

Packaged Red Meat – US – May 2021

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the red meat market
- Red meat use occasions
- Interest in value-added red meat concepts
- Attitudes toward red meat concerning health, the environment and animal welfare

Retail red meat experienced a substantial sales boost in 2020 as consumers turned to home cooking during the pandemic. Maintaining that momentum in coming years, however, will be a challenge as consumers continue to weigh health concerns and increasingly take ethical and environmental considerations into account as well. Still, red meat remains a dietary staple for most Americans, and the category possesses considerable assets, including great taste and extensive variety. Continued growth will require marketers and retailers to accentuate these positives and mitigate the negatives.



“Like most retail food and drink categories, red meat got a big boost in sales during the pandemic as consumers cut back on restaurant dining and did more home cooking.”

– John Owen, Associate Director – Food and Retail

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