

# Meat Substitutes - UK - 2022

Report Price: £2195 | \$2995 | €2600

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## This report looks at the following areas:

- Usage of meat substitutes
- Benefits associated with eating less meat, including cost savings and environmental impact
- The impact of the rising cost of living on consumer habits in the market and sales
- Opportunities for meat substitutes products during the income squeeze
- Consumer behaviours and attitudes related to meat substitutes
- Factors that would encourage buying of meat substitutes, such as nutrition, flavour and ingredients

Over half of meat substitute eaters eat these products at least once a week, equating to 26% of the overall population. This demonstrates the extent to which these products have gained a significant role in UK diets.

The relatively high price of these products, and the fact that meat-based competitors are matching or even undercutting these, will be a barrier to growth whilst incomes are squeezed; 52% of red meat/poultry eaters say they would buy meat substitutes that are cheaper than meat. That cooking a meat-free meal from scratch using vegetables/pulses will often be a cheaper choice also adds to the pressure for meat substitutes to prove their value.

Some 74% of people say that there are better ways to reduce their environmental footprint than limiting their meat intake. Despite widespread coverage of the contribution of the meat industry to climate change, that people view other environmentally-friendly practices as more effective in combatting this poses a challenge to both the meat reduction trend and meat substitutes market going forward.

Some 42% of people agree that information on their environmental impact would make meat substitutes more appealing. Whilst this highlights how these products cannot solely rely on the fact they are not meat to secure buy-in, it



“The impressive growth enjoyed by meat substitutes has faltered in 2022, as the COVID-boost has been lost and the income squeeze has made the high price of these more of a barrier. Driving awareness of their nutritional credentials and emphasising versatility can help these products navigate the income squeeze.”

– Alice Pilkington, Food and Drink Research Analyst, November 2022

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also points to ongoing opportunities to tap into the long-term predicted environmental focus by calling out their sustainability credentials more prominently and in more detail.

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## Table of Contents

### OVERVIEW

- Key issues covered in this Report
- Products covered in this Report

### EXECUTIVE SUMMARY

- **The five-year outlook for meat substitutes**  
Figure 1: Category outlook, 2022-27
- **The market**
- **Meat substitutes market falters in 2022**
- **Income squeeze puts pressure on meat substitutes**
- **Meat substitutes market will regain momentum from 2025 onwards**  
Figure 2: Market forecast for retail value sales of meat substitutes, 2017-27
- **Chilled meat substitutes enter decline in 2022 despite ongoing NPD; sales of frozen sub-segments continue to fall**  
Figure 3: UK retail value sales of meat substitutes, by segment, 2020-22
- **Companies and brands**
- **Richmond overtakes Cauldron in chilled meat substitutes; own-label outperforms market**  
Figure 4: Leading brands' value sales in the UK chilled meat substitutes retail market, 2020/21-2021/22
- **Quorn and Linda McCartney reflect struggles of frozen meat substitutes in 2022**  
Figure 5: Leading brands' value sales in the UK frozen meat substitutes retail market, 2020/21-2021/22
- **Brands drive frozen meat substitute launches in 2022; meat brands continue to expand**
- **Role of meat substitutes in flexitarian lifestyles explored in advertising campaigns in 2022**
- **The consumer**
- **Meat reduction levels off in 2022**  
Figure 6: Meat eating habits, 2018-22
- **Money saving benefits of eating less meat gain salience in 2022; associations with helping the environment fall back slightly**  
Figure 7: Benefits associated with eating less meat, 2020-22
- **Half of people eat meat substitutes**  
Figure 8: Types of meat substitutes eaten in the last 6 months, by selected meat eating habits, 2022
- **Meat substitutes on weekly menu for over half of users**

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Figure 9: Frequency of eating meat substitutes, 2021\* and 2022\*\*

- **Nutritionally rich is biggest draw in meat substitutes; one in five swayed by meat product flavours**

