

Unprocessed Poultry and Red Meat - UK - October 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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"Openness to recipe suggestions probably offers the simplest way to encourage consumers to experiment with different types of meat to widen their repertoire. This would also tap into their love of cooking and willingness to try something new. Recipe suggestions could also help to drive awareness of cheaper cuts, breaking down potential barriers due to unfamiliarity."

- Amy Price, Senior Food & Drink Analyst

This report looks at the following areas:

- Convenient solutions appeal to time-pressed consumers
- While affordability is important, there are opportunities to trade people up
- Recipe suggestions could support uptake of lesser-known cheaper cuts
- Environmental concerns about packaging are common among consumers

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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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Recipe suggestions could support uptake of lesser-known cheaper cuts

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The Market – What You Need to Know

Sales of meat edge up in 2018

Inflation set to drive future growth

Poultry sees sales grow as it retains number one spot

Beef sales are flat

Pork sees consumers cut back as prices rise

Lamb has seen steepest price rises

Environmental concerns surround packaging and meat production

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Beef sales are flat

Pork sees consumers cut back as prices rise

Lamb has seen steepest price rises

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Meat prices expected to rise

Depreciation of the Pound pushes up prices in 2017/18

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Antibiotic use sees ongoing decline

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NPD looks to cater to consumers' desire for convenience

Own-label looks to premium innovation to add value

Recent launches tap into healthy eating trends

Products make environmental/ethical credentials tangible

Advertisers have spent almost £20 million so far in 2018

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Meat eating is almost universal

British origin is important to 40%

64% would cut back if the price of meat were to rise

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- Opportunities for trading up at the weekend for 42%
- Environmental concerns about packaging are widespread among consumers
- Consumers are open to experimentation

Usage of Meat, Poultry and Game

- Meat eating is almost universal
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- Price is top factor in meat purchase and drives choice of shop
- Promotions encourage trial among 64%
- Opportunities for trading up at the weekend for 42%
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Attitudes towards Meat, Poultry and Game

- Environmental concerns about packaging are widespread among consumers
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