

Poultry and Game Meat - UK - October 2015

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“There is a need for tangible and easily comparable information on different welfare schemes in the poultry market. Helping shoppers to make an informed choice should help to unlock the added value of these initiatives in the eyes of the shoppers to drive demand.”
- Emma Clifford, Senior Food Analyst

This report looks at the following areas:

- A need to clear up confusion about washing poultry to combat campylobacter and restore consumers' confidence in using raw chicken
- Animal welfare schemes must clearly communicate USPs to reap the rewards of growth in consumer spending
- Ready to cook formats can help to bring game firmly into the mainstream

As a comparatively low cost option, poultry has enjoyed favourable conditions during the prolonged squeeze on real incomes as people switched from more expensive proteins. Furthermore, very low levels of price inflation have seen that price gap between poultry and red meat and fish widen. The rapid value growth seen in the market over 2010-13 stemmed from significant increases in volume sales. Poultry prices have fallen notably since the beginning of 2014. While this continues to bolster volume sales, it has stripped value from the market, leading to declining value sales in 2014 and 2015.

While the campylobacter scare of 2014 has seen a significant minority of poultry users become more aware of food safety when cooking with raw chicken, it appears that its impact on volume sales was limited and short-lived.

The game market, meanwhile, goes from strength to strength, breaking through the £100 million mark for the first time in 2015. The widening availability of game – particularly venison – is capitalising on adventurous mindsets, with advertising also playing a role in boosting the visibility of these products.

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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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