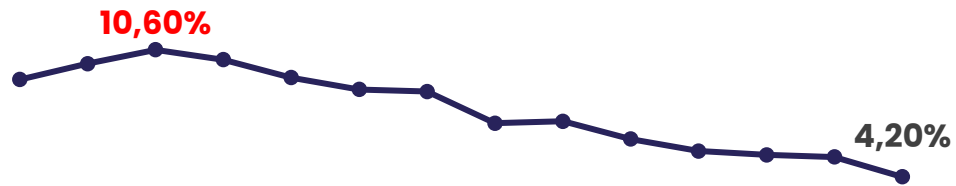




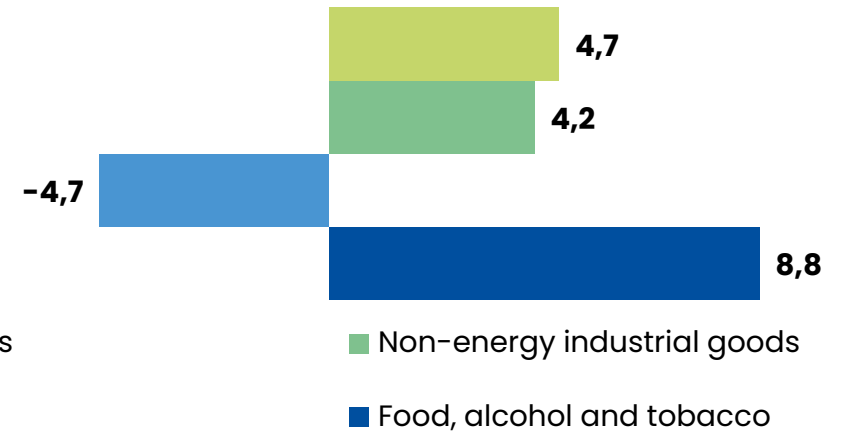
# DG AGRI Meat Market Observatory

A retail perspective  
16 October 2023

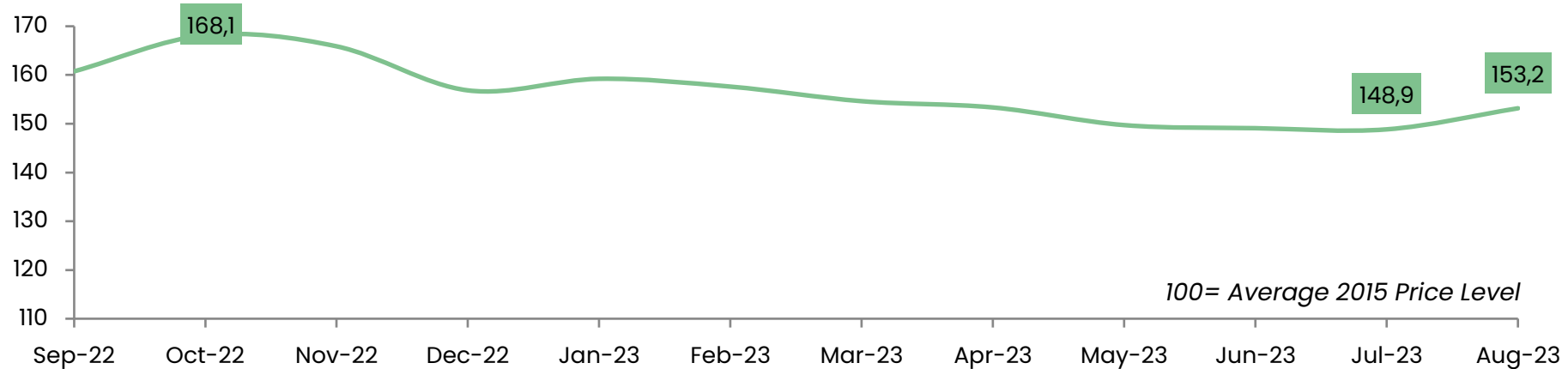
# The macroeconomic situation



After peaking last October, inflation is slowly decreasing

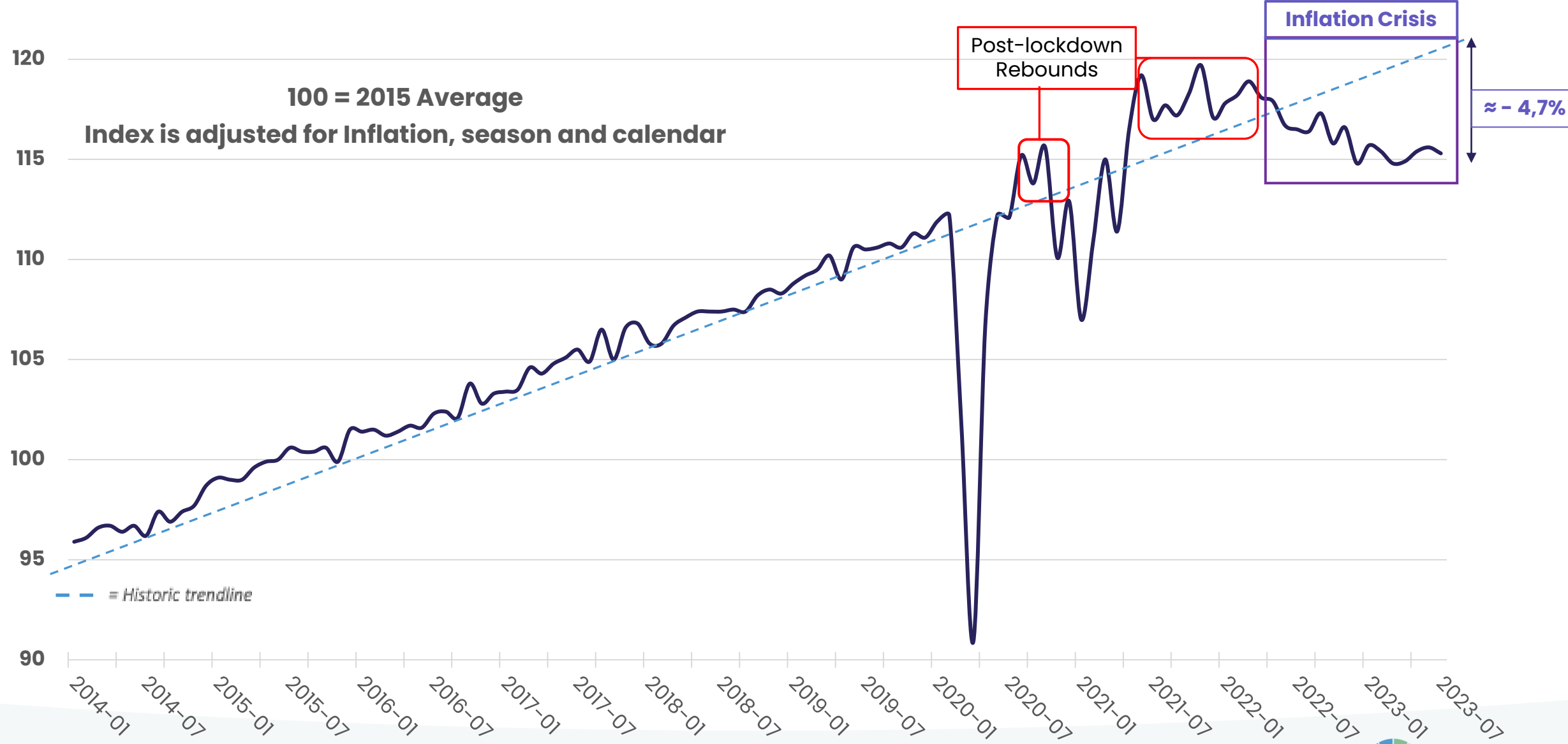


Food inflation remains higher

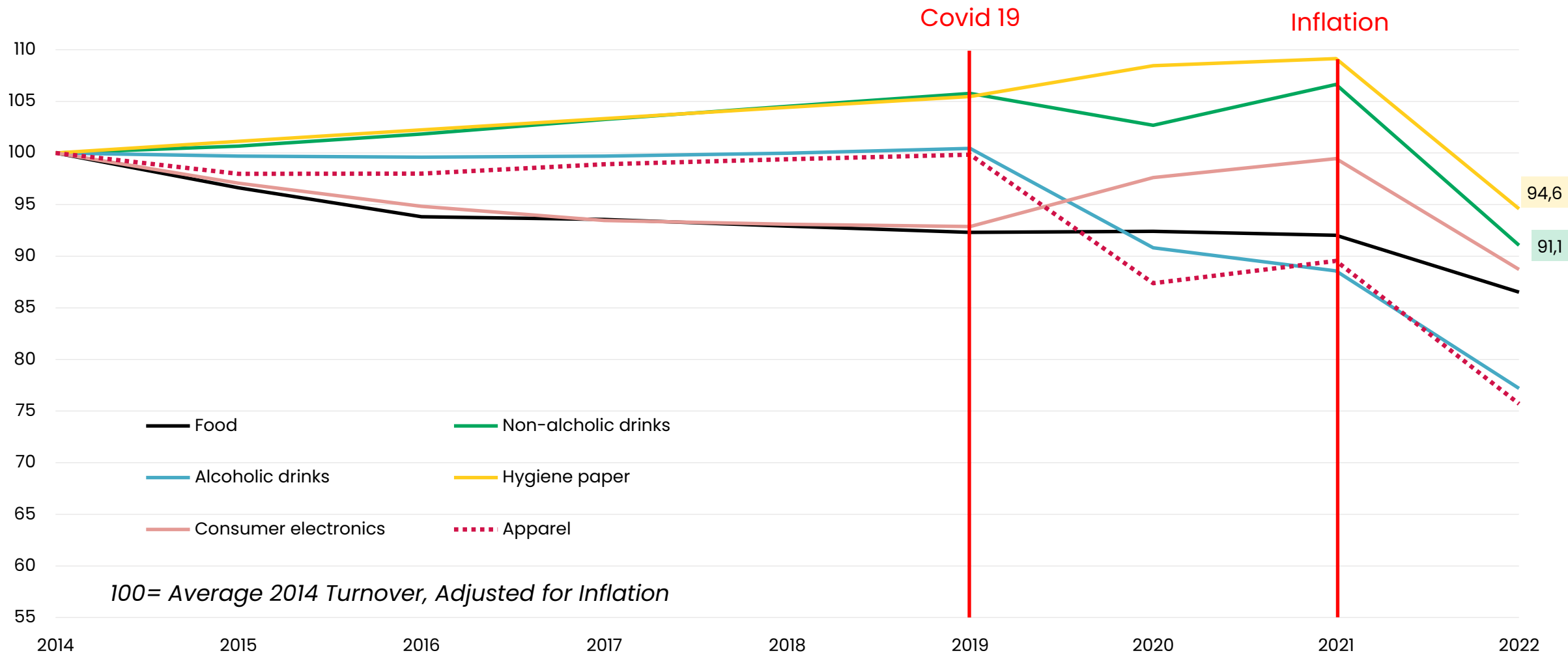


Decline of energy prices has stopped

