

Meat-free foods - UK - November 2019

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This report looks at the following areas:

- Meat-free brands need to work harder on their holistic environmentally friendly credentials
- Meat-free industry can benefit from widening its target audience
- Upping their nutritional game would boost meat-free products' appeal

The meat-free movement has continued to go from strength to strength since 2016 when the market began to revive. 2018 saw the fastest rate of annual growth, with volume and value sales rising 9% and 15% respectively. Sales in 2019 are estimated to reach £816 million and 136 million kg, although the year-on-year growth is slower than in 2017 and 2018.

This growth has been primarily driven by the popularity of the flexitarian trend, which is driven by health and environmental concerns and ethical considerations surrounding animal welfare. However, meat continues to play a hugely significant role in the British diet, with 88% of adults eating red meat or poultry.



"The growing flexitarian movement has driven the success of the meat-free market and established an engaged consumer base amongst younger consumers. Yet as the market becomes increasingly crowded, products need to work harder to distinguish themselves from the competition."

– Alice Pilkington, Food and Drink Research Analyst

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- **Under-45s and parents of under-16s are most likely to have limited/reduced meat intake**

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