poultry products to cook at home, July 2014

Poultry benefits from a versatile image

Figure 6: Attitudes towards poultry and game, July 2014

Older consumers want more control in cooking their poultry

Figure 7: Attitudes towards buying poultry, July 2014

What we think

Issues and Insights

Social media can be used to heighten young people's interest in the welfare of poultry

The facts

The implications

Pre-cooked and oven-ready chicken products can boost their appeal by targeting consumers' concerns about cooking chicken safely

The facts

The implications

Driving the visibility of game should help grocers to unlock the widespread interest in these products

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The facts

The implications

Trend Application

Trend: Cam Cam

Trend: Guiding Choice

Trend: Gen Next

Market Drivers

Key points

An enthusiasm for scratch cooking

Poultry remains the lowest-priced meat in the UK

Figure 8: RPI – Poultry, beef, lamb, pork and all food, January 2009-August 2014

An improvement in the economy, but the squeeze on real incomes continues

The 2014 campylobacter scare may hit sales of raw chicken

The ageing population poses challenges to the market

Figure 9: Trends in the age structure of the UK population, 2009-14 and 2014-19

Strengths and Weaknesses

Strengths

Weaknesses

Who's Innovating?

Key points

Own-label account for two thirds of new launches

Figure 10: New product development in the UK processed poultry market as a share of total food NPD, 2010-14

Figure 11: New product launches in the UK processed poultry market, own-label versus branded, 2010-14

Figure 12: New product launches in the UK processed poultry market, by top 10 companies in 2013, 2010-14

Uptick in innovation from Bernard Matthews

A resurgence in NPD activity from Birds Eye in 2014

Frozen and shelf-stable lose ground in 2013

Figure 13: New product launches in the UK processed poultry market, by storage, 2010-14

Claims relating to ease of use become more prevalent

Figure 14: New product launches in the UK processed poultry market, by product claim, 2010-14

Market Size and Forecast

Key points

The poultry market goes from strength to strength

Figure 15: Total retail value sales of poultry and game, 2009-14

The future

Figure 16: Forecast of UK retail sales of poultry and game, by value, 2009-19

Forecast methodology

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The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Segment Performance

Key points

31% growth in unprocessed poultry over 2009-14

Figure 17: GB retail value sales of unprocessed/raw poultry, 2009-14

Figure 18: NI retail value sales of unprocessed/raw poultry, 2009-14

Figure 19: Total UK retail value sales of unprocessed/raw poultry, 2009-14

Processed poultry is booming

Figure 20: UK Retail value sales of processed poultry, 2009-14

A surge in sales of game

Figure 21: UK Retail value sales of game, 2009-14

Market Share

Key points

Own-label dominates chilled poultry

Own-label's share edges up

Figure 22: Leading brands' sales and shares in the UK frozen processed poultry market, by value and volume, 2012/13 and 2013/14

Figure 23: Leading manufacturers' sales and shares in the UK frozen processed poultry market, by value and volume, 2012/13 and 2013/14

Birds Eye leads the brands

Bernard Matthews sees a drop in average prices

Companies and Products

Bernard Matthews Limited

Company overview

Product range and recent activity

Brand communication and promotion

Iglo Group/Birds Eye

Company overview

Product range and recent activity

Brand communication and promotion

2 Sisters Food Group

Company overview

Product range and recent activity

Moy Park

Company overview

Product range and recent activity

Brand communication and promotion

Brand Communication and Promotion

Key points

A jump in adspend in 2013

Figure 24: Above-the-line expenditure in the UK poultry and game market, 2010-14

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

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Figure 25: Above-the-line expenditure in the UK poultry and game market, by category, 2010-14

Figure 26: Share of above-the-line expenditure in the UK poultry and game market, by category, 2010-14

Tesco retains its lead

Figure 27: Above-the-line expenditure in the UK poultry market, by advertiser (top 10), 2010-14

Figure 28: Share of above-the-line expenditure in the UK poultry market, by advertiser (top 10), 2010-14

Birds Eye adspend triples in 2013

Birds Eye rolls out the new Food of Life campaign in 2014

The Consumer – Usage of Poultry and Game

Key points

Poultry enjoys high penetration

Figure 29: Meal occasions for eating poultry, July 2014

Chilled ready-to-eat chicken is most popular

Figure 30: Frequency of usage of poultry, by type, July 2014

Plain chilled poultry is the most popular type for over-65s

Poultry usage frequency declines with age

Figure 31: Consumers who eat selected types of poultry at least once a week, by age, July 2014

Notable interest in trying other types of poultry and game

Figure 32: Types of poultry eaten in the past six months and interest in trying in the future, July 2014

Figure 33: Types of game eaten in the past six months and interest in trying in the future, July 2014

Figure 34: Consumers who have eaten game in the last six months, by gender and socio-economic group, July 2014

The Consumer – Choice Factors

Key points

Price remains top of the agenda

Figure 35: Factors considered important when buying poultry products to cook at home, July 2014

British origin

High welfare is a low priority for the younger generation

Figure 36: Consumers who deem British origin and high animal welfare to be important factors when they are buying poultry to cook at home, by age, July 2014

The Consumer – Attitudes towards Poultry and Game

Key points

Poultry benefits from a versatile image

Figure 37: Attitudes towards poultry and game, July 2014

Figure 38: Consumers who like cooking with poultry because it's versatile and those who would like more recipe ideas for chicken dishes, by age, July 2014

Young people most likely to opt for convenience

One in four deem higher-welfare poultry to taste better

The Consumer – Attitudes towards Buying Poultry

Key points

Older consumers want more control in cooking their poultry

Figure 39: Attitudes towards buying poultry, July 2014

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Figure 40: Consumers who prefer flavouring chicken themselves to buying pre-seasoned products and those who prefer plain whole/cuts of poultry to other formats because they know exactly what they are buying, by age, July 2014

Demand for clearer labelling

Transparency can also drive interest in higher-welfare poultry

Appendix – Market Size and Forecast

Figure 41: Best- and worst-case forecasts for the poultry and game market, by value, 2014-19

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