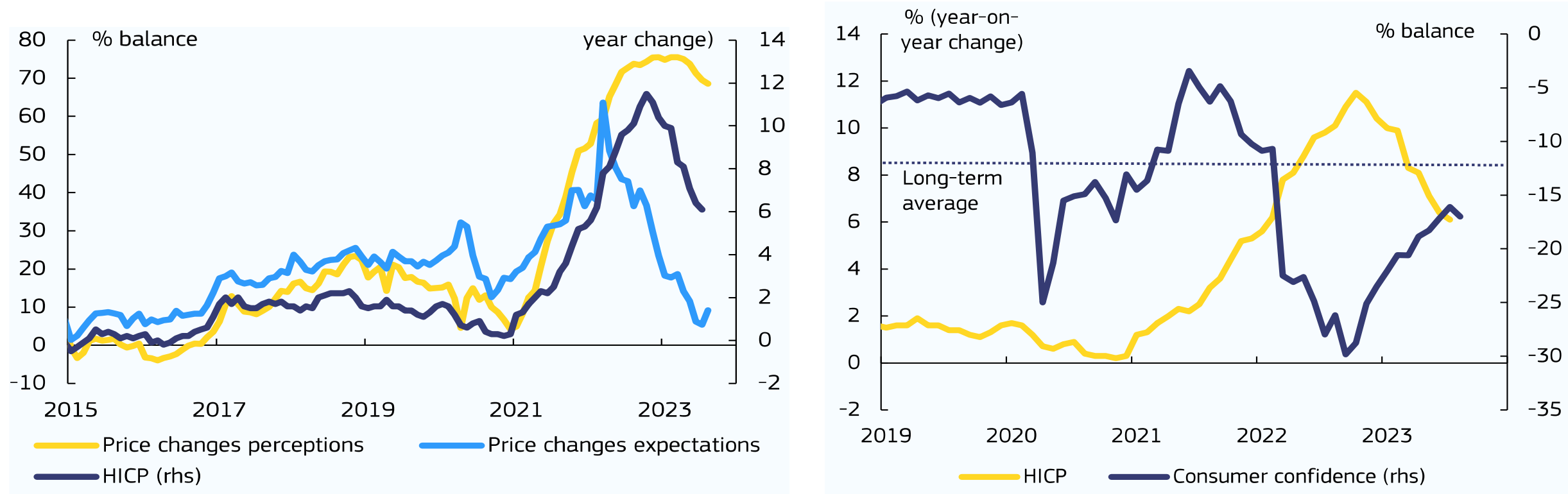
# Retail volumes have been declining



# Retail volumes crashing across product categories



# Consumers are not aware how much inflation dropped



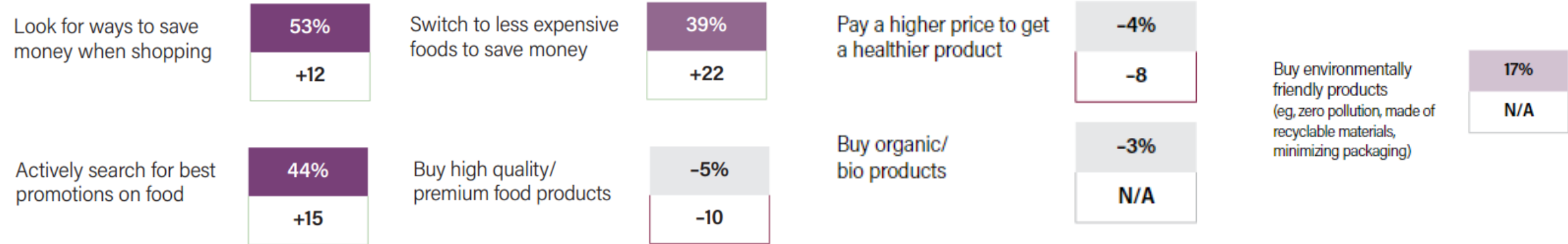
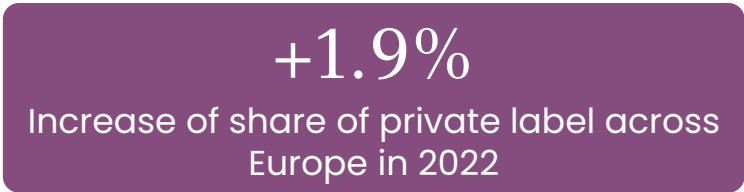
# Consumers in a cost-of-living crisis

## Consumers have downtraded when shopping

Consumers are reducing purchases of fresh products (meat, fish, fruit and vegetables) and organic food.

