“As more and more Irish consumers cut back on beef and other red meats for health reasons, poultry stands to benefit, with 42% of NI and 47% of RoI consumers feeling it is healthier. Moving forward, with consumer prices increasing it could see an uplift in frozen poultry sales – despite the strong consumer preference for chilled poultry.”

– Brian O’Connor, Production Manager
Table of Contents

Introduction

Key themes within the report
Definition
Consumer research
Abbreviations

Executive Summary

The market
Figure 1: Retail sales of poultry market, by segment, IoI, 2013

Forecast
Figure 2: Indexed total value of poultry market – retail sales, IoI, RoI and NI, 2009-19

Market factors
Poultry prices in decline in RoI, increase in NI.
Cooking from scratch helping to drive usage of unprepared poultry
RoI consumers more likely to view frozen food negatively compared to GB consumers
Export market for Irish poultry buoyant in 2012/13

Companies and innovations
Figure 3: New product development launches in the poultry category, UK and Ireland, 2009-13

The consumer
Chilled chicken portions most bought type of poultry
Figure 4: Consumption of poultry, chilled and frozen bought for consumption at home within the last 12 months, NI and RoI, August 2014
Poultry is valued for its versatility
Figure 5: Agreement with statements relating to poultry, NI and RoI, August 2014
Call for more clarity of sourcing and ingredients
Figure 6: Agreement with statements relating to poultry, NI and RoI, August 2014

What we think

Issues and Insights

Have poultry usage and sales benefited from the increasing trend to cook from scratch?
The facts
The implications
Do consumers prefer frozen or chilled poultry?
The facts
The implications
What impact will changing attitudes towards food wastage have on the Irish poultry market?
The facts
The implications
What impact will increasing exports of poultry have on the domestic supply of poultry?
The facts
The implications

Trend Applications
- Factory Fear
- Moral Brands
- Patriot Games

Market Overview

Key points
- **RoI poultry prices see decline between 2013 and 2014**
  - Figure 7: Consumer Price Indices, all items, all meat and poultry, RoI, January 2013 to September 2014
- **NI poultry prices increase**
  - Figure 8: Consumer Price Index, UK (including NI), January 2013 – September 2014
  - Figure 9: Consumer Price Indices, poultry and all other meat, UK (including NI), 2008-13
- **Poultry market benefiting from increasing trend to cook from scratch**
  - Figure 10: Frequency of preparing/cooking meals from scratch, RoI, 2009, 2011 and 2013
- **Cooking from scratch allows consumers to take control and experiment**
  - Figure 11: Agreement with statements relating to cooking habits, NI and RoI, July 2013
- **UK and RoI consumers attitudes towards chilled vs frozen food divisive**
  - Figure 12: Consumer attitudes towards frozen vs chilled food, 2009-13
- **Concerns about food wastage could help drive purchasing of frozen poultry**
  - Half of NI and six in 10 RoI consumers more aware of food waste
  - Figure 13: Agreement with the statement "I have become more aware of the food I waste", NI and RoI, November 2013
- **Poultry exports increase in both NI and RoI**
  - Figure 14: Value of poultry meat sales, total sales vs external sales, NI, 2011 and 2012
  - Figure 15: Value of poultry exports, RoI, 2012 and 2013
- **GB key export location for both NI and RoI poultry**
  - Figure 16: Value of poultry meat external sales (£m), by destination, NI, 2012
  - Figure 17: Value of poultry meat external sales (£m), by destination, RoI, 2013

Competitive Context

Key points
- **Meat the dominant segment of the protein market, but poultry has seen stronger growth**
  - Figure 18: Indexed value of the meat market vs the poultry market, NI and RoI, 2009-19*
- **Poultry market accounts for bigger share in NI compared to RoI**
  - Figure 19: Value of the meat market vs poultry market, NI and RoI, 2013
  - Figure 20: Median gross weekly earnings, NI, RoI and UK, 2009-14

Strengths and Weaknesses

Strengths
Weaknesses

Market Size and Segmentation

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Key points

Poultry market continues to see value grow in 2014
Figure 21: Total value of poultry market – retail sales, IoI, RoI and NI, 2009-19

Poultry market expected to go from strength-to-strength
Figure 22: Indexed total value of poultry market – retail sales, IoI, RoI and NI, 2009-19

Chicken the dominant segment of the poultry market
Figure 23: Total value of poultry market, by segment, IoI, 2009-19

Game, duck and goose see strong market growth
Figure 24: Indexed total value of poultry market, by segment, IoI, 2009-14

Company profiles
Cappoquin Poultry Ltd
Crossgar Foodservice
Manor Farm
Moy Park
O’Kane Poultry
Shalvey Poultry
Silver Hill Foods
Western Brand

Key points

Innovations

New product development in the poultry category
Figure 25: New product development launches in the poultry category, UK and Ireland, 2009-13

New variety/range extension is consistently the most common launch type in the poultry category
Figure 26: New product development in the poultry sub-category, by launch type, UK and Ireland, 2009-14

Claims for ethics and ‘no additives’ are the most popular claims
Figure 27: Product claims within the poultry category, by launch type, UK and Ireland, 2009-14

New products in the poultry category, with ethical claims rising
New products with ‘No additives/preservatives’ claims remaining high

USDA (US Department of Agriculture) scientists have modified an already available test to detect two poultry diseases.

The Consumer – Type of Poultry Purchased

Key points

Chicken the most purchased type of poultry in Ireland
Figure 28: Consumption of poultry, chilled and frozen bought for consumption at home within the last 12 months, NI and RoI, August 2014

Unprepared portions/fillets/diced chicken most bought type of poultry
Figure 29: Consumers who bought chilled unprepared portions/fillets/diced chicken for consumption at home within the last 12 months, by gender, NI and RoI, August 2014

Mature consumers more likely to have bought whole chicken
Figure 30: Consumers who bought chilled unprepared whole chicken at home within the last 12 months, by age, NI and RoI, August 2014
Figure 31: Consumers who bought chilled unprepared whole chicken at home within the last 12 months, by marital status, NI and RoI, August 2014

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Irish consumers more likely to buy frozen chicken burgers than chilled

Younger consumers more likely to eat frozen chicken burgers

Turkey products second most bought type of poultry

The Consumer – Attitudes towards Poultry

Key points

Versatility a key selling point of poultry

Six in 10 RoI and half of NI consumers value versatility when buying poultry

Consumers in mature consumer groups more likely to use poultry for its versatility

Many eat more poultry than red meat because they see it as healthier

Red meat gets a bad rep... which might be good for poultry

RoI consumers less trusting of breaded/battered chicken products

High welfare chicken seen as having superior taste

The Consumer – Considerations When Buying Poultry

Key points

Irish consumers expect retailers and brands to take ownership for sourcing of poultry

Half of RoI and a third of NI consumers feel more source details should be included on poultry packs

RoI consumers more likely to feel Irish poultry is of better quality

Half of RoI and a third of NI consumers prefer to flavour chicken themselves

Approximately a third of Irish consumers willing to pay more for high welfare poultry

Appendix

NI Toluna tables

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