TRENDS IN SALES OF MEAT PRODUCTS – A RETAIL PERSPECTIVE

Meat Market Observatory

21 June 2021

EuroCommerce for retail & wholesale

General trends in retail in 2021

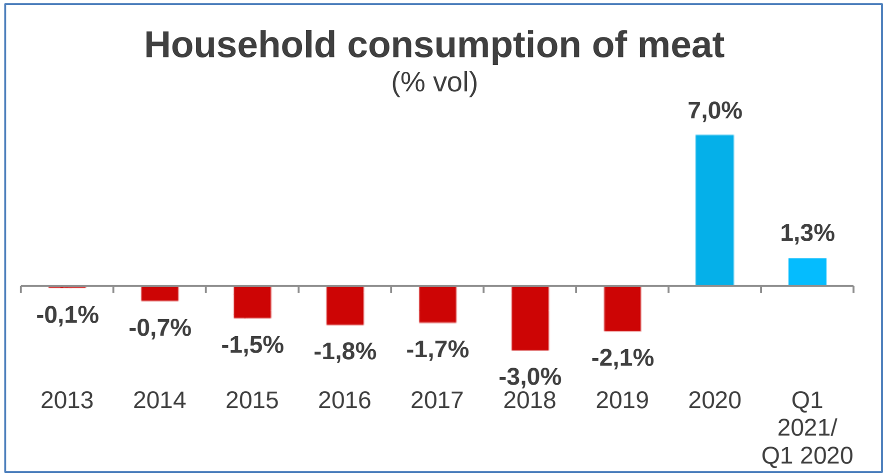
- grocery spending at an all time high (due to HoReCa closures, lockdowns)
- going towards a ‘new normal’ - retail will once again need to rebalance its role within the broader ecosystems with Horeca
- Impact of the pandemic: consumers both uptrading and downtrading
- In 2020-21, significant shift towards healthy/sustainable/local product:
  - ✓ 30% of European consumers will focus on **healthy** eating in 2021
  - ✓ 60% of European consumers are willing to pay more for **sustainable alternatives** - 70% for fresh food (fruit, vegetables, and meat)
- Increased demand for organically certified products

