

## Bacon and Lunch Meat - US - October 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

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"Over the past five years, bacon and lunch meat managed growth, and it should match that performance through 2021. However, when accounting for inflation, sales are largely stagnant, as health concerns appear to be prompting consumers to avoid much of the category. An influx of lower-sodium and more-flavorful options across the category should help the category boost sales."  
- **Billy Roberts, Senior Food & Drink Analyst**

This report looks at the following areas:

- Stagnating sales expected to increase
- Slower DPI growth could lead to less dining out
- Consumers seek lower-sodium options

This report builds on the analysis presented in Mintel's *Lunch Meat - US, June 2013*, as well as the May 2012, May 2011, and December 2009 reports of the same title. Related reports include *Breakfast and Sandwich Meat - US, April 2007*, and October 2005, and *Packaged Breakfast and Sandwich Meat - US, August 2002*.

For the purposes of this report, the bacon and lunch meat market has been segmented as follows:

- refrigerated, packaged sliced lunch meat including, but not limited to: ham, turkey, salami, pastrami, bologna, chicken, corned beef. Used primarily for everyday consumption.
- refrigerated non-sliced lunch meat including, but not limited to: specialty salami, ham, wursts, and turkey. Generally, more premium specialty products, potentially more consumed for special occasions such as holidays. Generally, more limited selection than sliced meat.
- refrigerated bacon and bacon bits.
- deli counter lunch meat sold in a supermarket's deli department.

Excluded from this report are hot dogs/frankfurters and sausages, except in certain consumer questions to provide perspective in relation to lunch meats and bacon.

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