

Processed Poultry and Red Meat - UK - December 2017

Report Price: £1995.00 | \$2648.76 | €2273.70

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“The income squeeze will see the competition for meal occasions heat up between proteins. While processed poultry and red meat stand strong in the areas of value and convenience, encouraging their use as ingredients will be needed as consumers turn to scratch cooking for savings.”

- Anita Winther, Research Analyst

This report looks at the following areas:

- Negative health messages are impacting consumer behaviour
- Fat content remains under consumers' scrutiny
- Opportunities for products tailored for kids

Following value growth in processed poultry and red meat over 2012-13, falling prices eroded the previous gains made over 2014-16. Inflation saw the market return to growth in 2017, with values estimated at £5.6 billion, putting it on par with 2012.

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DID YOU KNOW?

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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Canned meat's woes continue

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Princes posts steepest decline in canned meat

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Spoilt Pig launch "raised without antibiotics" bacon

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Soil Association trials blockchain technology on bacon

Advertising and Marketing Activity

Birds Eye supports chicken range with £7.1 million campaign
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 Main meal is biggest occasion for processed meats
 Meat content gets checked the most
 Meat origin is checked by just three in 10
 "Baked not fried" breaded poultry garners sizable interest
 Scope for more products tailored for kids
 Negative health messages are impacting consumer behaviour
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30% check the fat content

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On-pack portion recommendation could build trust

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Encouraging greater use of processed meat as an ingredient

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