

Packaged Red Meat - US - March 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

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"Health and environmental impact issues continue to pose challenges to the category, but red meats remain entrenched in consumer diets. Sales for red meat made modest gains, with beef driven mostly by price increases and declines with pork, triggered by overproduction. While versatility and convenience are notable assets, taste and enjoyment are the steadfast driver for the category."

- Michael Averbook, Food & Drink Analyst

This report looks at the following areas:

- Despite a tarnished reputation, category makes modest sales gains
- Red meats' bad rap is catching up with it
- Consumers "aging" out of the category
- Strike while the iron is hot with 25-44 year olds
- Target accepters with protein, nutrients, and exploration
- Focus on clean
- Improved packaging, downsizing

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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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