

Meat-free and Free-from Foods - UK - September 2012

Report Price: £1750 / \$2723 / €2181

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“The sizeable group of health-conscious consumers are ripe for targeting through vegetarian/meat-free foods and meat substitutes, possibly along the lines of ‘stealth health’, encouraging families to swap a meat-based meal for one that is vegetarian and therefore better for them.”

– Amy Price, Senior Food and Drink Analyst

In this report we answer the key questions:

- How can the meat-free market capture the health-conscious consumer?
- How much of a barrier are negative perceptions on taste for meat substitutes?
- How can brands encourage usage through educating consumers?
- What is the potential for growing sales among free-from users?
- How can the sector engage the over-55s?

This report covers the retail market for vegetarian/meat-free foods and free-from foods or specialist dietary foods targeted at intolerance and allergy sufferers. For the purposes of this report, it can be broken down as follows:

Vegetarian/meat-free foods

- Meat-free or vegetarian foods for in-home consumption
- Within these categories, the market size includes meat substitutes, or dishes made using meat substitutes, as well as vegetable-based dishes, including mainstream dishes suitable for vegetarians or meat avoiders.

Free-from foods, or foods catering for food hypersensitivity ie food intolerance and allergies

- Foods that are manufactured and targeted specifically at consumers who suffer from food intolerance and/or food allergies or who are following avoidance diets, including:
 - Wheat-free, gluten-free (WF/GF)
 - Dairy-free/lactose-free
 - Others

Your business guide towards growth and profitability

A Mintel report is your one, best resource for information and analysis on consumer markets and categories.

Each report contains:

- Primary consumer research
- Market size and five year forecast
- Market share and segmentation
- Brand and communications analysis
- Product and service innovation

To see what we cover in this report click on the report's "contents" section.

If you have any questions or require further information, send an email to oxygen@mintel.com or call one of our regional offices:

EMEA: +44 (0)20 7778 7151
Americas: +1 (312) 932 0600
APAC: +61 (0)2 8284 8100