

## Meat, Seafood and Poultry - UK - October 2013

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*“Ready to cook products with sauces or flavourings have been a key NPD area in chilled fish. Such innovation should be well-placed to help also the other segments to appeal to the majority of users looking for easy to prepare products and tap into popular flavour trends.”*

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

### This report looks at the following areas:

- How important are healthier options to meat, poultry and seafood consumers?
- Which segments could further leverage convenience?
- How can the seafood market support usage through innovation?
- How can companies continue to drive enthusiasm for red meat?

Sales of meat, poultry and seafood are expected to increase in 2013, up 20% since 2008, while volume sales have grown by nearly 5%. The horsemeat incident has taken its toll on specific sectors in 2013 while others have flourished, with evidence of consumers choosing fresh over frozen cuts, and poultry and chilled fish benefiting. Suppliers also face pressure from government and consumers to offer reduced fat/salt options.

Affordability remains a key measure in this market, as witnessed during 2013 by fridge stalwarts bacon and sausages as pork prices rose. The gradual recovery of consumer spending should therefore boost overall market prospects and encourage take-up of added value options, the choice of which is growing.

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