

Meat-free Foods - UK - September 2018

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“The UK’s overarching health trend and the focus on the environmental impacts of meat production have underpinned strong growth in the meat-free foods market. ‘Clean labels’ and greater clarity over the ingredients used are needed to build consumer trust, while innovative products targeting the ‘foodie’ consumer can inject more excitement into the market.”

- **Alyson Parkes, Research Analyst**

This report looks at the following areas:

- **Meat-free foods can make further inroads into breakfast and snacking occasions**
- **Imitating meat characteristics can inject excitement into the category**
- **A need for clarity over the ingredients used in meat-free foods**

2016 marked a major turning point for the meat-free foods market, which is now flourishing after several years in the doldrums. Volume sales have increased by 22% over 2015-18, accompanied by a value growth of 34% to reach an estimated £740 million in 2018. While meat eating remains ingrained among UK consumers, many are becoming more vigilant about how much they consume; 34% of meat eaters have reduced or limited the amount they eat in the six months to July 2018.

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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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