Meat and Poultry: U.S. Retail Market Trends and Opportunities

Description:
Despite an increase in the number of Americans turning to vegetarian diets and, more importantly, to flexitarian diets, the market for meat and poultry remains strong. Packaged Facts' report Meat and Poultry: U.S. Retail Market Trends and Opportunities projects a period of continued growth for the meat and poultry market, with retail sales to reach the $100 billion mark by 2019.

The industries will continue to move forward, dealing with health crises, adjusting to regulations, improving animal treatment, and coming up with new products that keep consumers coming back for more. In fact, although about a third of the respondents to a Packaged Facts consumer survey said they were currently eating more meatless meals than in the past and 15% said they avoid red meat completely, 70% of those surveyed said they still prefer to get their protein from animal sources.

In addition to reviewing the current state of the market, Packaged Facts looks at how conditions will evolve in terms of consumer preferences, the ongoing shift away from at home meals, economic issues, and the regulatory environment, including such important issues as how a government definition of the product description “natural” could impact the meat and poultry industry.

Scope and Methodology

Market trends and market size estimates within Meat and Poultry: U.S. Retail Market Trends and Opportunities are based on both public and syndicated data sources. Sales, market size, and consumer data sources consulted and used include:

- IRI sales tracking through U.S. supermarkets and grocery stores, drugstores, and mass merchandisers (including Target and Kmart, but excluding Walmart) with annual sales of $2 million or more;
- U.S. Department of Agriculture reports
- Public information provided by meat and poultry producers and the associations representing these industries; grocery retailers; and foodservice operators.

Packaged Facts also draws on a proprietary national Consumer Survey, conducted in April 2015 and again in November 2015 with a sample size of 2,000 U.S. adults age 18+. The sample composition is representative of the national population by gender, age bracket, geographic region, race/ethnicity, household income bracket, and presence of children in the household. In addition, the report draws on data from the Experian Marketing Services, Spring 2015 Simmons NCS Adult Study 12-Month.

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