

Packaged Red Meat - US - February 2017

Report Price: £3174.67 | \$3995.00 | €3701.03

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"Sales of red meat tumbled in 2016 as a convergence of factors negatively impacted the category. Commodity prices remain at their lowest levels in years, and while consumers indicate they are still eating red meat, there has been a pronounced reduction in their frequency of consumption. Health, environmental, and even cost concerns are driving consumers to other protein sources."
Billy Roberts, Senior Analyst – Food and Drink

This report looks at the following areas:

- Sales stagnate
- Consumption frequency drops
- Possible need to reintroduce consumers to red meat

Definition

This report builds on the analysis presented in Mintel's *Packaged Red Meat – US, March 2016*, as well as *Red Meat – US, February 2015*, *Red Meat – US, September 2013*, *Red Meat—US, October 2012*, as well as the same title in November 2010. The report covers retail sales of beef, pork, and lamb, in all forms, including ready to eat, and heat and eat.

The following types of red meat are included:

- Beef – including ground beef, steaks, roasts, and other cuts of beef
- Pork – pork chops, pork cutlets, and other cuts
- Other red meat – lamb, mutton, goat, bison, venison and other game meat, etc.

This report does **not** cover meats in sausage or hot dog forms, nor does it include deli or lunch meats.

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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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Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Sales stagnate

Figure 1: Total US sales and fan chart forecast of packaged red meat, at current prices, 2011-21

Consumption frequency drops

Figure 2: Weekly red meat consumption, 2016-17

Possible need to reintroduce consumers to red meat

Figure 3: Consumption, by opinions of red meat, December 2016

The opportunities

Value in fresher options

Figure 4: Opinions about red meat, by gender and age, December 2016

Quality and freshness appeal to Hispanic consumers

Figure 5: Opinions about purchasing red meat, by Hispanic origin, December 2016

Natural, organic resonate with Hispanic consumers

Figure 6: Red meat natural attributes, by Hispanic origin, December 2016

What it means

The Market – What You Need to Know

Oversupply and reduced demand impact red meat sales

Red meat problems impacting beef and pork

Consumers turning to poultry and seafood

Market Size and Forecast

Commodity volatility takes a toll on red meat

Figure 7: Total US sales and fan chart forecast of packaged red meat, at current prices, 2011-21

Figure 8: Total US retail sales and forecast of packaged red meat, at current prices, 2011-21

Market Breakdown

Beef stagnates, pork plummets

Figure 9: Total US retail sales of packaged red meat, by segment, at current prices, 2014 and 2016

Stagnant channel sales

Figure 10: Total US retail sales of packaged red meat, by channel, at current prices, 2014 and 2016

Accounting for inflation, beef sales to steadily fall

Figure 11: Total US retail sales and forecast of beef, at inflation-adjusted prices, 2011-21

Roller-coaster future for pork sales

Figure 12: Total US retail sales and forecast of pork, at inflation-adjusted prices, 2011-21

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Sales of other red meat set to stagnate

Figure 13: Total US retail sales and forecast of other red meat, at current prices, 2011-21

Market Perspective

Hispanic consumers more likely to consume red meat

Figure 14: Any red meat consumption, December 2016

Figure 15: Generations, by percentage of Hispanic origin, 2017

Poultry's more positive perception; FDA recommends fish

Figure 16: Protein associations, all proteins, August 2016

Market Factors

Severe sales declines partially explained by price drops

Figure 17: Changes in Consumer Food Price Indexes, 2012-17

Health concerns weigh large

Environmental issues potentially impacting consumption

Figure 18: Weekly red meat consumption, 2016-17

Households with kids tend to consume red meat

Figure 19: Households, by presence of own children, 2006-16

Key Players – What You Need to Know

Declines for all leading red meat brands

Potential for preservative-free

Variety may expand appeal

Brand Sales of Packaged Red Meat

Tyson maintains brand lead, but private label leads market share

Brand sales of packaged red meat

Figure 20: MULO sales of packaged red meat, by leading companies, rolling 52 weeks 2015 and 2016

Figure 21: MULO market share of packaged red meat, by leading companies, 52-weeks ending Oct. 30, 2016

What's Working?

