# Meat Alternatives - US - June 2013

Report Price: £2466.89 | $3995.00 | €3133.71

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"Health perception plays a large role in use of meat alternatives. One third of consumers indicate using products in the category because they are healthy, higher than any other reason measured in the report (including the reduction of meat consumption)."
– Beth Bloom, Food and Drink Analyst

## In this report we answer the key questions:

- Can meat alternatives become primary offerings rather than substitutes?
- Are meat alternatives meeting the health needs of consumers?
- What can the category do to grow sales among current users?
- What can the category do to attract the attention of nonusers?

Conventional channel, natural supermarket, and specialty supermarket sales of meat alternatives reached $553 million in 2012, representing 8% growth from 2010. The category benefits from consumer interest in health and wellness, convenience, and a general interest in new products. Food safety issues related to genetically modified organisms (GMOs), in addition to food scares that call into question the quality of meat products, also open up the category for more steady mainstream adoption. While only 7% of consumers identify as vegetarian, some 36% of consumers surveyed by Mintel in March 2013 indicated use of meat alternatives measured in this report. What's more, less than half of consumers who use meat alternatives are using the products in place of real meat, and 16% indicate using the products alongside meat offerings. This points to participation in the category that stretches beyond necessity and beyond simple meat restriction, and suggests the opportunity for future growth based on successfully meeting general consumer food interests.



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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