

Processed Poultry and Red Meat - UK - November 2016

Report Price: £1995.00 | \$2490.76 | €2354.10

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“The prospect of imminent cost rises heightens the need for companies to differentiate themselves by means other than price. That many buyers are willing to pay more for farmers’ pay guarantees and for more specific animal welfare details underlines how placing their ethical policies front and centre can pay dividends for companies.”

– **Alice Baker, Research Analyst**

This report looks at the following areas:

- **Making ethical claims more tangible could temper buyers’ price focus**
- **Transparency on production processes and sourcing would boost consumer trust**
- **International dish matching suggestions could revive interest in sausages**

Estimated at £5.4 billion in 2016, the processed meat and poultry market experienced considerable volatility over 2011-16, values rising steeply over 2011-13 and falling over 2014-16. Processed/meat/poultry/game’s status as a menu staple is apparent in that 91% of UK adults eat these products. 29% of users eat these as part of a main meal twice a week or more. Raw sausages and burgers enjoy a lead over cooked equivalents and canned meat, thanks to their stronger natural and versatile image.

Low price or promotions exert considerable influence here, with 63% of buyers swayed by either of these when buying for a main meal. However, half of eaters/buyers are prepared to pay more for a product with a guarantee of fair pay to farmers and 48% for one which gives specific details of its animal welfare policies. This shows that ethical considerations can prove sufficiently compelling to overcome cost considerations for many, provided that they are expressed in a tangible way.

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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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Princes retains top position in canned meat

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Consumers' price focus encouraged by retailer tactics

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Making ethical claims more tangible could temper buyers' price focus
Weak image as versatile is a threat for sandwich meat

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