Figure 10: Factors that would encourage buying of meat substitutes, 2022

- **Meat substitute products that don't try to mimic meat would appeal to 50%**

Figure 11: Behaviours related to meat substitutes, 2022

- **Greater transparency would boost trust for 49%, information on environmental impact would appeal to 42%**

Figure 12: Attitudes towards meat substitutes, 2022

## ISSUES AND INSIGHTS

- **Price of meat substitutes will be a barrier to growth during income squeeze**
- **Being nutritionally rich is top enticement in meat substitutes**
- **Meat substitute products that don't try to mimic meat would appeal to 50%**
- **Greater transparency and information on environmental impact hold considerable appeal**

## MARKET SIZE AND PERFORMANCE

- **Meat substitutes market falters in 2022**

Figure 13: UK retail value and volume sales of meat substitutes, 2017-22

## MARKET FORECAST

- **The five year outlook for meat substitutes**
- **Income squeeze puts pressure on the market**
- **Market will regain momentum from 2025 onwards**

Figure 15: Market forecast for retail value sales of meat substitutes, 2017-27

Figure 16: Market forecast for retail volume sales of meat substitutes, 2017-27

- **Learnings from the last income squeeze**
- **Forecast methodology**

## MARKET SEGMENTATION

- **Chilled enters decline despite ongoing NPD**

Figure 17: UK retail value and volume sales of meat substitutes, by segment, 2020-22

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- **Chilled deli products are only sub-segment to see value sales growth in 2022**

Figure 18: UK retail value and volume sales of chilled meat substitutes, by sub-segment, 2020-22

- **Sales of frozen sub-segments continue to decline in 2022**

Figure 19: UK retail value and volume sales of frozen meat substitutes, by sub-segment, 2020-22

**MARKET DRIVERS**

- **Inflation is the key concern for consumers and brands...**
- **...and despite Government support, energy prices are still a major concern**
- **Rising interest rates mean that the pressure will move up to middle- and higher-income households**
- **Consumer spending power will be curbed**
- **Consumers' financial wellbeing has fallen from the highs of 2021 ...**

Figure 20: Household financial wellbeing index, 2016-22

- **... and most people are feeling the effects of price rises**
- **High price of meat substitutes will limit their appeal during income squeeze**
- **Ukraine conflict will have limited impact on production costs of meat substitutes**
- **Sustainability predicted to be a higher priority going forward**
- **Flexitarian trend will support meat substitutes market long-term...**
- **...but many believe there are better ways to reduce their environmental footprint**
- **Health remains a key focus for consumers**
- **HFSS volume promotions ban postponed until October 2023**
- **2024 salt reduction targets still in place**
- **On-pack nutrition label consultation proposed**
- **Government White Paper overlooks National Food Strategy meat reduction recommendation**
- **Younger consumers are core users of meat substitutes**

Figure 21: Trends in UK population, by age, 2016-21 and 2021-26

**MARKET SHARE**

- **Richmond overtakes Cauldron in chilled meat substitutes**

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- Full Report PDF
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Figure 22: Leading brands' sales and shares in the UK chilled meat substitutes retail market, by value and volume, 2019/20-2021/22

- **Quorn and Linda McCartney reflect struggles of frozen meat substitutes in 2022**

Figure 23: Leading brands' sales and shares in the UK frozen meat substitutes retail market, by value and volume, 2019/20-2021/22

**LAUNCH ACTIVITY AND INNOVATION**

- **Private label's share of launches returns to growth in 2022**

Figure 24: Share of new launches in the meat substitutes market, by branded versus own-label, 2017-22

Figure 25: Recent own-label launches in the meat substitutes market, 2021-22

- **Amazon expands its presence in grocery with new plant-based brand**

- **Frozen launches continue to be driven by brands in 2022**

Figure 26: Share of new launches in the meat substitutes market, by storage, 2017-22

- **Birds Eye Green Cuisine and Moving Mountains refresh their brands**

Figure 27: Moving Mountains and Birds Eye Green Cuisine new packaging design, 2022