Potential for preservative-free

Figure 22: US red meat launches, by date published, by claim, 2012-16

Figure 23: Meat and lunch meat introductions with free-from claims, 2016

What's Struggling?

Consumption declines lead to significant sales declines, even among most popular brands

Figure 24: US red meat introductions, by date published, private label versus branded, 2012-16

Figure 25: Private label red meat introductions, 2016

What's Next?

Variety of meats may increase appeal

Figure 26: Any red meat consumption, December 2016

Sustainability, environmental issues distinguish certain brands

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Figure 27: Packaged meat launches with natural or environmental claim, 2012-17

Figure 28: Sustainable, environmentally conscious red meat introductions, 2016

The Consumer – What You Need to Know

- Prices, though at their lowest in years, remain an issue
- White consumers appear to be turning to protein sources other than beef
- Weekly consumption of whole ham falls
- Consumption of other red meats varies strongly by region
- Health concerns deterring some consumers
- Supermarkets most likely location for purchasing
- Younger consumers less likely to appreciate meat's nutrition

Consumption of Red Meat

- Consumers eating red meat, though not as regularly
 - Figure 29: Consumption, December 2016
- Possible need to reintroduce consumers to red meat
 - Figure 30: Consumption, by opinions of red meat, December 2016
- Weekly users more likely to purchase at mass merchandisers
 - Figure 31: Consumption, by red meat source, December 2016
- Regular meat eaters appear interested in various cuisines
 - Figure 32: Consumption, by international food consumption, Mexican and Italian, December 2016

Beef Consumers

- Sizable percentage refuse frozen beef options, but fewer Millennials
 - Figure 33: Beef consumption, December 2016
- Younger consumers utilize frozen almost as often as refrigerated red meats
 - Figure 34: Beef consumption, by generations, December 2016
- Weekly consumption drops for White consumers
 - Figure 35: Beef consumption, by race, December 2016
 - Figure 36: Beef consumption, by type, by race, Spring 2016
- Higher-income consumers eating meat less often
 - Figure 37: Beef consumption, by household income, December 2016
- Hispanic Millennials more likely to eat frozen
 - Figure 38: Beef consumption, by Hispanic origin, December 2016

Pork Consumers

- Decline in pork consumption
 - Figure 39: Pork consumption, December 2016
- Parents much more likely to seek whole ham options
 - Figure 40: Pork consumption, by parental status by gender with children in household, December 2016
- Hispanic Millennials seeking whole ham options
 - Figure 41: Pork consumption, by Hispanic origin, December 2016

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Consumption of Other Red Meat

Other red meat has room to grow

Figure 42: Other red meat consumption, December 2016

Millennials notably more likely to turn to other red meats

Figure 43: Other red meat consumption, any consumption in past six months, by generation, December 2016

Price plays a role in consumption of other red meats

Figure 44: Other red meat consumption, any consumption in past six months, by household income, December 2016

Regionally, consumers may be unaware of certain other red meats

Figure 45: Other red meat consumption, any consumption in past six months, by region, December 2016

Deterrents to Red Meat Consumption

Health issues appear to be deterring consumption

Figure 46: Red meat deterrents, December 2016

Health fears impacting older consumers

Figure 47: Health-related red meat deterrents, by generation, December 2016

One in five blacks eating less meat to lose weight

Figure 48: Health-related red meat deterrents, by race, December 2016

Price strongly deterring Hispanic consumers

Figure 49: Red meat deterrents, by Hispanic origin, December 2016

Purchase Location for Packaged Red Meat

Most red meat purchased at supermarkets

Figure 50: Red meat source, December 2016

Online appears to offer opportunity

Figure 51: Red meat source via online/subscription service, by age and gender, December 2016

Purchase factors vary considerably from supermarket to online

Figure 52: Red meat source (supermarket and online/subscription), by red meat attributes, December 2016

Lower-income households turning to mass merchandisers for red meat

Figure 53: Red meat source, by age and gender, December 2016

Hispanic Millennials purchasing at a variety of locations

Figure 54: Red meat source, by Hispanic origin, December 2016

Health, natural claims resonate more with natural/specialty shoppers

Figure 55: Red meat source (supermarket and natural/specialty), by red meat attributes, December 2016

