# Lunch Meat - US - June 2013

Report Price: £2466.89 | $3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"The lunch meat category enjoys high household penetration rates but is now grappling with the challenge of decreasing personal usage due to consumer price and health concerns."
– Sarah Day Levesque, Food Analyst

## In this report we answer the key questions:

- How can companies increase usage in an already saturated market?
- How can companies overcome price increases and drive sales?
- How can lunch meat brands address consumer health concerns?

While the number of households that use lunch meat is high (96%), the average U.S. household uses less than three pounds of lunch meat per month and only makes about eight lunch meat purchases a year. The recession and subsequent slow recovery may have attracted more users to the category who are seeking ways to save money, thus elevating demand for homemade sandwiches, but higher meat prices have stymied any increase in overall usage. Beyond high prices, consumers also have been grappling with nutritional concerns about lunch meat and nearly three in 10 consumers are eating less lunch meat in February 2013 than the year prior. From 2007-12, these trends have provided push-back so that even as meat prices rose (pork prices rose 20.5% from 2007-12, according to the Economic Research Services [ERS] of the United States Department of Agriculture [USDA]), lunch meat sales only grew 8% to $12.6 billion in 2012.

Opportunities for future growth may be defined by opportunities to create new usage occasions for lunch meat. New lunch meat formats and more convenient packaging, for example, may create opportunities for increased lunch meat use in snacking, entertaining, and cooking. New products that feature better-for-you and natural characteristics, as well as bold new flavors, may also appeal to new consumers and those put off by negative perceptions of traditional lunch meat. Mintel expects this innovation, coupled with ever-increasing meat prices, to drive sales up 15% from 2012-17 to reach $14.2 billion.



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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