

# Meat and Poultry: Processed, Non-processed and Alternatives - Brazil - December 2018

Report Price: £2958.60 | \$3995.00 | €3329.61

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"Brazilian consumers have been more concerned about the quality and the brand of meat they buy, which is a result of the Operation Weak Meat, a police investigation into alleged corruption and tainted beef. As consumers have been more demanding, companies could invest in systems that track their productive chains and develop a more transparent relationship with customers."  
**- Marina Ferreira, Food and Drink Analyst**

This report looks at the following areas:

- Companies need to improve their image and regain consumer confidence
- Meat market should be impacted as more Brazilians become interested in meat alternatives

Brazil's meat market is expected to have a better performance in 2018 compared to 2017, but should decline in terms of volume and grow in value only to recover inflation losses. The sector is still being affected by the Operation Carne Fraca (or Operation Weak Meat), an action enforced by the Brazilian federal police, started on March 2017, which investigated some of the country's largest meat processing companies.

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## Table of Contents

### Overview

What you need to know  
 Definition  
 Excluded

### Executive Summary

Challenges  
 Companies need to improve their image and regain consumer confidence  
 Meat market should be impacted as more Brazilians become interested in meat alternatives  
 Opportunities  
 Consumption of processed meat can grow as companies change the "unhealthy" perception  
 Millennials help boost consumption of meat alternatives  
 Figure 1: Meat and meat alternatives purchase, any consumption, by generation, September 2018  
 What we think

### The Market – What You Need to Know

Meat market improves compared to 2017, but declines in terms of volume and grows in value only to recover inflation losses  
 Operation Weak Meat affects the internal market and exports of Brazilian beef

### Market Size and Forecast

Meat market improves compared to 2017, but declines in terms of volume and grows in value only to recover inflation losses  
 Figure 2: Retail sales of meat, by value and volume, Brazil 2013-23  
 Meat market should keep retracting in terms of volume  
 Figure 3: Forecast of Brazil retail sales of meat, by value, 2013-23  
 Figure 4: Forecast of Brazil retail sales of meat, by volume, 2013-23

### Market Drivers

Operation Weak Meat affects the internal market and exports of Brazilian beef  
 Economic and political troubles generate uncertainties for the meat industry  
 Senate approves a proposal that seeks to facilitate sales of craft food made of animal meat

### Key Players – What You Need to Know

BRF and JBS account for approximately 70% of the Brazilian market  
 Brands take timid actions to reverse damages caused by the Operation Weak Meat  
 Meat alternatives have space to improve their sustainable appeal

### Market Share

BRF and JBS account for approximately 70% of the Brazilian market  
 Figure 5: Companies' market share in the meat retail market, by value, Brazil 2016-17  
 Figure 6: Companies' market share in the meat retail market, by volume, Brazil 2016-17

### Marketing Campaigns and Actions

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Companies invest in advertising to reverse damages caused by the Operation Weak Meat, while brands ignore the episode

Figure 7: JBS campaign

Figure 8: BRF campaign

Figure 9: BRF portal

Figure 10: Seara campaign

Figure 11: Sadia response to the Operation Weak Meat

BRF launches a new brand of processed meat at affordable prices

Figure 12: Kidelli products

JBS Friboi launches 1953, a premium beef brand

Figure 13: Friboi 1953

American meat snack brand Jack Links is launched in Brazil

Figure 14: Jack Links launching campaign

McDonald's launches first veggie burger in Brazil

Figure 15: McVeggie

## Who's Innovating?

Meat alternatives have space to improve their sustainable appeal

Figure 16: Top 10 claims in global launches of meat alternatives – October 2016 to October 2018

Figure 17: Environmental impact: Beyond Burger vs. animal meat hamburger

Brands can invest in seasoned/flavored meat to stand out

Figure 18: Top 10 flavors of red meat and poultry, Brazil, 2013 to 2017

Figure 19: Seara DaGranja ready-to-eat product

Figure 20: Consumer Attribute Rating for Woolworths Simply... Roast Beef

## The Consumer – What You Need to Know

Meat alternatives gain space among men seeking a healthy lifestyle

Brazilians prefer fresh meat

Image of processed meat improves among Brazilians

Soy meat can stand out highlighting its high protein content

'Well-known brand' is the isolated factor that drives meat consumption the most

Almost one third of consumers want vegan meat alternatives

Other animal-sourced ingredients can be accepted as a meat alternative

## Meat and Meat Alternatives Purchase

Unprocessed chicken tops consumption in Brazil

Figure 21: Meat and meat alternatives purchase, September 2018

Meat alternatives gain space among men seeking a healthy lifestyle

Figure 22: Meat and meat alternatives purchase, any consumption, by generation, September 2018

## Meat and Meat Alternative Formats Purchase

Brazilians prefer fresh meat

Figure 23: Meat and meat alternative formats purchase, September 2018

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Figure 24: Food Sniffer

Young consumers are more likely to have an interest in ready-to-eat meat

Figure 25: Meat and meat alternative formats purchase, by age group, September 2018

Figure 26: Vapza campaign

## Changes on Meat and Meat Alternatives Consumption/Perception

Image of processed meat improves among Brazilians

Figure 27: Changes on meat and meat alternatives consumption/perception, September 2018

Figure 28: Seara campaign

Cooking TV shows can increase interest in exotic meats among AB consumers

Figure 29: Changes in meat and meat alternatives consumption/perception, by socioeconomic group, September 2018

International cuts can appeal to men by highlighting the animal origin

Figure 30: Changes on meat and meat alternatives consumption/perception, by gender, September 2018

## Meat and Meat Alternatives Perception

Soy meat can stand out highlighting its high protein content

Figure 31: Meat and meat alternatives perception, correspondence analysis, September 2018

Beef segment has space to develop premium products for special occasions

Figure 32: Van Swift service

Figure 33: Beef Bistrô barbecue calculator

Pork is perceived as a tasty option by consumers aged 35+

Figure 34: Meat and meat alternatives perception, by age group, September 2018

Figure 35: A Casa do Porco restaurant

## Purchase Drivers for Meat

Organic meat can highlight animal welfare and absence of antibiotics to increase popularity

Figure 36: Purchase drivers for meat, September 2018

'Well-known brand' is the isolated factor that drives meat consumption the most

Figure 37: Purchase drivers for meat, TURF analysis, September 2018

Figure 38: Meet your Farmer system

## Purchase Drivers for Meat Alternatives

Low calorie is the main driver for meat alternatives

Figure 39: Purchase drivers for meat alternatives, September 2018

Almost one third of consumers want vegan meat alternatives

Figure 40: Seara veggie burger

Figure 41: Felsineo Veg Veghiamo

## Meat Substitutes Ingredients

Other animal-sourced ingredients can be accepted as a meat alternative

Figure 42: Meat substitutes ingredients, September 2018

Figure 43: McDonald's Egg Junior

Meat products mixed with vegetables and legumes can appeal to women with "flex" diet versions

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Figure 44: Meat substitutes ingredients, by gender, September 2018

### Appendix – Abbreviations

Abbreviations

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