

## Meat-free Foods - UK - May 2017

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“Meat-free brands should be more vocal about exactly why they are a good choice in terms of animal ethics and the environment, as well as emphasising their nutritional credentials. These messages can make consumers feel holistically virtuous in their choice, helping to build a feel-good factor.”

– Emma Clifford, Senior Food and Drink Analyst

This report looks at the following areas:

- Being more vocal about the ethical and environmental benefits of meat-free foods can tap into feel-good eating
- A need for meat substitutes to prove their nutritional worth
- Making recipe inspiration more visible can encourage experimentation

Despite the UK remaining a nation of meat eaters, many consumers are becoming more vigilant about how much they are eating, and 28% have consciously reduced or limited the amount of meat/poultry in their diets in the six months to March 2017. In the current health-conscious climate, it is no surprise that health is the primary motivator for consumers to cut back, particularly in light of attention-grabbing news that processed and red meat could cause cancer. However, there are a variety of other benefits perceived to be linked to eating less meat, for example related to animal ethics, the environment and weight management. Therefore reducing meat intake taps into consumers’ holistic approach to diet, helping to strengthen this trend.

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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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Being more vocal about the ethical and environmental benefits of meat-free foods can tap into feel-good eating

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The implications

A need for meat substitutes to prove their nutritional worth

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Making recipe inspiration more visible can encourage experimentation

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Sainsbury's looks to boost vegetable consumption through store redesigns

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UN panel advocates tax on meat to preserve environment

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Consumer cutbacks on meat as incomes tighten could benefit some products more than others

## Companies and Brands – What You Need to Know

- Own-label dominates meat-free, but is in decline
- Quorn leads the brands
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- A big NPD push from brands pays dividends
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- More emphasis is placed on protein in meat-free
- Flexitarian launches bring the best of both worlds to meat
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Despite still being a nation of meat eaters, 28% have cut back

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A diversity of reasons for cutting back, but health is top

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Meat is held in high regard for its nutritional content

Concerns linger over ingredients in meat substitutes

Meat substitutes are marred with a bland image

The younger generation are hungry for more recipe suggestions

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Weight management is a key driver  
 Ethical and environmental reasons drive meat avoidance  
 The environmental message is getting through to under-25s...  
 ...but brands should be more vocal about their benefits  
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Concerns linger over ingredients in meat substitutes...

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The younger generation are hungry for more recipe suggestions

Recipes must get on the path of shoppers

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