

Meat - Ireland - September 2014

Report Price: £1495 | \$1995 | €1800

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

This report looks at the following areas:

- How important is provenance and traceability in the Irish meat industry?
- What opportunities are there for manufacturers to engage in NPD and add value to the category?
- How can meat producers enhance the health credentials of products and appeal to health-conscious consumers?

With meat being a staple in Irish diets, consumers are likely to be sensitive to the fluctuating meat prices in NI and RoI. This has caused consumers to turn to the discounters, with these stores investing in the sourcing of Irish farmed meat. In order to drive growth in the market, meat suppliers should look to new product innovations in regard to flavour and format innovation. Incorporating health within this, particularly in the processed meats category, should also help to enhance the sector's appeal amongst Irish consumers.



'With around two thirds of Irish consumers put off from buying meat due to high costs, fluctuating meat prices may drive interest in cheaper cuts, offering opportunities for suppliers to increase their ranges of these products'.

– Sophie Dorbie, Research Analyst

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

APAC +61 (0) 2 8284 8100

Table of Contents

INTRODUCTION

- Key themes of the report
- Definition
- Consumer research
- Data sources
- Abbreviations

EXECUTIVE SUMMARY

- **The market**
Figure 1: Segmentation of the meat industry, by value, NI and RoI, 2013
- **Forecast**
Figure 2: Indexed value of the NI and RoI meat market, 2009-19
- **Market factors**
- **Fluctuating prices causing a change in shopping behaviour**
- **Provenance initiatives being implemented to regain consumer trust**
- **Export market thriving**
- **Innovations**
- **The consumer**
- **Meat is a staple in Irish diets**
Figure 3: Any usage of meat/meat products in the last six months, NI and RoI, August 2014
- **Good value for money most important when buying meat**
Figure 4: Important qualities when buying meat, NI and RoI, August 2014
- **Supplier reputation a cause for concern for six in 10 RoI consumers**
Figure 5: Factors that might prevent consumers from buying meat, NI and RoI, August 2014
- **Over half of RoI consumers buy meat from discounters**
Figure 6: Agreement with statements relating to meat, NI and RoI, August 2014
- **What we think**

ISSUES AND INSIGHTS

- **How important is provenance and traceability in the Irish meat industry?**
- **The facts**
- **The implications**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

APAC +61 (0) 2 8284 8100

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

- **What opportunities are there for manufacturers to engage in NPD and add value to the category?**
- **The facts**
- **The implications**
- **How can meat producers enhance the health credentials of products and appeal to health-conscious consumers?**
- **The facts**
- **The implications**

TREND APPLICATIONS

- **Factory Fear**
- **Hungry Planet**
- **Prove it**

MARKET OVERVIEW

- **Key points**
- **Rol consumers face fluctuating prices**
Figure 7: Consumer price index, food and meat, Rol, Dec 2011 – Aug 2014
- **Austerity causing a change in consumer shopping behaviour**
Figure 8: Agreement with statements relating to grocery retailing, NI and Rol, November 2013
- **Provenance a key issue in meat market**
- **Meat and livestock performing well in export market**
Figure 9: Rol meat and livestock exports, 2012 and 2013
- **Environmental issues encouraging meat-free initiatives**
Figure 10: Awareness of carbon footprint, Rol, 2009-11
- **Processed meats pose risk to long-term health**

MARKET SIZE AND FORECAST

- **Key points**
- **Meat market reaches €2.1 billion**
Figure 11: Estimated value of the meat market, by value, NI and Rol, 2009-19*
- **Growth forecast for both NI and Rol meat markets**
Figure 12: Indexed value of the lol, Rol and NI meat market, 2009-19
- **Beef dominates the Irish meat market**
Figure 13: Estimated value of the meat market, by segment, NI and Rol, 2009, 2011 and 2013
Figure 14: Segmentation of the NI meat industry, by value, 2013
- **Beef also dominates the Rol meat market**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

APAC +61 (0) 2 8284 8100

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

Figure 15: Segmentation of the RoI meat industry, by value, 2013

STRENGTHS AND WEAKNESSES

- Strengths
- Weaknesses

WHO'S INNOVATING?