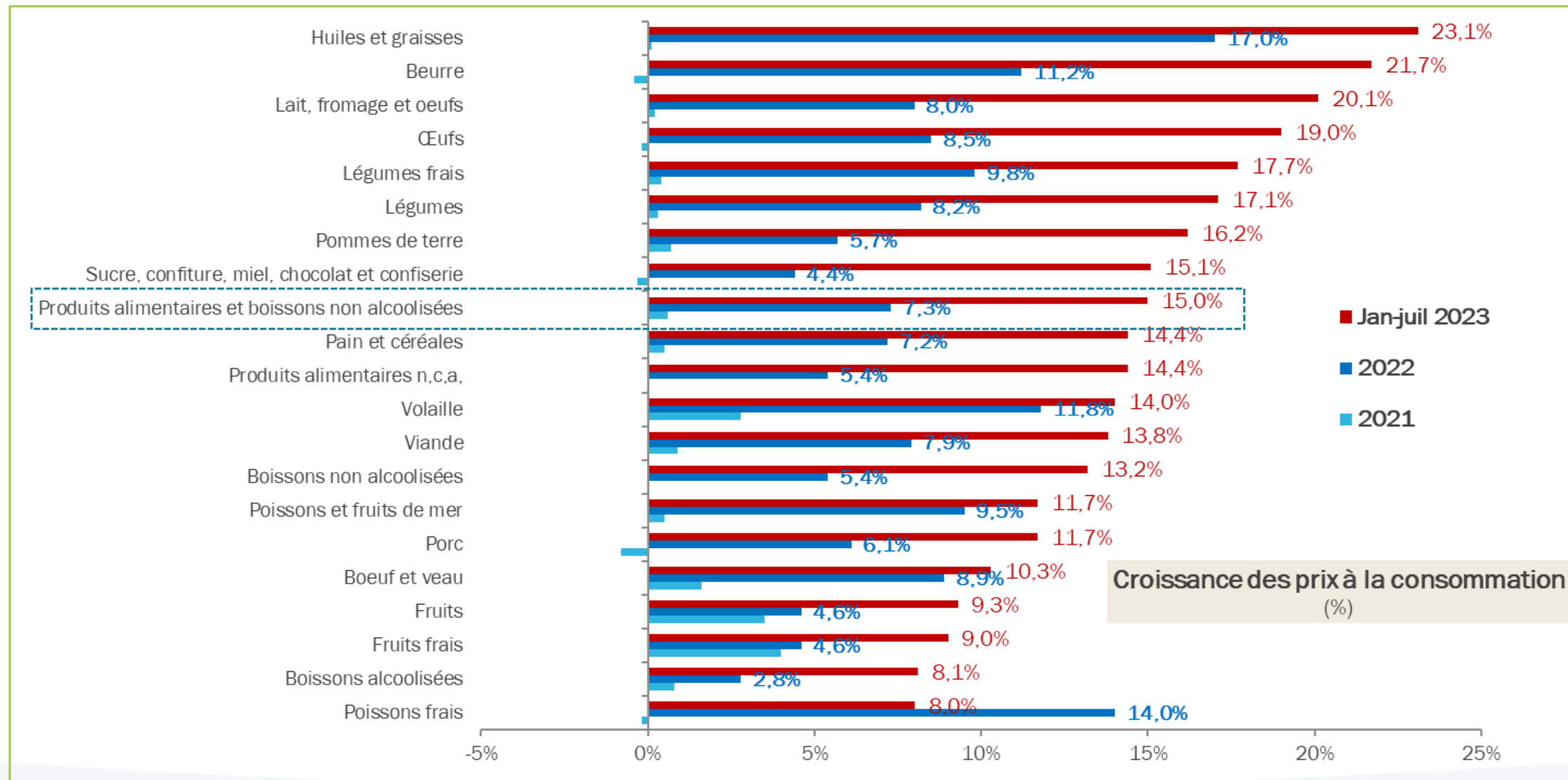
Consumers prefer shopping at discounters and purchase more private label products than A-brands.

Amidst a cost-of-living crisis, consumers:



# France

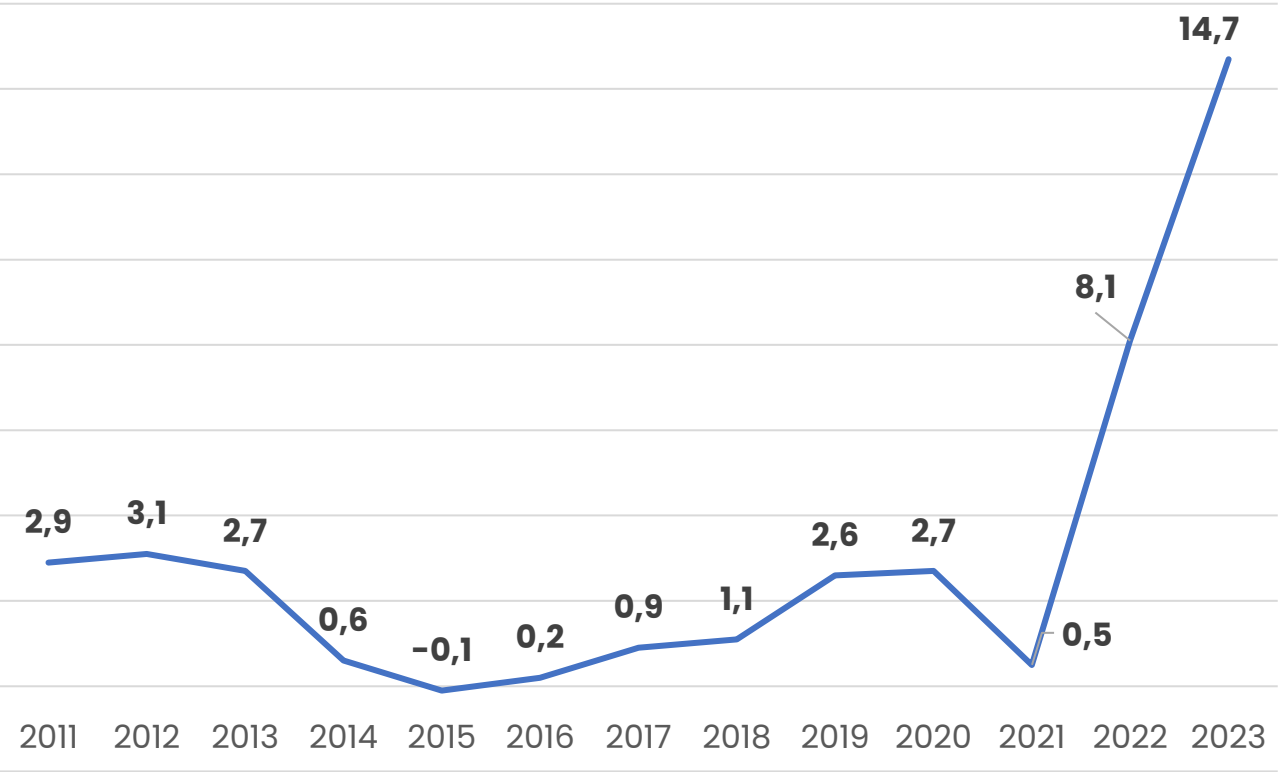
# Focus on inflation



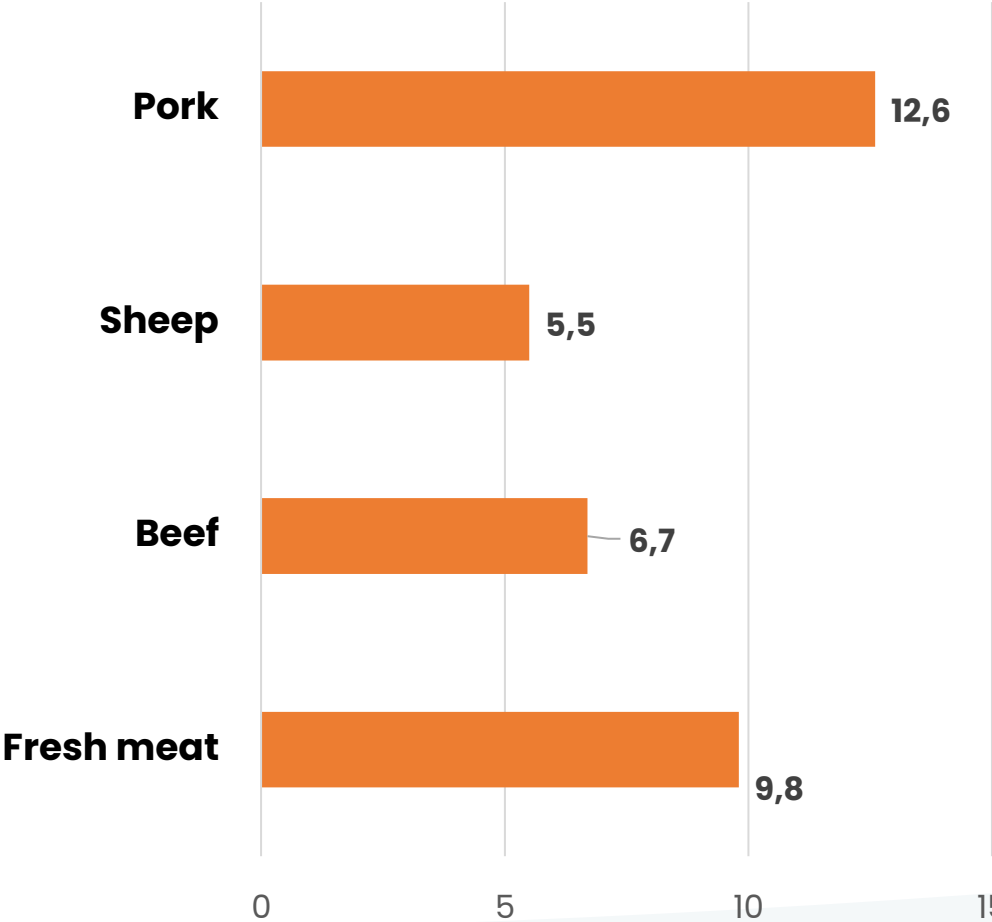


# Focus on inflation: meat products

Consumer prices for meat in modern retail (3-month moving average)

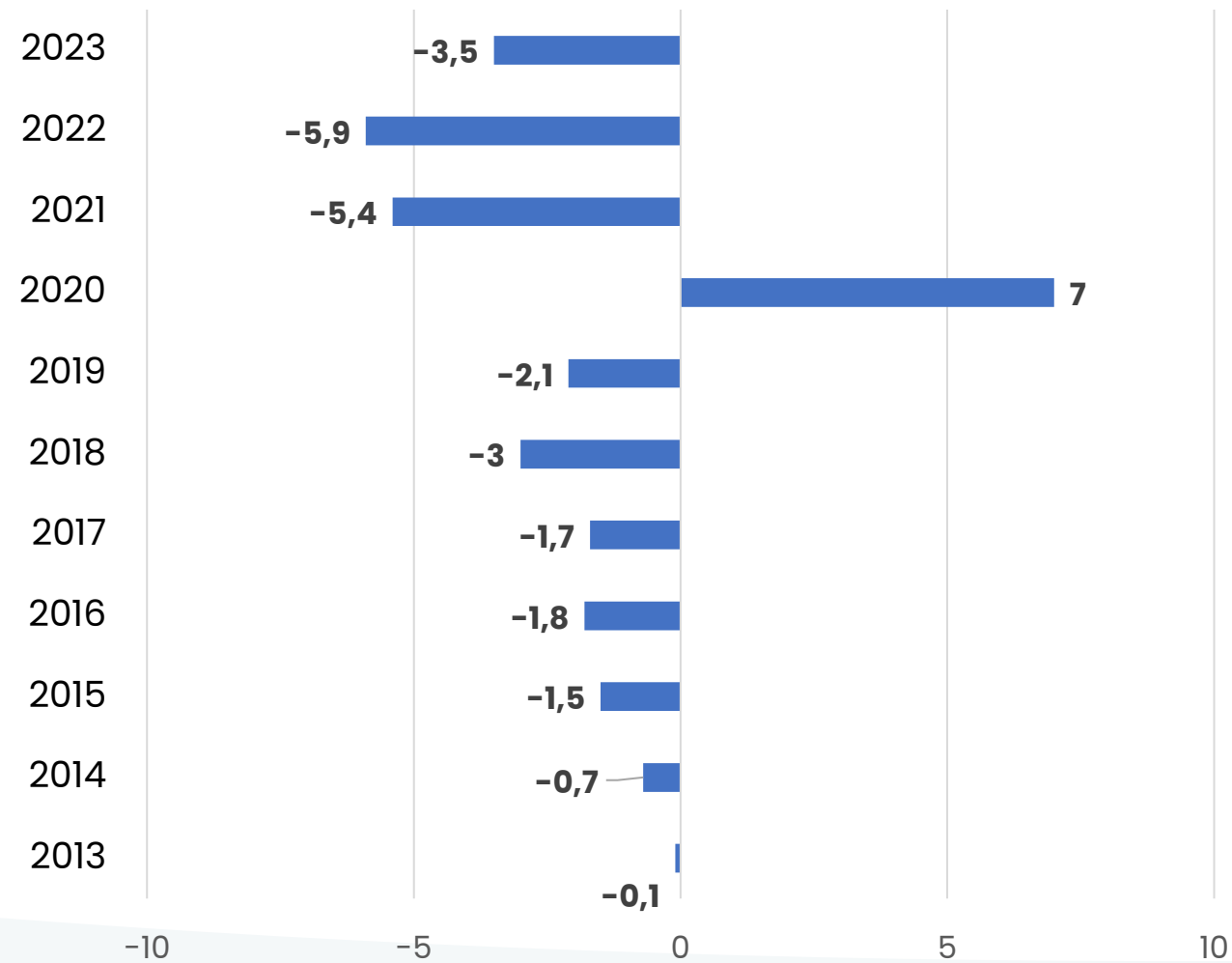


Consumer prices for fresh meat (annual variations in %)

