

Meat, Poultry and Fish - UK - October 2011

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“One of the key challenges of meat, poultry and seafood going forward is their high popularity. All of the segments have over 90% penetration with limited potential for driving growth by converting new users, or indeed through higher usage frequency. The consumer research for this report points to a number of potential areas of development to explore in a bid to add value to the market, such as marinades and different cuts.”

– **Kiti Soininen, Head of UK Food, Drink & Foodservice Research**

In this report we answer the key questions:

- **What factors can turkey companies leverage to attract new users to the market?**
- **How can manufacturers add value to the market?**
- **How can seafood companies benefit from sustainability initiatives?**
- **What can meat, poultry and seafood learn from initiatives in each other's sectors?**

Definition

This report examines the UK market for red meat, poultry and fish and shellfish (seafood) sold through retail outlets for consumption at home, as part of a main meal.

This report covers unprocessed red meat, which is defined for the purposes of this report as comprising of retail sales of unprocessed beef, veal, pork and lamb (including mutton) for in-home consumption. This includes all the major meat cuts of carcass meat, such as roasts, steaks, chops but also mince, diced and stewing meats, as well as offal products, such as liver and kidneys. It includes red meat which has been marinated or comes with sauce.

As well as unprocessed poultry, which is defined for the purposes of this report as comprising of retail sales of unprocessed chicken, turkey, and other poultry (duck and goose) for in-home consumption. This includes all primary cuts – comprising all fresh or frozen meat in whole-bird or portion format. It includes poultry which has been marinated or with sauce.

Seafood is defined for the purposes of this report as comprising of retail sales of fish and shellfish for in-home consumption. This includes fish (fin fish) and shellfish (including crustaceans), whether fresh, frozen or ambient, as well as processed and ready-to-cook products.

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