

# Processed Poultry and Red Meat Main Meal Components - UK - November 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“With consumers limiting/reducing their eating of processed meats for health or environmental reasons and the number of meat-free substitutes growing, it will be important for brands to focus on ingredients and how products are made to help keep processed meats on the menu.”

– **Richard Caines, Senior Food & Drink Analyst**

This report looks at the following areas:

Calling out details of provenance will help to encourage trading up, while more flavour choice and suggestions on using will help unlock more usage occasions.

- **Focus on ingredients will help to keep processed meats on the menu**
- **Talking about provenance offers a way of adding value in processed meats**
- **More flavours and recipe suggestions will help to boost the appeal of processed meats**

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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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Focus on ingredients will help to keep processed meats on the menu

The facts

The implications

Talking about provenance offers a way of adding value in processed meats

The facts

The implications

More flavours and recipe suggestions will help to boost the appeal of processed meats

The facts

The implications

## The Market – What You Need to Know

Processed meat weathering negative publicity

Mixed fortunes for bacon, sausages and burgers

Sausages slip back from 2018 increase

No barbecue-friendly heatwave for burgers in 2019

Coated poultry sales growing

Meat reduction trend poses a challenge for the market

Strong demand for convenience and world cuisines

Breakfast habits changing

Growing population will benefit market

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Sausages slip back from 2018 increase

No barbecue-friendly heatwave for burgers in 2019

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Rising costs of production look set to push retail prices of processed meat up

Meat reduction trend poses a challenge for the market

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- Many people limit meat consumption for health and environmental reasons
- Growing availability of meat-free foods contributes to meat reduction trend
- Conflicting health studies on red meat's links to cancer
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- Launches tap interest in animal welfare
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Finnebrogue launches £1 million nitrite-free campaign

Nielsen Ad Intel coverage

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Eight in 10 people eat processed meat cooked from raw

Vast majority of people eat cooked/ready-to-eat processed meats

Meat content, fat content and ingredients each checked by a third

Meat origins also need communicating on front of pack

Number of factors hold back volume sales

Emphasis on naturalness will appeal

Added vegetables can combat health concerns and meat reduction

World cuisine flavours interest a quarter of buyers

Six in 10 buyers struggle to judge the quality of processed meat

Positive sentiment towards cooked/cured meats as ingredients for meals

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Eight in 10 people eat processed meat cooked from raw

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Vast majority of people eat cooked/ready-to-eat processed meats

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Meat content, fat content and ingredients each checked by a third

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Meat origins also need communicating on front of pack  
 Animal welfare standards matter to a large minority  
 Ethical claims need tangibility

## Behaviours Relating to the Eating and Buying of Processed Meat Products

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Number of factors hold back volume sales  
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 Environmental concerns also impacting on processed meat  
 Meat reduction trend leads to more choice in meat substitutes

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Emphasis on naturalness will appeal  
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Added vegetables can combat health concerns and meat reduction  
 ...with scope to appeal to parents  
 World cuisine flavours interest a quarter of buyers

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Focusing on provenance offers a way of adding value for large minority  
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 Positive sentiment towards cooked/cured meats as ingredients for meals

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