

Poultry and Game Meat - UK - July 2010

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What is this report about?

The poultry sector saw volume sales decline for a number of years under pressure from bird flu and rapidly rising inflation. However, the poultry market has regained momentum in the recession, enjoying a strong image as easy to cook, versatile and better value for money than red meat. Value sales, meanwhile, have enjoyed ongoing growth, expected to reach £2.9 billion in 2010, rising by 18% against 2005. The earlier value growth benefited from a trend towards premiumisation in the sector, while in 2008 high cost inflation pushed up retail prices.

The market's strong performance in recent years has been almost solely driven by growth in the chicken segment, while turkey captures just 12p per £1 spent on poultry. Steps are underway to boost its popularity, much needed by the bird seen by many as a Christmas food and less tasty than chicken.

What have we found out?

- Easy recipe suggestions for game or cooking demonstrations – live or online – could spark interest among the over seven million adults who would like to cook more game but say they don't know how.
- Underlining the low price points of turkey meat could attract some of the 20m shoppers appearing unaware of chicken's price premium, in a market where nearly nine in ten shoppers see price as important.
- Marinated ready-to-cook pieces could boost the appeal of turkey among younger consumers, such as the 4m 25-34-year-olds interested in trying ready-marinated chicken.
- Promoting turkey as a leaner meat could help it catch the attention of the 10m women who are trying to lose weight.
- Other higher welfare labels could take cues from free range to attract some of its 22m shoppers by spelling out their welfare and quality credentials in tangible terms.
- More accessibly priced game-based products like sausages and burgers could tap into the pool of 20m adults who see game as too expensive.

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