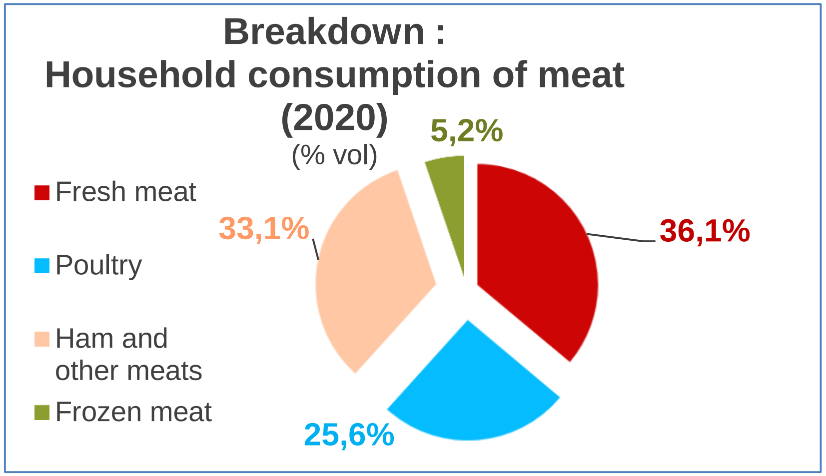
Source: McKinsey 2021

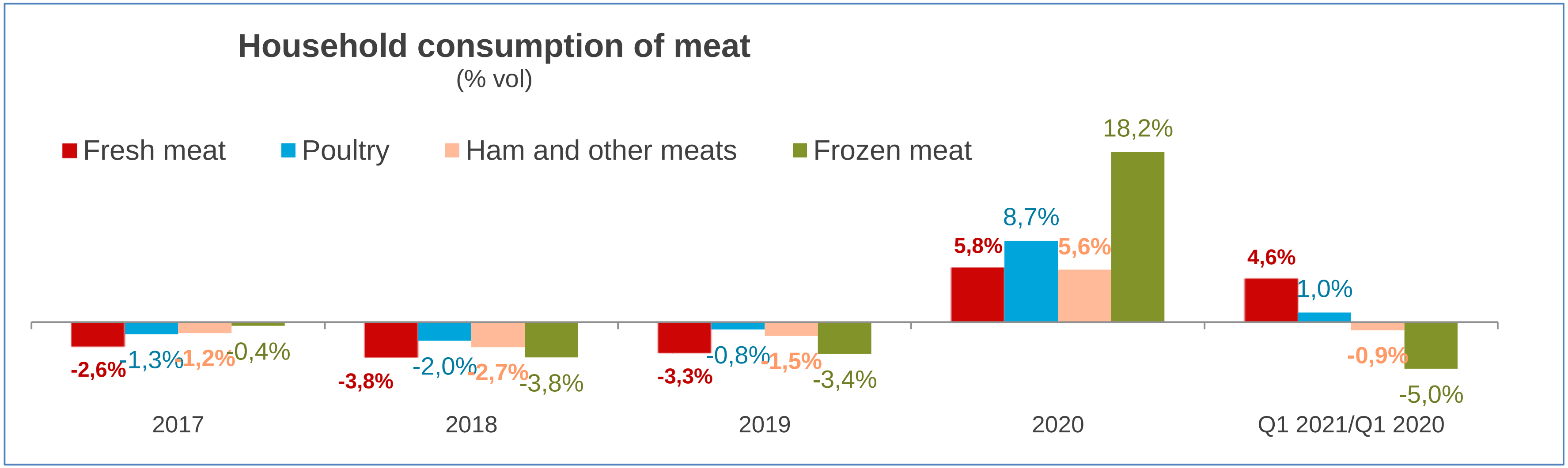
EuroCommerce

France

Period ending 31 March 2021







Source: Kantar Worldpanel

EuroCommerce

France

Period ending 31 March 2021

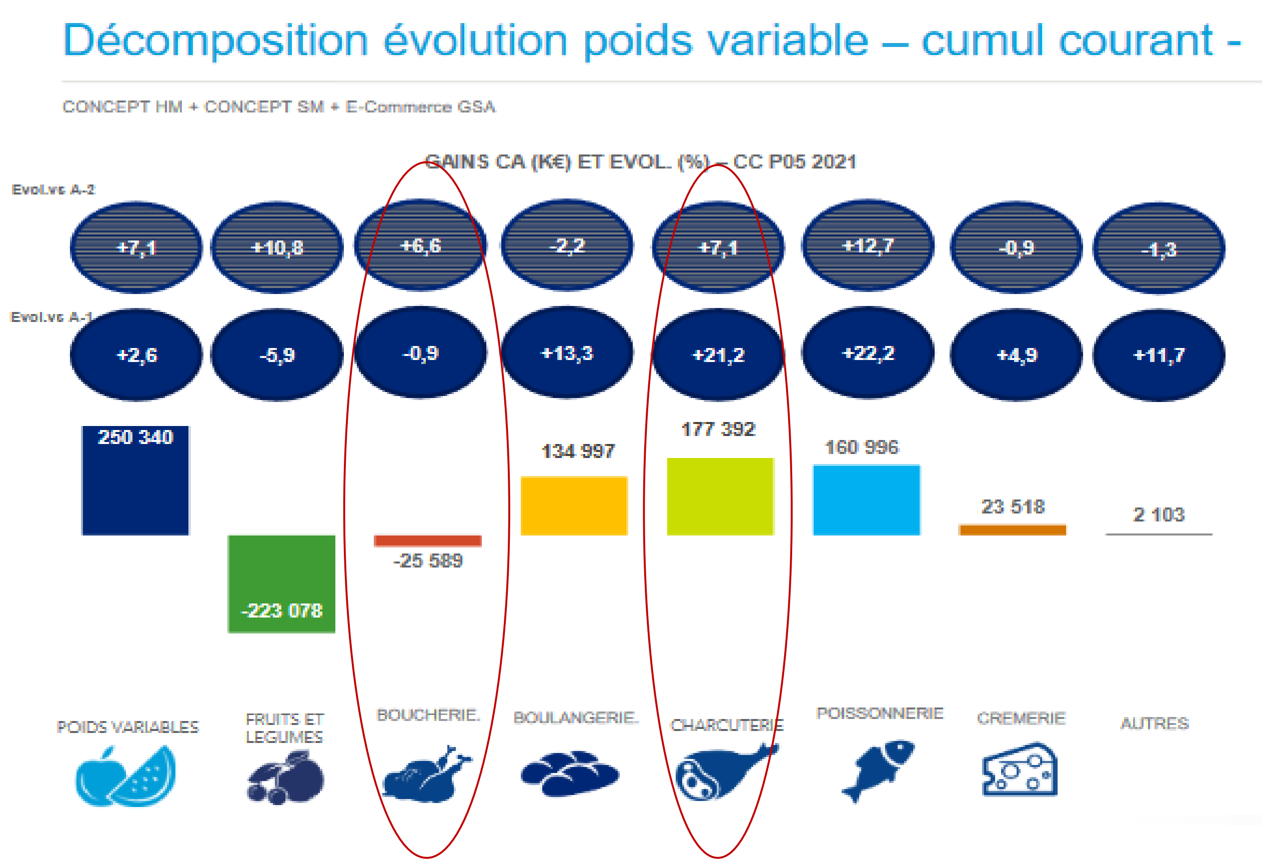
Product category	volumes (% change) Q1 2021 / Q1 2020	price (% change) Q1 2021 / Q1 2020	volumes (% change) YTD March 2021	price (% change) YTD March 2021	Average prices (€ / kg) / Mars 2021
Fresh meat	**4,6%**	**0,8%**	**6,7%**	**1,7%**	**11,11**
Fresh beef	2,9%	2,2%	4,3%	2,4%	14,41
