

Business Information Centre



Meat & Seafood Sector Guide

Market Intelligence: Meat & Seafood Sector Guide

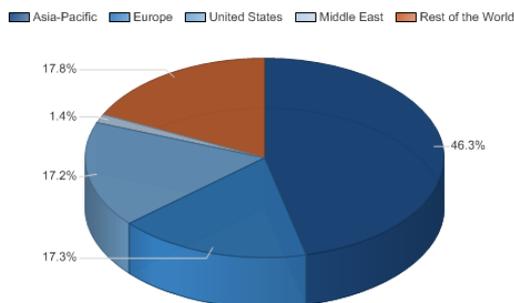
Accurate information is the key to success in today's challenging global market place. Invest NI's Business Information Centre (BIC) holds a comprehensive collection of business intelligence resources and is staffed by information specialists who will help visitors source company and market information.

Global Industry Outlook:

The global meat and livestock market grew by 10.4% in 2014 to reach a value of \$1,073.2 billion. By 2019 this market is forecast to have risen by 29.3% reaching \$1,387.6 billion.

This continued and consistent growth in the livestock market is attributable to the demand that has been created as markets around the world continue to increase their consumption of meat, from largely vegetable based diets, as they develop. Asia Pacific currently accounts for nearly half of the global meat and livestock market value with Europe accounting for a further 17%.

Global meat & livestock market geography segmentation: % share, by value, 2014



Source: Marketline

Trend Analysis:

Cooking times a barrier to certain cuts

The preference to spend less time cooking dinner poses a challenge to raw whole cuts of meat which require long cooking times, which highlights the on-going need to develop convenience-led red meat products.

Red meat not seen as versatile

Consumers continue to show a taste for adventurous meals so steps need to be taken to showcase the wide range of meals that can be cooked with pork, beef and lamb including ethnic dishes.

People are willing to avoid endangered fish

Sustainability claims are losing their power to provide product standout given that this has become an expected rather than a desirable attribute; however there remains scope for operators to raise awareness of which fish consumers should avoid in order to alleviate pressure on stocks.

Source: Mintel

Selection from current resources

Mintel

Recent reports include:

- Artisan Food Ireland – June 2016
- Red Meat UK – October 2015
- Meat & Meat Substitutes Ireland – September 2015
- Poultry & Game Meat UK – October 2015
- Consumers' Food Safety Concerns UK – May 2015
- Fish & Seafood Ireland – January 2015
- Fish & Shellfish UK – December 2015
- Attitudes to Healthy Eating UK – February 2016
- The Ethical Food Consumer UK – June 2015
- Ready Meals Ireland – November 2015
- Burger & Chicken Restaurants UK – August 2015
- Prepared Meals Review UK – May 2015
- World Cuisines UK – February 2016

Canadean

Recent reports include:

- **Foresight – Cultured Meat**
This identifies new and emerging products and concepts such as meat which is grown in a laboratory
- **The Inevitable High Protein Backlash**
This report considers what will happen when the high protein trend comes to an end and what will consumers want in the future

Marketline

Recent top line reports which are available for most geographies include:

- Meat, Fish & Poultry
- Meat
- Meat & Livestock
- Chilled & Deli Food
- Frozen Food
- Canned Food

Information includes market size and segmentation data, textual and graphical analysis of market growth trends, leading companies and macroeconomic information.

Plimsoll

Monthly updated analysis which allows companies to monitor their UK competitors and see where they sit in their market.

Industries covered include:

- Halal Meat Suppliers
- Meat Processors
- Meat Suppliers
- Bacon Suppliers
- Poultry
- Fish Farms
- Fish Processing
- Salmon Farming
- Seafood

UK Company Data:

Hilton Food Group is engaged in the wholesale and distribution of food products in the UK and internationally. It is considered to be the leading specialist meat packing business in the world. Its products which include joints, chops, steaks and minces are supplied to leading retailers including Tesco and Albert Heijn. The company further distributes value added lines including barbecue ranges, ready to cook and convenience products. The company's packing facilities are in the UK, Ireland, Netherlands, Sweden and Poland.

Source: Mint

International Company Data:

Tyson Fresh Meats, Inc., a subsidiary of Tyson Foods, is a supplier of beef and pork products. The company primarily operates in North America and employs about 41,000 people throughout its 17 production sites. The company's products are marketed domestically to food retailers, foodservice distributors, restaurant and hotel operators, and non-commercial foodservice establishments such as education, healthcare and army facilities as well as to international export markets around the world.

Source: Marketline

Specialist Resources:

Hard copy journals include:

- The Grocer (also online version), Ulster Grocer, Scottish Grocer
- Farm Week
- Irish Farmers Journal
- Meat & Poultry
- Meat Trades Journal

Resources available in our Business Information Centre include:



BUREAU VAN DIJK



If you require this leaflet in an alternative format (including Braille, audio disk, large print or in minority languages to meet the needs of those whose first language is not English) then please contact:

Invest NI Equality Team

T : 028 9069 8273

Text Relay Number : 18001 028 9069 8273

E-mail : equality@investni.com



Bedford Square
Bedford Street
Belfast BT2 7ES
T: 028 9069 8000
F: 028 9043 8538
Text Relay Number: 18001 028 9069 8000

investni.com
nibusinessinfo.co.uk