

Red Meat - UK - October 2015

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“Inflation has been the primary driver of value growth in the red meat market in recent year. With wage growth outpacing inflation since late 2014, this should facilitate both volume growth and trading up in the red meat market”

- Aimee Townshend, Food and Drink Analyst

This report looks at the following areas:

- Majority want to get evening meal on the table in half an hour or less
- Lean red meat products could help the category to compete with poultry
- Majority willing to pay more for high meat content in processed products

Steep price rises during 2011 and 2012 fuelled value growth in red meat. This slowed noticeably in 2014, as the price of pork turned to decline. As prices continue to fall, 2% decline is expected in red meat sales in 2015 to £7.3 billion, despite the rise in real incomes. However, rising real incomes should facilitate trading up from cheaper proteins to red meat and within red meat going forward.

Red meat is widely recognised as an important source of nutrients. However, it remains to be seen whether advice from the WHO in October 2015, linking processed red meat to cancer, will spark cutbacks. The low perceptions of red meat as versatile and the preference for short cooking times also pose threats.

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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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