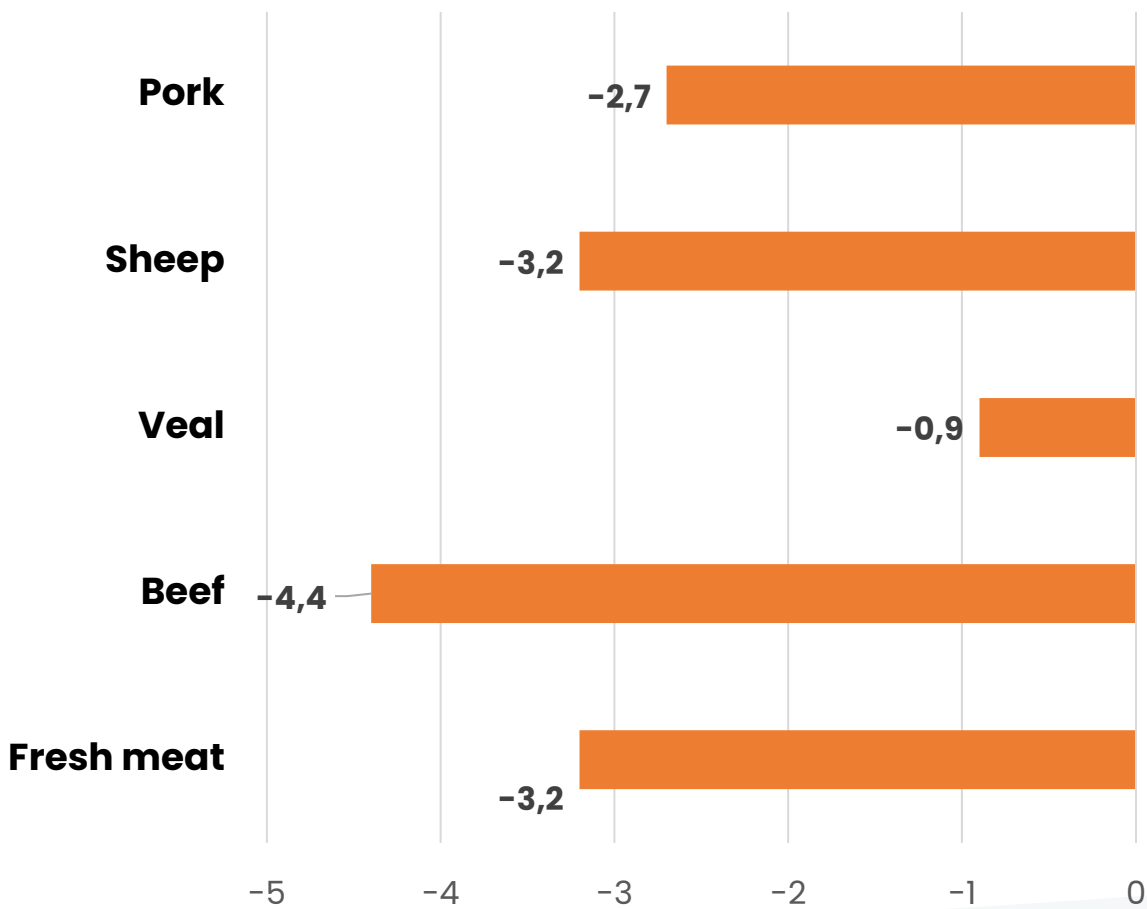


# Meat sales in 2023

Meat – annual variations in volumes (%)



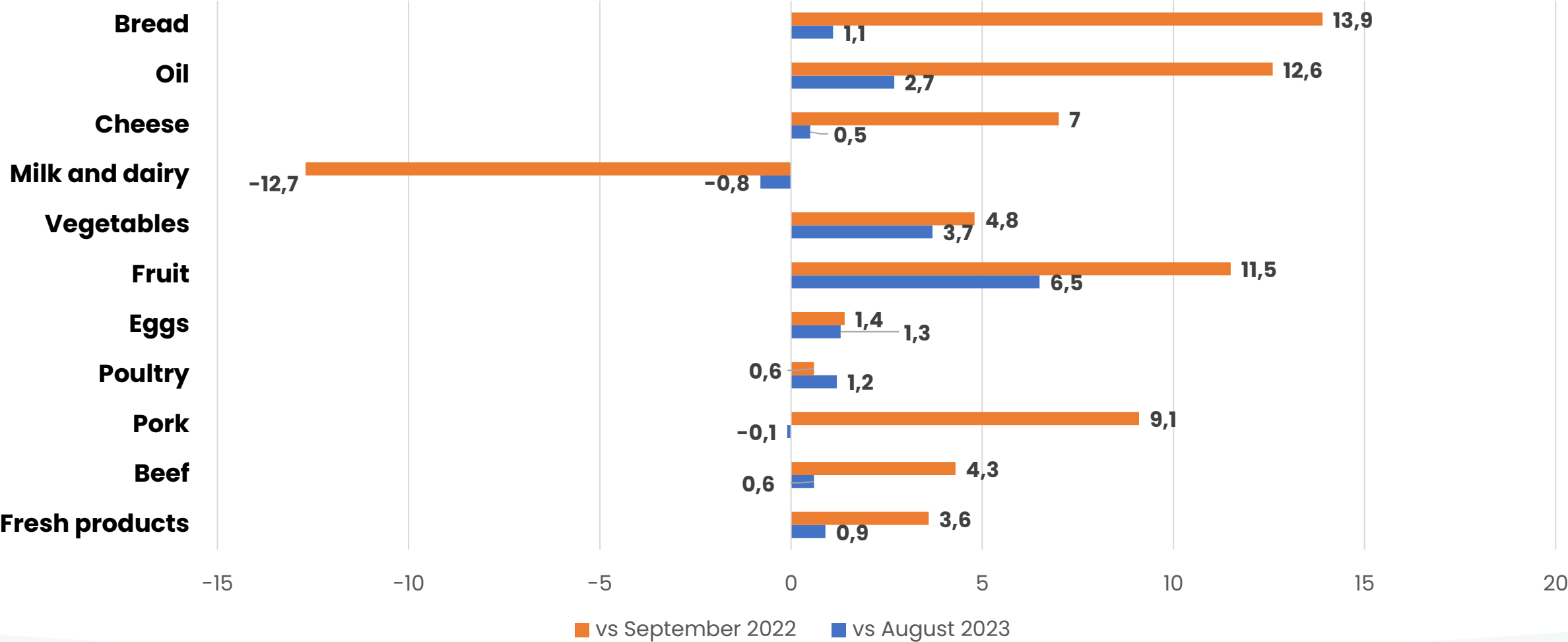
Fresh meat – annual variations in volume (%) – P6 2023



