Red Meat - US - October 2012

Scope and Themes

"While demand for beef is slowly waning, producers may be able to drive sales by making greater efforts to show how lean beef and pork can be paired with vegetables, high-fiber grains, and other nutrient-rich foods to create healthy and well-balanced meals. Some also can work to frame beef as an 'affordable luxury' that may not be ideal for frequent consumption but does make a nice treat or holiday indulgence."

– John N. Frank, Category Manager, Food and Drink

- **What is serving to slow growth in sales of red meat and pork?**
- **Where can marketers focus to drive future sales?**
- **What types of products are likely to drive future growth?**
- **How have sales fluctuated in recent years, and how are they likely to change between 2012 and 2017?**
- **Within which channels do consumers commonly purchase meat products, and which are driving sales growth?**
- **What types of packaged red meat and pork products are performing well in the market?**
- **What types of new products have leading companies brought to market in recent years?**
- **Which consumer segments use the most meat products, and how can marketers target these key segments?**
- **Is there significant interest in premium, grass-fed, and local products?**
- **What are the key attitudes that drive consumer perceptions of the category?**

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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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Scope and Themes

U.S. retail sales of red meat and pork are expected to reach nearly $77.1 billion in 2012. Clearly, the sheer size of the market shows there are significant opportunities for many firms. However, growth has been slow in recent years, and this has become a source of concern for some ranchers as well as meat processors. Indeed, many meat eaters report eating less meat due to food safety concerns while others have cut back to reduce fat intake or reduce household food expenditures. Nonetheless, it is apparent there are many opportunities for companies that develop products consistent with consumer preferences and aspirations as well as key industry trends.

This report builds on the analysis presented in Mintel's *Red Meat—U.S., November 2010*, as well as the same title in November 2008, December 2007, and December 2006. The report covers retail sales of beef, pork, and lamb, in all forms, including ready-to-eat, and heat and eat.

Included are the following types of meat:

- Beef, including ground beef, steaks, roasts, and other cuts of beef
- Pork, including pork chops, pork cutlets, and other cuts
- Lamb

Note that the *Market Size and Forecast*, *Segment Performance*, and *Retail Channels* data include beef and pork, as well as "other" meat. This latter segment includes lamb, organ meats, mutton, goat, and game, as well as frankfurters, cold cuts, bologna, liverwurst, salami, and other lunch meats.

Excluded from this report are frozen/refrigerated or shelf-stable prepared meals with beef, pork, or lamb. Also excluded are restaurant or foodservice sales.

Value figures throughout this report are at retail selling prices (rsp) excluding sales tax unless otherwise stated.

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