

# Processed Poultry and Red Meat Main Meal Components: Inc Impact of COVID-19 - UK - November 2020

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“Sales of processed meat/poultry meal components have been boosted by increased rates of at-home working and the growth in home cooking as a consequence of the COVID-19 restrictions.”

– Alice Baker, Research Analyst

This report looks at the following areas:

- The impact of COVID-19 on the processed poultry and red meat main meal components category and the outlook.
- Launch activity in 2020 and future product development opportunities.
- Changes in purchase patterns and channels.
- Usage occasions for processed meat products and ways for companies to encourage buying of these products.
- Attributes that can add value in the processed meat category.
- The potential effects of Brexit on the category.

Demonstrating the changes to consumer shopping habits wrought by the COVID-19 pandemic, 44% of eaters/buyers report to have bought processed meat products from butchers' shops or farm shops in the three months to August 2020. The growth of online retail also suggests opportunities for more companies to offer meat box deliveries, these services appealing to 40% of meat/poultry eaters.

The COVID-19 outbreak boosted sales of processed meat main meal components by driving growth in home cooking and increasing at-home eating occasions. The new wave of lockdowns starting in January 2021 will further support sales by keeping rates of scratch cooking and at-home meal occasions high. Consumers' cautious spending habits in the economic aftermath of the pandemic should also support sales of processed meat products through shoppers switching to these from unprocessed cuts, as well as slowing the recovery of the foodservice sector.

Concerns around processed meat products' healthiness present a barrier to usage frequency, but also provide opportunities for development of healthier variants. Government's growing scrutiny of the nation's diets adds further urgency here. Environmental concerns around red meat products are likely to rebound with renewed vigour once the immediate threat of the pandemic fades, standing to curb demand. However, there should be good opportunities for products that are able to tangibly demonstrate their eco-friendly credentials.

Offering recipe suggestions to demonstrate processed meat products' versatility should help to drive purchase going forward. A stronger emotional focus in marketing should also help to encourage buying, as 58% of meat/poultry eaters see meals containing processed meat products as comforting.

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Meat substitutes offer stiff competition for meat products

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Recipe suggestions should help to drive usage frequency

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## Usage of Processed Meat and Poultry Products

Usage of processed meat products is near-universal

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