# Germany

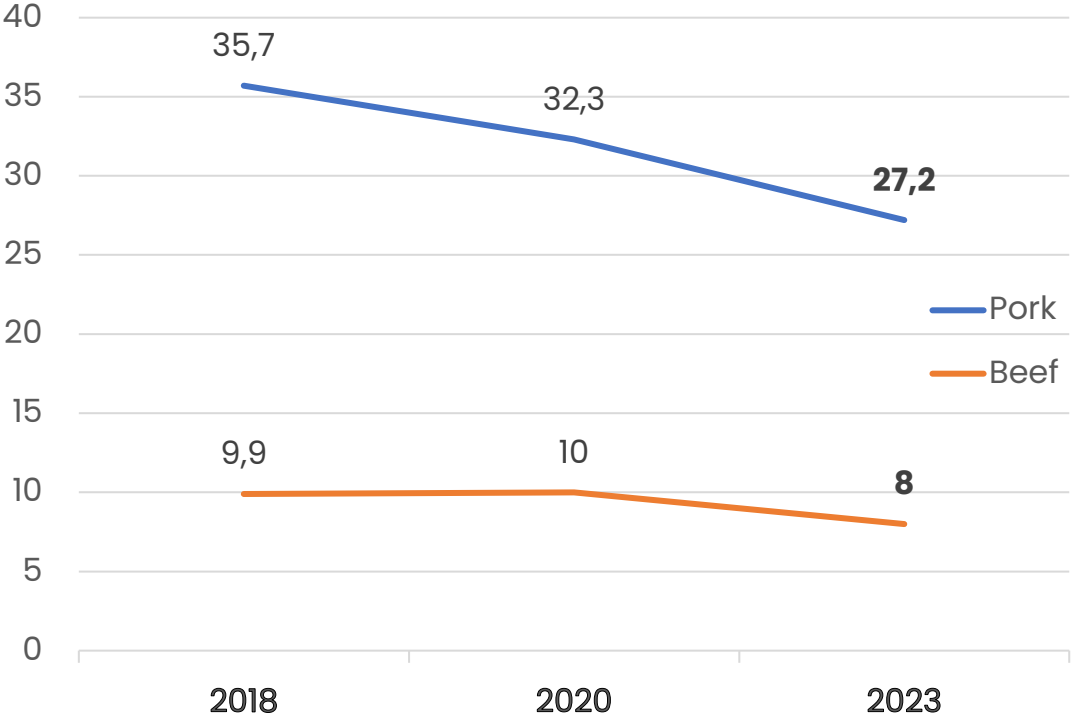
# Focus on inflation

Retail price variations (%) in September 2023

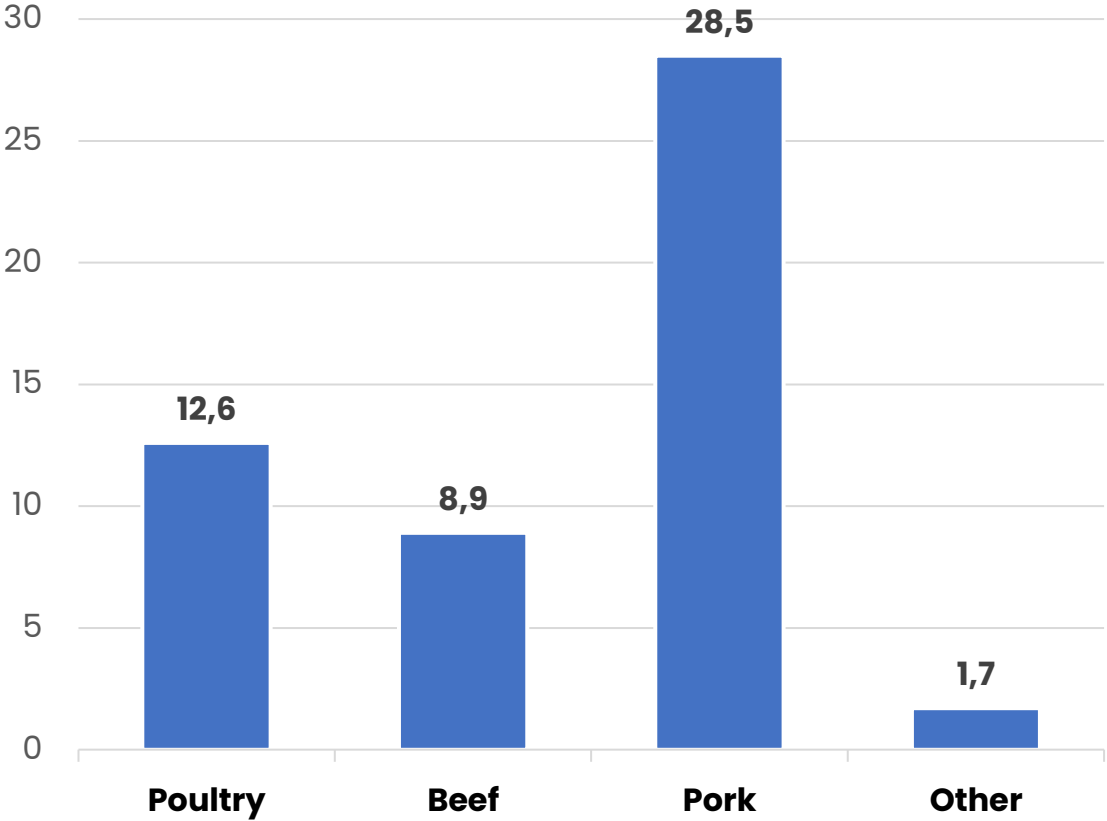


# Meat sales in 2023

Meat consumption (kg pro capita)

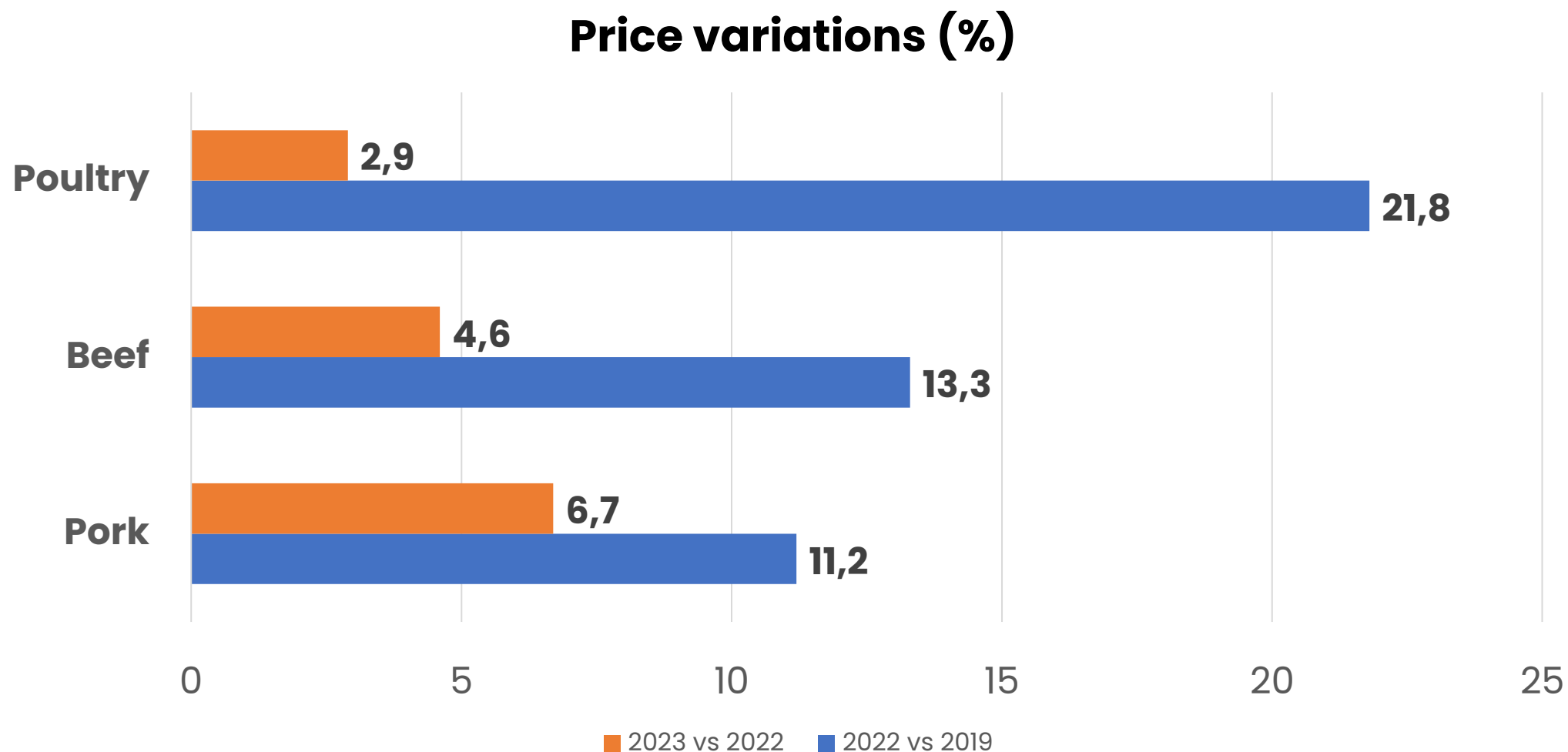


2022 pro-capita consumption (Kg)



