

Unprocessed Poultry and Red Meat - UK - October 2016

Report Price: £1995.00 | \$3230.80 | €2534.27

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“With cost rises looming on the horizon, there is a pressing need for retailers to move their communication beyond price. Highlighting their credentials in terms of farmer relations or responsible antibiotic use offers a promising means for companies to distinguish their offering from rivals’ given the strong consumer interest.”

– **Alice Baker, Research Analyst**

This report looks at the following areas:

- **Farmers’ pay guarantees offer a promising means to appeal to shoppers**
- **Cooking guidance should help to expand buyers’ limited repertoires**
- **Offering reassurance on antibiotics can boost companies’ standing**

Estimated at £6.6 billion in 2016, the unprocessed red meat, poultry and game retail market grew by 5.3% over 2011-16, fuelled by price inflation in 2011-13. Overall market value fell by 2% year on year in 2015 and is estimated to fall by 1% in 2016 due to weak wholesale prices, translated to retail by the supermarket price wars. All segments are expected to see price inflation in 2016-21 due to the weakened pound, with the result that overall market values are predicted to rise by 13% to reach £7.5 billion by 2021.

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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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Farmers' pay guarantees offer a promising means to appeal to shoppers

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The facts

The implications

Cooking guidance should help to expand buyers' limited repertoires

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Offering reassurance on antibiotics can boost companies' standing

The facts

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The Market – What You Need to Know

Falling prices bring down market value 2014-16

Inflation and income trends to affect the market 2016-21

Diverse factors govern segment performance

Mixed fortunes for red meat in 2016

Poultry remains in volume growth and game continues strong growth from a low base

'Flexitarian' trend opens possibilities for other proteins

Health concerns affect red meat

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Lamb's higher price leaves it vulnerable to any squeeze on incomes

Poultry

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Poultry sales remain in growth as shoppers retain savvy spending habits

Poultry's low price should help volume and value sales growth 2016-21

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Game expected to see further growth 2016-21, but this will slow

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Lack of consumer interest hinders offal

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Retailers build up their premium ranges

Waitrose launches Omega 3 enriched chicken, Tesco promotes twin-packs

Supermarkets dominate advertising

Discount supermarkets focus on provenance and ethics

Morrisons highlights in-store preparation and appeals to emotions

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Supermarkets build up their premium ranges

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Tesco promotes chicken twin-packs as cutting down on food waste

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Supermarkets dominate advertising

Discount supermarkets put the focus on provenance

Aldi uses humour to underline its ethical sourcing

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Chicken's lower price allows it more frequent usage than beef

Beef no longer the principal choice for weekend meals

A price-driven market, encouraged by supermarket tactics

Scope to move the discussion beyond price among a significant minority

Cooking guidance should help to expand buyers' limited repertoires

Future direction of the economy crucial for future sales

Farmers' pay guarantees offer a promising means to appeal to shoppers

Reassurance on antibiotics could help companies to bolster their reputation with consumers

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Consumers' price focus encouraged by retailer tactics

Scope to move the discussion away from price among a large minority

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Future direction of the economy crucial for meat sales

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Forecast Methodology

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