- Key points
- Increase in NPD activity

Figure 16: New product development in the meat category, UK and Ireland, 2009-13
- Claims of convenience on the increase

Figure 17: Top 10 claims on meat product launches, UK and Ireland, 2009-14
- Flavour innovation for the summer season
- Miniature portions for snacking
- Continental meats inspiring new product launches
- Slow-cooked adding value to products
- Cook-in-the-bag offering convenient cooking solutions

COMPANIES AND BRANDS

- ABP Food Group
- Key facts
- Brands and products
- Brand NPD
- Recent developments
- Ballon Meats
- Key facts
- Brands and products
- Brand NPD
- Recent developments
- Callan Bacon
- Key facts
- Brands and products
- Brand NPD
- Recent developments
- Dawn Meats
- Key facts
- Brands and products
- Brand NPD
- Recent developments
- Dunbia
- Key facts

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

APAC +61 (0) 2 8284 8100

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

- Brands and products
- Brand NPD
- Recent developments
- Foyle Food Group Ltd
- Key facts
- Brand and products
- Brand NPD
- Recent developments
- Hannan Meats
- Key facts
- Brands and products
- Brand NPD
- Recent developments
- Henry Denny & Sons
- Key facts
- Brands and products
- Brand NPD
- Recent developments
- Kepak Group
- Key facts
- Brands and products
- Brand NPD
- Recent developments
- Linden Food Group
- Key facts
- Brands and products
- Brand NPD
- Recent developments
- Rosderra Irish Meats Group Ltd.
- Key facts
- Brands and products
- Brand NPD
- Recent developments
- Truly Irish Country Foods
- Key facts
- Brands and products
- Brand NPD

THE CONSUMER – TYPE AND FREQUENCY OF USE

- Key points
- Meat is a staple in Irish households

Figure 18: Any usage of meat/meat products in the last six months, NI and RoI, August 2014

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

APAC +61 (0) 2 8284 8100

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

- **Minced beef sees strong regular usage due to its versatility**
Figure 19: Frequency of eating beef, NI and RoI, August 2014
- **Bacon sees strong usage as a multi-meal item**
Figure 20: Frequency of eating pork products, NI and RoI, August 2014
- **Sheepmeat less used compared to beef and pork products**
Figure 21: Frequency of eating lamb and mutton, NI and RoI, August 2014
- **Processed meats**
Figure 22: Frequency of eating processed meats, NI and RoI, August 2014

THE CONSUMER – IMPORTANT QUALITIES WHEN BUYING MEAT

- **Key points**
- **Value for money most important for Irish consumers**
Figure 23: Important qualities when buying meat, NI and RoI, August 2014
- **Rol consumers more concerned about the provenance of meat**
Figure 24: Agreement with the statement 'Reared in NI/RoI is an important quality when buying red meat, NI and RoI, August 2014
- **Health high on the agenda for under-25s**
Figure 25: Agreement with the statement 'Healthy (eg low-fat/low-salt)' is an important quality when buying meat' NI and RoI, August 2014
- **High meat content and quality cuts important for older consumers**
Figure 26: Agreement with the statement 'High meat content (eg 97% pork sausages)' is an important quality when buying meat products, NI and RoI, August 2014
- **Animal welfare certification most important to ABCI consumers**
Figure 27: Agreement with the statement 'High animal welfare certification on-pack (eg Farm Quality Assured)' is an important quality when buying meat, NI and RoI, August 2014
- **Easy-to-prepare products appealing to time-pressed consumers**

THE CONSUMER – FACTORS THAT MIGHT PREVENT CONSUMERS FROM BUYING MEAT

- **Key points**
- **High costs preventing consumers from buying meat**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

APAC +61 (0) 2 8284 8100

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

Figure 28: Factors that might prevent consumers from buying meat, NI and Rol, August 2014

- **Poor reputation would stop consumers from buying meat**

Figure 29: Agreement with the statement that 'If the supplier/butcher has a poor reputation' would prevent me from buying meat, NI and Rol, August 2014

- **Lack of provenance and traceability a cause for concern for Rol consumers**

- **A fifth will not buy budget/value range meats**

Figure 30: Agreement with the statement 'If only value/budget range meat was available' would prevent me from buying meat', NI and Rol, August 2014

THE CONSUMER – ATTITUDES TOWARDS MEAT

- **Key points**

- **Over half of Rol consumers buy meat from discounters**

Figure 31: Agreement with statements relating to meat, NI and Rol, August 2014

- **Over-35s favouring butchers**

Figure 32: Agreement with the statement 'I buy meat from butchers regularly (eg at least once a fortnight)', NI and Rol, August 2014

- **Meat eaten for satiety**

Figure 33: Agreement with the statement 'I include meat in my diet because it help me feel full for a longer period of time', NI and Rol, August 2014

- **Interest in continental meats offer opportunities for NPD**

Figure 34: Agreement with the statement 'I would be interested in buying continental meats (eg chorizo, bresaola) NI and Rol, August 2014

