

## Red Meat - UK - October 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Cost remains a barrier for the red meat market, creating growth opportunities for cheaper cuts. However, over half of youngsters say that uncertainty about how to cook cheaper cuts puts them off buying them. Positioning cheaper cuts as an economical and ethical choice, along with educating the consumer as to how best to prepare them is important to encourage uptake.”

– Aimee Townshend, Food & Drink Analyst

### This report looks at the following areas:

- Cheaper cuts offer scope to engage cost-conscious consumers
- Versatility

The red meat market is expected to achieve growth in 2014, marking an increase between 2009 and 2014. This has been fuelled by rapidly rising prices, and masks a decline in terms of volume sales, as consumers turned to cheaper options in response to squeezed disposable incomes.

Illustrating that price remains a barrier for many, almost one in three red meat eaters/buyers limit how much red meat they buy because of the cost. Operators in the market have looked to address this issue by introducing various cheaper cuts during the recession, in a bid to curb switching out of the market. However, findings from the report highlight the ongoing relevance of initiatives in this area.

Positively, the significant growth in consumer spending anticipated over the next five years should help to facilitate trading back up into red meat, as well as trading up within the market.

The red meat market continues to face stiff competition from poultry, being more affordable than red meat and also being perceived as a healthier and more versatile option by many. Highlighting the versatility of red meat and demonstrating how it can be used in the same variety of meals as chicken should help operators to more effectively compete with poultry.

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- One in four interested in tracing red meat back to the exact source
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Recent activity

Product range and innovation

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