



Processed Meat, Seafood and Alternatives To Meat in the United Kingdom

November 2024

KEY DATA FINDINGS

2024 DEVELOPMENTS

A return to retail volume growth following years impacted by severe inflation
Sales of meat and seafood substitutes suppressed by higher cost of living
Expansion of meal occasions with convenient formats and flavour innovation

PROSPECTS AND OPPORTUNITIES

Processed poultry, seafood and meat substitutes to drive future volume growth
Premiumisation and focus on provenance can boost meat sales
Sustainability claims to expand as environmental concerns increase

CATEGORY DATA

- Table 1 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2019-2024
- Table 2 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2019-2024
- Table 3 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Volume Growth 2019-2024
- Table 4 - Sales of Processed Meat, Seafood and Alternatives to Meat by Category: % Value Growth 2019-2024
- Table 5 - Sales of Shelf Stable Processed Red Meat by Type: % Volume Breakdown 2019-2024
- Table 6 - Sales of Chilled Processed Red Meat by Type: % Volume Breakdown 2019-2024
- Table 7 - Sales of Frozen Processed Red Meat by Type: % Volume Breakdown 2019-2024
- Table 8 - Sales of Frozen Processed Poultry by Type: % Value Breakdown 2019-2024
- Table 9 - Sales of Frozen Processed Seafood by Type: % Value Breakdown 2019-2024
- Table 10 - NBO Company Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2020-2024
- Table 11 - LBN Brand Shares of Processed Meat, Seafood and Alternatives to Meat: % Value 2021-2024
- Table 12 - Distribution of Processed Meat, Seafood and Alternatives to Meat by Format: % Value 2019-2024
- Table 13 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Volume 2024-2029
- Table 14 - Forecast Sales of Processed Meat, Seafood and Alternatives to Meat by Category: Value 2024-2029

Staple Foods in the United Kingdom - Industry Overview

EXECUTIVE SUMMARY

Staple foods in 2024: The big picture
Key trends in 2024
Competitive Landscape
Channel developments
What next for staple foods?

MARKET DATA

- Table 15 - Sales of Staple Foods by Category: Volume 2019-2024
- Table 16 - Sales of Staple Foods by Category: Value 2019-2024
- Table 17 - Sales of Staple Foods by Category: % Volume Growth 2019-2024
- Table 18 - Sales of Staple Foods by Category: % Value Growth 2019-2024
- Table 19 - NBO Company Shares of Staple Foods: % Value 2020-2024
- Table 20 - LBN Brand Shares of Staple Foods: % Value 2021-2024
- Table 21 - Penetration of Private Label by Category: % Value 2019-2024
- Table 22 - Distribution of Staple Foods by Format: % Value 2019-2024
- Table 23 - Forecast Sales of Staple Foods by Category: Volume 2024-2029
- Table 24 - Forecast Sales of Staple Foods by Category: Value 2024-2029
- Table 25 - Forecast Sales of Staple Foods by Category: % Volume Growth 2024-2029
- Table 26 - Forecast Sales of Staple Foods by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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