APPENDIX

- **NI Toluna data**

Figure 35: How often consumers eat chilled or frozen bacon, by demographics, NI, August 2014

Figure 36: How often consumers eat chilled or frozen minced beef, by demographics, NI, August 2014

Figure 37: How often consumers eat chilled or frozen sausages, by demographics, NI, August 2014

Figure 38: How often consumers eat chilled or frozen whole cuts of beef, by demographics, NI, August 2014

Figure 39: How often consumers eat chilled or frozen whole cuts of pork, by demographics, NI, August 2014

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

APAC +61 (0) 2 8284 8100

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

Figure 40: How often consumers eat chilled or frozen whole cuts of lamb, by demographics, NI, August 2014

Figure 41: How often consumers eat chilled or frozen whole cuts of mutton, by demographics, NI, August 2014

Figure 42: How often consumers eat chilled or frozen ham joints (raw), by demographics, NI, August 2014

Figure 43: How often consumers eat chilled or frozen burgers, by demographics, NI, August 2014

Figure 44: How often consumers eat chilled or frozen meatballs, by demographics, NI, August 2014

Figure 45: How often consumers eat Canned/jar meat (eg corned beef), by demographics, NI, August 2014

Figure 46: How often consumers eat chilled or frozen Ready-to-eat meat (eg salami, ham), by demographics, NI, August 2014

Figure 47: Important qualities for consumers when buying meat, by demographics, NI, August 2014

Figure 48: Important qualities for consumers when buying meat, by demographics, NI, August 2014 (continued)

Figure 49: Important qualities for consumers when buying meat, by demographics, NI, August 2014 (continued)

Figure 50: Factors that might prevent consumers from buying meat, by demographics, NI, August 2014

Figure 51: Factors that might prevent consumers from buying meat, by demographics, NI, August 2014 (continued)

Figure 52: Factors that might prevent consumers from buying meat, by demographics, NI, August 2014 (continued)

Figure 53: Agreement with statements relating to meat, by demographics, NI, August 2014

Figure 54: Agreement with statements relating to meat, by demographics, NI, August 2014 (continued)

Figure 55: Agreement with statements relating to meat, by demographics, NI, August 2014 (continued)

- **Rol Toluna data**

Figure 56: How often consumers eat chilled or frozen bacon, by demographics, Rol, August 2014

Figure 57: How often consumers eat chilled or frozen minced beef, by demographics, Rol, August 2014

Figure 58: How often consumers eat chilled or frozen sausages, by demographics, Rol, August 2014

Figure 59: How often consumers eat chilled or frozen whole cuts of beef, by demographics, Rol, August 2014

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

APAC +61 (0) 2 8284 8100

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

Figure 60: How often consumers eat chilled or frozen whole cuts of pork, by demographics, Rol, August 2014

Figure 61: How often consumers eat chilled or frozen whole cuts of lamb, by demographics, Rol, August 2014

Figure 62: How often consumers eat chilled or frozen whole cuts of mutton, by demographics, Rol, August 2014

Figure 63: How often consumers eat chilled or frozen ham joints (raw), by demographics, Rol, August 2014

Figure 64: How often consumers eat chilled or frozen burgers, by demographics, Rol, August 2014

Figure 65: How often consumers eat chilled or frozen meatballs, by demographics, Rol, August 2014

Figure 66: How often consumers eat Canned/jar meat (eg corned beef), by demographics, Rol, August 2014

Figure 67: How often consumers eat chilled or frozen Ready-to-eat meat (eg salami, ham), by demographics, Rol, August 2014

Figure 68: Important qualities for consumers when buying meat, by demographics, Rol, August 2014

Figure 69: Important qualities for consumers when buying meat, by demographics, Rol, August 2014 (continued)

Figure 70: Important qualities for consumers when buying meat, by demographics, Rol, August 2014 (continued)

Figure 71: Factors that might prevent consumers from buying meat, by demographics, Rol, August 2014

Figure 72: Factors that might prevent consumers from buying meat, by demographics, Rol, August 2014 (continued)

Figure 73: Factors that might prevent consumers from buying meat, by demographics, Rol, August 2014 (continued)

Figure 74: Agreement with statements relating to meat, by demographics, Rol, August 2014

Figure 75: Agreement with statements relating to meat, by demographics, Rol, August 2014 (continued)

Figure 76: Agreement with statements relating to meat, by demographics, Rol, August 2014 (continued)

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

APAC +61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.