- **THIS expands into frozen segment**

Figure 28: THIS expands into frozen segment, 2022

- **Established brands continue to expand their ranges...**
- **Squeaky Bean remains highly active in deli space NPD...**
- **...whilst Quorn expands its deli range**
- **Meatless Farm launches Chicken Breasts in time for Veganuary 2022**

Figure 29: Recent launches from Squeaky Bean and Meatless Farm, 2021-22

- **Better Naked expands into sausages and mince**
- **...while category continues to attract new entrants**
- **French plant-based bacon brand makes UK debut**
- **Street food brand Biff's launches into Sainsbury's via incubator programme**
- **Meat brands continue to extend their meat-free offering**
- **Richmond launches limited edition Meat-Free Sage and Onion Sausages**
- **Peperami launches vegetarian version of iconic meat stick snack**

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- **Paxo enters meat-free space**
- **Leading tofu brands remain focused on flavour and texture in 2022**

Figure 30: Recent launches from The Tofoo Co., 2021-22

**ADVERTISING AND MARKETING ACTIVITY**

- **TV remains dominant in advertising for meat substitutes**
- **HFSS advertising restrictions will have limited impact on meat substitutes**

Figure 31: Total above-the line, online display and direct mail advertising expenditure on meat substitutes\*, by media type, 2019-22

- **Birds Eye tops adspend in 2022 with 'Welcome to the Plant Age'**
- **Finnebrogue celebrates meat and meat-free variants in new TV campaign**

Figure 32: Total above-the line, online display and direct mail advertising expenditure on meat substitutes\*, by advertiser, 2019-22

- **Quorn launches campaign to support new Deli products**
- **Quorn continues to support Crispy Nuggets and Mince and collaborates with Brewdog**
- **The Vegetarian Butcher continues to spread 'Sacrifice Nothing' message**
- **Meatless Farm proclaims anyone can 'Change the World'**
- **Garden Gourmet unveils new 'Whatever-tarian' TV advert in 2022**
- **Moving Mountains encourages people to 'Mix Up Your Meatballs'**
- **Allplants declares 'We Know About The Nuggs'**
- **ASA bans Tesco Plant Chef advert**
- **Nielsen Ad Intel coverage**

**MEAT EATING HABITS**

- **Meat reduction levels off in 2022**
- **Younger people most interested in reducing meat in the future**

Figure 33: Meat eating habits, 2018-22

Figure 34: Meat eating habits, by age, 2022

**BENEFITS ASSOCIATED WITH EATING LESS MEAT**

- **Money-saving benefits of eating less meat gain salience in 2022**

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Figure 35: Benefits associated with eating less meat, 2020–22

- **Established brands are better placed to weather the income squeeze storm...**
- **...whilst frozen products need to push their visibility**
- **Environmental falls back slightly**

#### TYPES OF MEAT SUBSTITUTES EATEN

- **Half of people eat meat substitutes**

Figure 36: Any eating of meat substitutes in the last months, by age, 2022

- **Meat reduction is key usage driver**

Figure 37: Any eating of meat substitutes in the last months, by meat eating habits, 2022

- **Sausages and burgers are the most popular meat substitute products**

Figure 38: Types of meat substitutes eaten in the last 6 months, by selected meat eating habits, 2022

#### FREQUENCY OF EATING MEAT SUBSTITUTES

- **Meat substitutes on weekly menu for 53% of users**

Figure 39: Frequency of eating meat substitutes, 2021\* and 2022\*\*

- **Flexitarians will be key target audience going forward**

Figure 40: Frequency of eating meat substitutes, by selected meat eating habits, 2022

#### FACTORS THAT WOULD ENCOURAGE BUYING OF MEAT SUBSTITUTES

- **No clear winner in factors to prompt buying of meat substitutes**

Figure 41: Factors that would encourage buying of meat substitutes, 2022

- **Nutritionally rich is top choice factor**

Figure 42: This Isn't Chicken meat substitute calls out multiple nutrients, 2022

- **Exploring nutrients not typically associated with meat will boost value proposition**