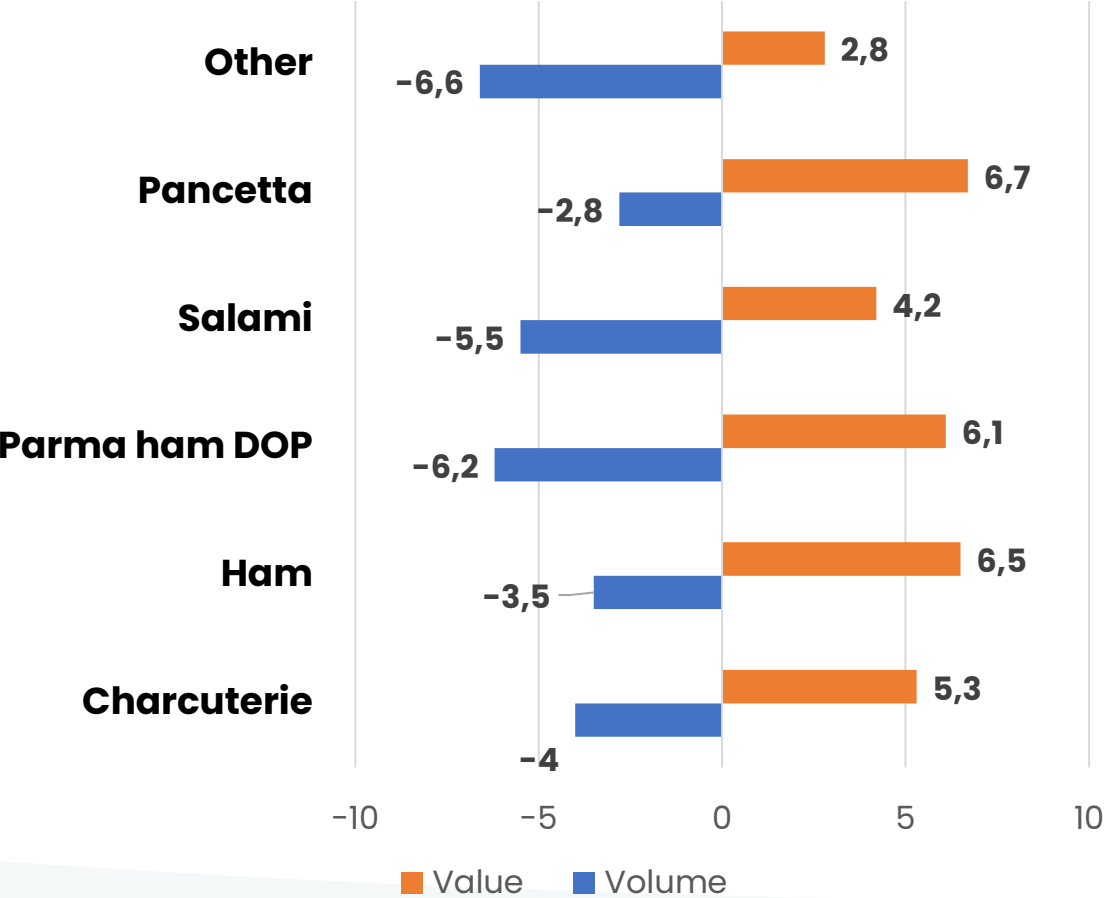
# Italy

# Focus on inflation: meat products

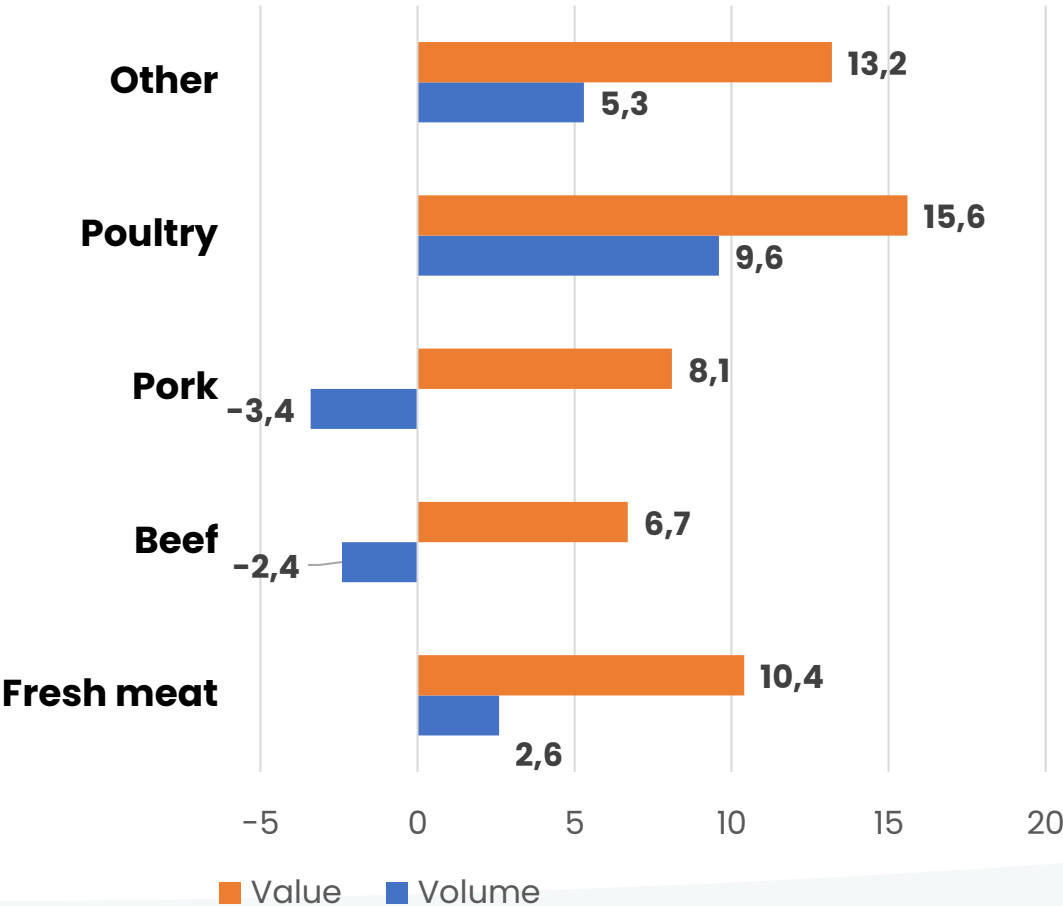


# Meat sales in 2023

Volume changes (%) for meat  
(annual variations)

