

Meat-free food - UK - November 2019

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“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**

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.

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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
 Products covered in this Report

Executive Summary

The market

Meat-free market continues impressive growth...

...fuelled by NPD in response to the growing flexitarian trend

Figure 1: Forecast of UK retail value sales of meat-free foods, 2014-24

Meat-free growth looks set to continue at a slower pace

Chilled still dominates but frozen sees faster growth

Figure 2: UK retail value sales of meat-free foods, by segment, 2014-19

Health concerns remain the key driver for flexitarian trend...

...but more awareness over environmental issues linked to meat production

Meat-free foodservice helps to maintain hype around the movement

Companies and brands

Own-label continues to dominate the chilled meat-free market

Quorn sees chilled sales falter, smaller brands do well

Figure 3: Leading brands' sales and shares in the UK chilled meat-free foods market, by value, 2016/17-2018/19

Meat-free food launches accelerate

NPD in frozen meat-free products boosts success overall

Major supermarkets extend their meat-free ranges

Adspend on meat-free foods rocketed in 2018

The consumer

The UK remains a nation of meat eaters, but meat reduction trend gathers momentum

Figure 4: Consumers' meat eating habits, 2017-19

A big rise in usage of meat-free foods, yet usage frequency remains low

Figure 5: Usage frequency for meat-free foods, September 2019

Health-related factors hold a lot of sway

Figure 6: Meat-free foods buying factors, September 2019

Eating meat-free foods makes people feel good

Figure 7: Meat-free foods eating and buying behaviours, September 2019

Meat-free foods face tough competition from other categories

Figure 8: Non-users' behaviours relating to meat-free foods, September 2019

Children represent a missed opportunity

Figure 9: Qualities associated with selected types of meat-free foods, September 2019

What we think

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Meat-free brands need to work harder on their holistic environmentally friendly credentials

The facts

The implications

Meat-free industry can benefit from widening its target audience

The facts

The implications

Upping their nutritional game would boost meat-free products' appeal

The facts

The implications

The Market – What You Need to Know

Meat-free market continues impressive growth spurt...

...fuelled by NPD in response to the growing flexitarian trend

Meat-free growth looks set to continue, but at a slower pace

Chilled still dominates but frozen sees faster growth

Health concerns remain the key driver for flexitarian trend...

...but more awareness over environmental issues linked to meat production

Meat-free foodservice helps to maintain hype around the movement

The ageing population is currently a barrier, but scope to target over-55s

Market Size and Forecast

Growth continues for meat-free foods

Figure 10: UK retail value and volume sales of meat-free foods, 2014-24

Further value and volume growth predicted over 2019-24

Figure 11: Forecast of UK retail value sales of meat-free foods, 2014-24

Figure 12: Forecast of UK retail volume sales of meat-free foods, 2014-24

Forecast methodology

Market Segmentation

Chilled dominates but frozen sees stronger growth

Figure 13: UK retail value and volume sales of meat-free foods, by segment, 2014-19

Ready meals continue to lead in chilled meat-free foods

Pastry-based products see values rise but volumes stagnate

Figure 14: UK retail value and volume sales of chilled meat-free foods, by sub-segment, 2017-19

All sub-segments see value growth within frozen

Figure 15: UK retail value and volume sales of frozen meat-free foods, by sub-segment, 2017-19

Market Drivers

Health concerns continue to encourage 'flexitarianism' trend

Awareness around the environmental impact of meat production looks to be growing

Figure 16: The Fry Family Food Co Rice Protein & Quinoa Stir-Fry Strips

Figure 17: The Meatless Farm Co Meat Free Sausages

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Environmentally friendly packaging is in the limelight
 More foodservice launches help to maintain the buzz around meat-free foods
 Competition growing in the meal box providers category
 Potential for Brexit to benefit to meat-free market
 Meat industry responds to meat-free threat through NPD
 The ageing population is currently a barrier, but scope to target over-55s
 Increase in number of children could benefit meat-free

Companies and Brands – What You Need to Know

Own-label continues to dominate the chilled meat-free market
 Quorn sees chilled sales falter but still leads frozen meat-free market
 Smaller brands in chilled see sales rise
 Meat substitute launches accelerate
 NPD in frozen meat-free products boosts success overall
 A rise in high/added-protein claims in 2018
 Major supermarkets extend their meat-free ranges
 Adspend on meat-free foods rocketed in 2018
 Meat-free campaigns get bigger and better

Market Share

Own-label continues to dominate the chilled meat-free market
 Figure 18: Leading brands' sales and shares in the UK chilled meat-free foods market, by value and volume, 2016/17-2018/19
 Leading brand Quorn sees sales fall
 Smaller brands see sales rise
 Figure 19: Leading manufacturers' sales and shares in the UK chilled meat-free foods market, by value and volume, 2016/17-2018/19
 Quorn sees steady value growth but own-label challenges in frozen
 Figure 20: Leading brands' sales and shares in the UK frozen meat-free foods market, by value and volume, 2016/17-2018/19

Launch Activity and Innovation

Meat substitute launches accelerate
 Figure 21: Share of new launches in the processed meat, poultry, fish, meat substitutes and egg products market, by segment, 2015-19
 Frozen product innovation boosts segment success
 Figure 22: New product launches in the UK meat-free foods market, by segment, 2015-19
 Vegan product claims surge in 2019
 Companies focus on 'plant-based' rather than 'vegan' message
 Figure 23: New product launches in the UK meat-free foods market, by top 20 claims, 2015-19 (sorted by 2018)
 A rise in high/added-protein claims in 2018
 Use of pea protein jumps in 2019
 Figure 24: Birds Eye Green Cuisine Sausages
 Figure 25: Naturli's Pea Based Sausages
 Brands associated with meat diversify into meat-free space

