

# Meat and Meat Substitutes - Ireland - September 2015

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“With prices of meat declining between 2014 and 2015, it has seen a slight decline in the total market value; with discounter retailers increasingly seeing more consumers buying meat from them.”

– Brian O’Connor, Senior Consumer Analyst

## This report looks at the following areas:

- How important is provenance and traceability in the Irish meat industry?
- What opportunities are there for manufacturers to engage in NPD and add value to the category?
- How can meat producers enhance the health credentials of products and appeal to health-conscious consumers?
- What are important factors for consumers when buying meat products?

This report covers the NI and ROI retail market for meat/meat products to be cooked/eaten at home, rather than in a foodservice establishment.

For the purposes of this report meat includes:

- Beef (including veal)
- Lamb (including mutton)
- Pork (including bacon, ham and sausages)
- Processed meats (including ham, salami, meatballs etc).

Please note that offal products are excluded from this report.

Meat alternatives covered in this report are those processed food items that act as direct substitutes for food products derived from meat. For example, certain kinds of textured vegetable protein can replace red meat in popular dishes.

The following foods are included in this report:

- Frozen and refrigerated meat substitutes
- Soy- and vegetable-based substitutes, such as bean burgers, garden burgers, nut patties, chickpea patties, vegetarian hotdogs and the like
- Other related products that are marketed mainly to vegetarians, primarily entrées, side dishes and mix-ins.

Excluded from this report are food items that may be vegetarian but that do not directly replace meat or meat-based equivalents. Also excluded are cheese substitutes (covered in other Mintel reports).

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