- **Calling out contribution to recommended daily intakes can make benefits tangible**

Figure 43: Kellogg's Coco Pops calling out contribution to daily vitamin D intake, 2022

- **Vegetable/pulse-based products are at an advantage here**

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Figure 44: BOL calls out nutritional richness of chickpeas and lentils, 2021

- **Emphasising versatility will be particularly important during income squeeze**

- **Recipe ideas need greater visibility on-pack**

Figure 45: Recent examples of meat substitute products calling out suitability to recipes, 2022

- **Meat substitute brands can look to Old El Paso for inspiration**

Figure 46: Old El Paso tortilla pockets kit highlighting versatility through on-pack images, 2021

- **Interest in using meat substitutes with a favourite cooking sauce/meal kit can be mutually beneficial**

- **One in five would be swayed by meat product flavours**

Figure 47: Recent examples of meat substitute products with meat product flavours, 2021-22

**BEHAVIOURS RELATED TO MEAT SUBSTITUTES**

- **Meat substitute products that don't try to mimic meat would appeal to 50%**

Figure 48: Behaviours related to meat substitutes, 2022

- **Vegetable-forward products experiencing a renaissance**

Figure 49: Recent examples of own-label vegetable-forward eat substitute products, 2021-22

Figure 50: Recent examples of Strong Roots products, 2021-22

- **Vegetable-forward products are likely to enjoy inherent environmental and health halo**

- **Heinz offers cues for brand extensions**

- **Highlighting convenience can boost value proposition during income squeeze**

- **Cooking time call-outs are currently rare**

Figure 51: Recent examples of meat products calling out short cooking times, 2022

**ATTITUDES TOWARDS MEAT SUBSTITUTES**

- **Greater transparency would boost trust for 49%...**

Figure 52: Attitudes towards meat substitutes, 2022

- **Emphasising naturalness of ingredients is the most common approach to 'lift the curtain'**

Figure 53: Birds Eye Green Cuisine and Quorn detailing the natural source of their ingredients, 2021

- **Information about production methods is currently rare**

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Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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- **Marketing campaigns can push the reassuring information to more consumers**
- **On-pack QR codes can also signal openness**  
Figure 54: Meatless Farm’s QR code inviting people to learn more about the brand, 2021
- **...whilst information on environmental impact would appeal to 42%**
- **Eco-scores begin to be explored...**  
Figure 55: Finnebrogue artisan implements eco-score and ecological impact details on pack, 2021
- **...but currently face considerable lack of awareness**
- **Certifications and carbon neutrality can avoid falling foul of ASA**  
Figure 56: Quorn details Mycoprotein’s Carbon Trust certification, 2021  
Figure 57: Purely Organic makes carbon neutrality central to on-pack design, 2022
- **Other food brands offer cues on calling out carbon footprint of packaging**  
Figure 58: Young’s and Yeo Valley organic call out reduced carbon footprint from packaging, 2021-22
- **Pulse/legume-based products can call out their role in nitrogen fixing**  
Figure 59: Hippeas calling out how its chickpeas “keep nutrients in the soil”, 2022

**APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION**

- **Abbreviations**
- **Consumer research methodology**

**APPENDIX: FORECAST METHODOLOGY**

- **Market forecast and prediction intervals**  
Figure 60: Market forecast and prediction intervals for UK value sales of meat substitutes, 2022-27  
Figure 61: Market forecast and prediction intervals for UK volume sales of meat substitutes, 2022-27
- **Market drivers and assumptions**
- **Forecast methodology**

**APPENDIX: MARKET SHARE**

Figure 62: Leading manufacturers’ sales and shares in the UK chilled meat substitutes retail market, by value and volume, 2019/20-2021/22

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Figure 63: Leading manufacturers' sales and shares in the UK frozen meat substitutes retail market, by value and volume, 2019/20-2021/22

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