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Sainsbury's launches plant-based tertiary range

Meat-free innovation gets fishy

Figure 26: Sophie's Kitchen Vegan Fish Products

Figure 27: Loma Linda Tuno

Jackfruit jumps in

Figure 28: Retail examples of Jackfruit products

A flurry of seasonal celebration food launches in meat-free foods

Major supermarkets extend their meat-free ranges

Figure 29: Share of new launches in the meat substitutes market, by company (sorted by 2018), 2015-19

Holland & Barrett launches on-the-go lunch range

Attempts to make vegan "dirty" and edgy

Figure 30: Squeaky Bean 100% dirty vegan No Chicken Nuggets

Figure 31: Oumph! Spiced Kebab

Advertising and Marketing Activity

Adspend on meat-free foods rocketed in 2018

Figure 32: Total above-the-line, online display and direct mail advertising expenditure on meat-free foods, 2015-19

Huge increase in adspend on Quorn driven by digital advertising

Quorn unveils 'Healthy Protein, Healthy Planet' message in 2019

Figure 33: Total above-the-line, online display and direct mail advertising expenditure on meat-free foods, by advertiser, 2015-19 (sorted by 2018)

Birds Eye invests £2 million to support its Green Cuisine launch

Vivera launches the 'Goodness revolution' campaign

Tesco causes controversy with its meat-free Food Love Story

The Meatless Farm Co secures huge deal with Channel 4

Linda McCartney Foods spreads kindness message

Meat-free campaigns and events get bigger and better

Figure 34: Sainsbury's meat-free butcher pop-up, Bethnal Green, June 2019

Nielsen Ad Intel coverage

The Consumer – What You Need to Know

The UK remains a nation of meat eaters

The meat reduction trend continues to gather momentum

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

Meat-free foods face tough competition from other categories

Meat-free products should promote their versatility

Clean labels can help meat-free foods compete with scratch cooking

Two thirds of adults eat meat-free foods, up from 50% in 2017...

...yet usage frequency remains low

Under-35s and parents are the core users

Health-related factors hold a lot of sway

An exciting flavour exerts most influence over purchasing choice

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A third seek out low prices

Eating meat-free foods makes people feel good

Children represent a missed opportunity

Meat Eating Habits

The UK remains a nation of meat eaters

Figure 35: Consumers' meat eating habits, 2017-19

The meat reduction trend continues to gather momentum

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

A further 13% are interested in making changes in future

Alternative diets remain niche

Figure 36: Diets followed by non-meat/poultry eaters, September 2019

Usage of Meat-free Foods

Two thirds of adults eat meat-free foods, up from 50% in 2017

Figure 37: Usage of meat-free foods, 2017-19

Figure 38: Usage of meat-free foods, by meat eating habits, September 2019

Vegetable-based products are most popular

Figure 39: Usage of meat-free foods, by type, 2017-19

Usage frequency remains low

Figure 40: Usage frequency for meat-free foods, September 2019

Under-35s and parents are the core users

One in four eat all six types of meat-free foods

Figure 41: Repertoire of types of meat-free products eaten, September 2019

Meat-free Foods Buying Factors

Health-related factors hold a lot of sway

Figure 42: Meat-free foods buying factors, September 2019

Low fat content and high protein are on a par

Low-fat claims warrant more attention

Figure 43: Front-of-pack nutritional claims on Naked Glory's Meat Free Sausages

Despite high demand 5-a-day claims are rare

Figure 44: Examples of meat-free foods contributing to consumers' 5-a-day, 2019

An exciting flavour exerts most influence over purchasing choice

A third seek out low prices

Meat-free Foods Eating and Buying Behaviours

Eating meat-free foods makes people feel good

Figure 45: Meat-free foods eating and buying behaviours, September 2019

Products can benefit from proving they are a good environmental choice

Figure 46: The Meatless Farm Co packaging information relating to carbon footprint

Figure 47: This is not Chicken Plant-Based Tikka Pieces packaging information relating to carbon footprint

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Environmentally friendly packaging can boost consumer mood

Environmentally friendly packaging is important to meat-free consumers

Figure 48: 90% Free of Plastic Packaging claim on This Isn't Chicken Plant-Based Goujons

Mixed feelings over in-store positioning of meat-free foods

Non-users' Behaviours Relating to Meat-free Foods

Meat-free foods face tough competition from other categories

Figure 49: Non-users' behaviours relating to meat-free foods, September 2019

Meat-free products should promote their versatility

Clean labels can help meat-free foods compete with scratch cooking

Figure 50: Redesign of Birds Eye Veggie Fingers

'Meat-like' names hold minimal sway among non-users

Qualities Associated with Selected Types of Meat-free Foods

A need to focus on protein content

Figure 51: Qualities associated with selected types of meat-free foods, September 2019

Figure 52: Sojade So Fingers with Breadcrumbs and Seeds Protein

Few people deem meat-free foods to be child-friendly...

Figure 53: Products from Ella's Kitchen Big Kids range

...representing a missed opportunity

The appeal of meat-free foods drops among the older generation

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

Appendix – Market Size and Forecast

Forecast methodology

Figure 54: UK value sales of meat-free foods, best- and worst-case forecast, 2019-24

Figure 55: UK volume sales of meat-free foods, best- and worst-case forecast, 2019-24

Appendix – Market Share

Figure 56: Leading manufacturers' sales and shares in the UK frozen meat-free foods market, by value and volume, 2016/17-2018/19

Appendix – The Consumer

Figure 57: Usage of meat-free foods, by type, by meat eating habits, September 2019

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