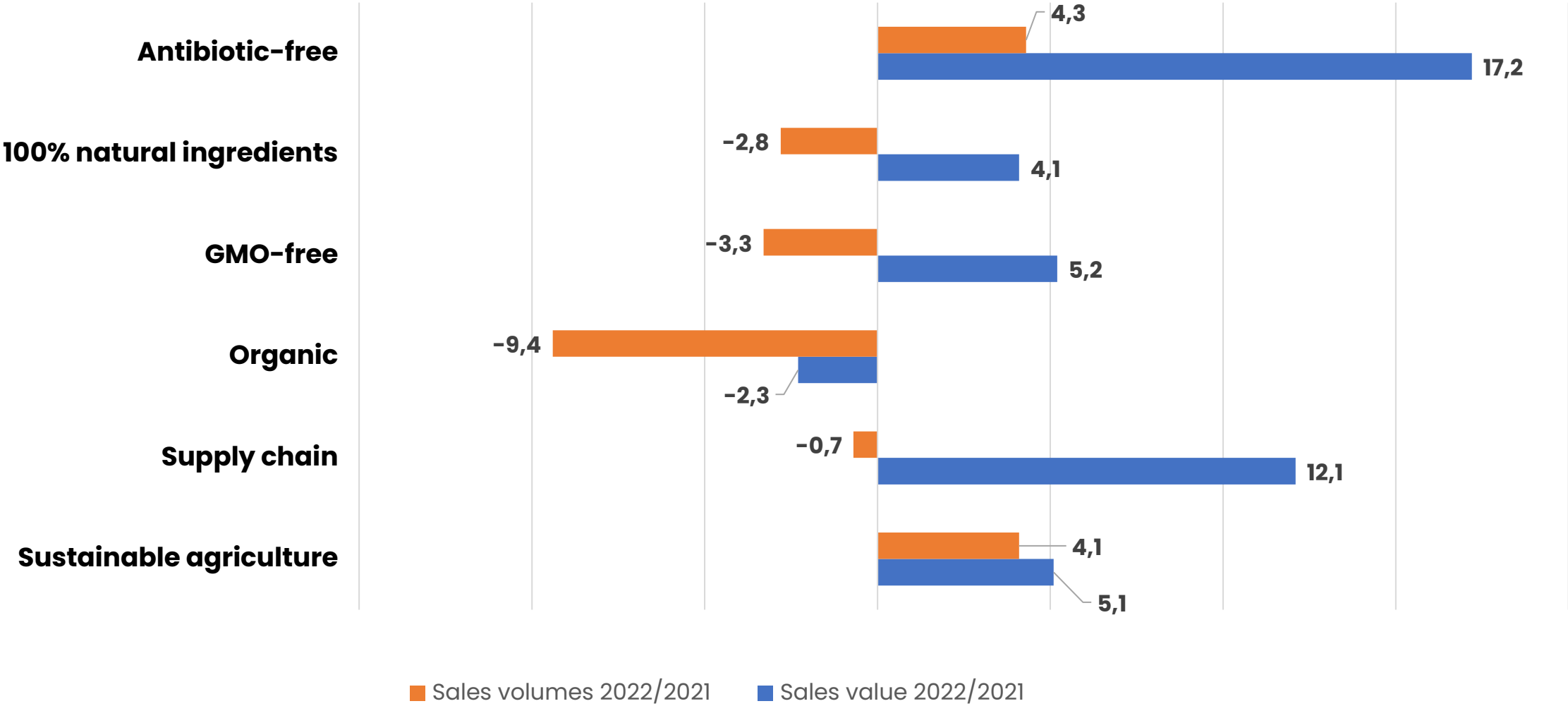


Volume changes (%) for meat  
(annual variations)





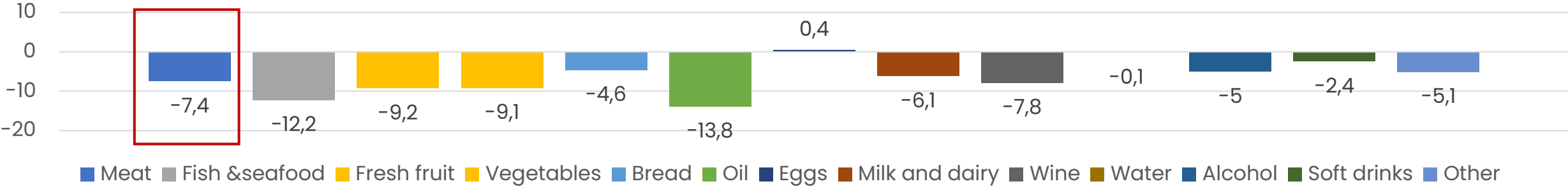
# Consumer attitudes towards labels



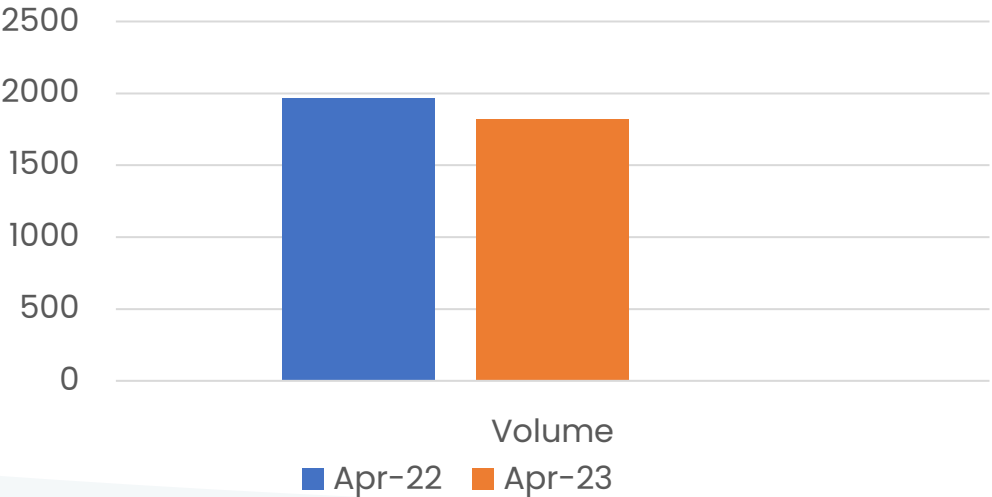
# Spain

# Meat sales in 2023 (I)

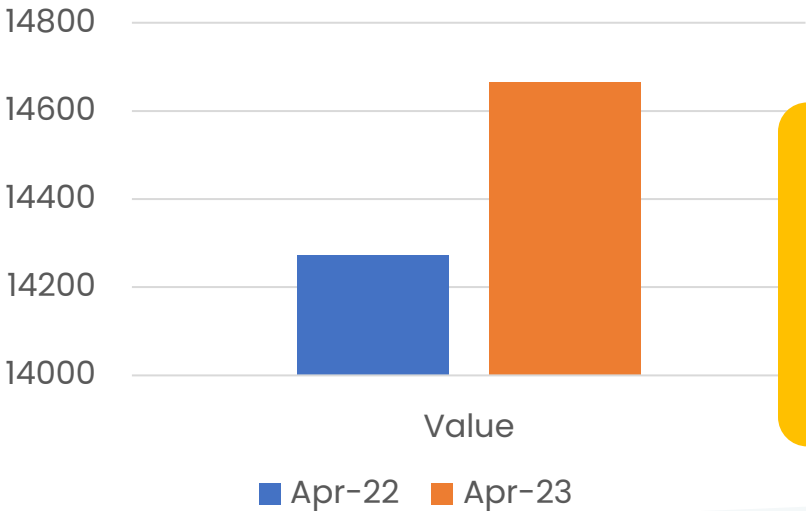
Food home consumption - volume changes (%) in April 2023 vs April 2022



Volume (million kg)



Value (EUR million)



Sales of meat decreased by 7,4% in volume in 2023 compared to 2022 and increased by 2,7% in value.

# Meat sales in 2023 (II)