Repertoire Analysis of Purchase Locations

Consumers trusting relatively few store types for red meat

Figure 56: Repertoire analysis, types of stores where red meat is purchased, December 2016

Figure 57: Repertoire analysis, types of stores where red meat is purchased, by demographics, December 2016

Appearance factors strongly

Figure 58: Repertoire of red meat source, by red meat attributes, December 2016

Opinions about Red Meat

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Youngest consumers the least likely to appreciate red meat

Figure 59: Opinions about red meat, December 2016

Perceived value in fresher options

Figure 60: Opinions about red meat, by gender and age, December 2016

Consumers seeking expert guidance

Figure 61: Opinions about red meat confusion, by gender and age, December 2016

Quality and freshness appeal to Hispanic consumers

Figure 62: Opinions about purchasing red meat, by Hispanic origin, December 2016

Important Red Meat Attributes

Appearance matters, but other attributes factor strongly for Millennials

Figure 63: Red meat attributes, December 2016

Natural confusion could lead to organic appreciation

Figure 64: Natural red meat attributes, by age and gender, December 2016

Natural, organic options resonate strongly with Hispanic consumers

Figure 65: Red meat natural attributes, by Hispanic origin, December 2016

Appearance, natural appeal

Figure 66: TURF Analysis – Red meat attributes, December 2016

Purchasing Red Meat

Price, lack of awareness may impact some consumer choices

Figure 67: Opinions about purchasing red meat, December 2016

Expense, a leading deterrent to greater red meat consumption

Figure 68: Opinions about purchasing red meat, by household income, December 2016

Descriptors of Red Meat

How consumers regard red meats

Figure 69: Red meat description, December 2016

Butcher shop brands could leverage “natural”

Figure 70: Butcher shop red meat description, by generation, December 2016

Figure 71: Supermarket red meat (refrigerated) description, by generation, December 2016

Figure 72: Supermarket red meat (frozen) description, by generation, December 2016

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Abbreviations

Abbreviations

Appendix – Market

Figure 73: Total US retail sales and forecast of packaged red meat, by segment, at current prices, 2011-21

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Figure 74: Total US retail sales and forecast of packaged red meat, at inflation-adjusted prices, 2011-21

Figure 75: Total US retail sales and forecast of beef, at current prices, 2011-21

Figure 76: Total US retail sales and forecast of pork, at current prices, 2011-21

Figure 77: Total US retail sales and forecast of other red meat, at inflation-adjusted prices, 2011-21

Figure 78: Total US retail sales of packaged red meat, by channel, at current prices, 2011-16

Figure 79: US supermarket sales of packaged red meat, at current prices, 2011-16

Figure 80: US sales of packaged red meat through other retail channels, at current prices, 2011-16

Appendix – Key Players

Figure 81: MULO sales of beef, by leading companies and brands, rolling 52 weeks 2015 and 2016

Figure 82: MULO sales of pork, by leading companies and brands, rolling 52 weeks 2015 and 2016

Appendix – Consumer

Figure 83: Food statement agreement, any agree, by gender, Spring 2016

Figure 84: Food statement agreement, any agree, by age, Spring 2016

Figure 85: Food statement agreement, any agree, by race, Spring 2016

Figure 86: Food statement agreement, any agree, by region, Spring 2016

Figure 87: Meat/poultry consumption, by gender, Spring 2016

Figure 88: Meat/poultry consumption, by age, Spring 2016

Figure 89: Meat/poultry consumption, by race, Spring 2016

Figure 90: Meat/poultry consumption, by region, Spring 2016

Figure 91: Meat/poultry consumption, by Hispanic origin, Spring 2016

Figure 92: Beef consumption, by type, by gender, Spring 2016

Figure 93: Beef consumption, by type, by age, Spring 2016

Figure 94: Beef consumption, by type, by region, Spring 2016

Figure 95: Beef consumption, by type, by Hispanic origin, Spring 2016

Appendix – Correspondence Analysis Methodology

Figure 96: Red meat description, December 2016

Appendix – TURF Analysis Methodology

Figure 97: Table – TURF Analysis – Red meat attributes, December 2016

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