

Processed Poultry and Red Meat Main Meal Components - UK - November 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“Health and environmental concerns have prompted many people to cut back on processed meat. However, premium products can tap into the widespread ‘less but better’ mindset to support value growth. Meanwhile eco-friendly packaging and carbon offset guarantees are promising means for companies to demonstrate their environmental commitments.”

— Alice Baker, Research Analyst

This report looks at the following areas:

- Multiple avenues for companies to address health concerns
- Environmentally friendly concepts spark interest
- Premium products can benefit from a ‘less but better’ mentality

Estimated at £4.2 billion in 2018, the UK processed poultry/red meat meal components market grew by 5.9% over 2013-18, due mainly to inflation. Inflation is expected to be the primary driver behind the projected 13% growth in value sales over 2018-23, with negligible underlying volume sales.

That nine in 10 (89%) UK adults eat processed meat as part of a main meal demonstrates the enduring mainstream appeal of these convenient and affordable meal components. Bacon and sausages cooked from raw are the most commonly used types, their transparency and relative versatility undoubtedly underpinning this.

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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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Birds Eye Iglo leads on advertising in 2017

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Nine in 10 eat processed meat or poultry as part of main meals

Seven in 10 buyers are influenced by low price or promotions

No unnecessary antibiotics and eco-friendly concepts spark interest

Premium products can benefit from a 'less but better' mentality

Clean label products have wide appeal

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Nine in 10 eat processed meat or poultry as part of main meals

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Seven in 10 buyers are influenced by low price or promotions

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Attitudes towards Processed Poultry and Red Meat Meal Components

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Clean label products have wide appeal

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