

Packaged Red Meat - US - March 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

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"Consumers are increasingly turning to non-traditional venues for their red meats, with parents notably likely to purchase red meat online, and Hispanic consumers turning to mass merchandisers for red meat."
- Billy Roberts, Senior Analyst, Food and Drink

This report looks at the following areas:

- Sales of red meat strengthen
- Pork, other red meats, to grow
- Price increases take toll

After rising for years, red meat prices began to abate somewhat in 2015. Sales grew, ultimately climbing 25% from 2010-15 to surpass the \$46.7 billion mark, and are expected to continue to rise, particularly as higher-income consumers embrace a variety of other red meats (lamb, venison, bison, ostrich) with demonstrated health benefits. Consumers are increasingly turning to non-traditional venues for their red meats, with parents notably likely to purchase red meat online, and Hispanic consumers turning to mass merchandisers for red meat. For all consumers, the key to luring them to red meat proteins will be naturally positioned options promising no artificial preservatives or fillers.

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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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