Fresh veal	-1,4%	0,1%	-0,6%	0,1%	15,86
Fresh lamb	15,3%	2,2%	1,3%	3,4%	15,25
Fresh pork	2,6%	-5,4%	7,6%	0,0%	7,13
Tripe Products	-2,7%	5,7%	-2,8%	2,4%	9,19
Processed meat, including ground meat	5,2%	2,4%	9,7%	3,7%	10,44
Poultry	**1,0%**	**1,6%**	**7,2%**	**0,9%**	**8,23**
Frozen Meat	**-5,0%**	**4,0%**	**10,2%**	**2,9%**	**7,56**
Ham and other meats	**-0,9%**	**1,4%**	**7,2%**	**3,2%**	**11,72**

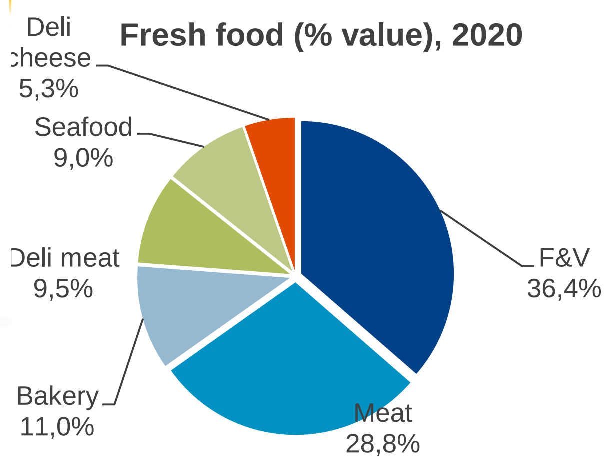
Source: Kantar Worldpanel

EuroCommerce

France

Focus on fresh food in hypermarkets and supermarkets



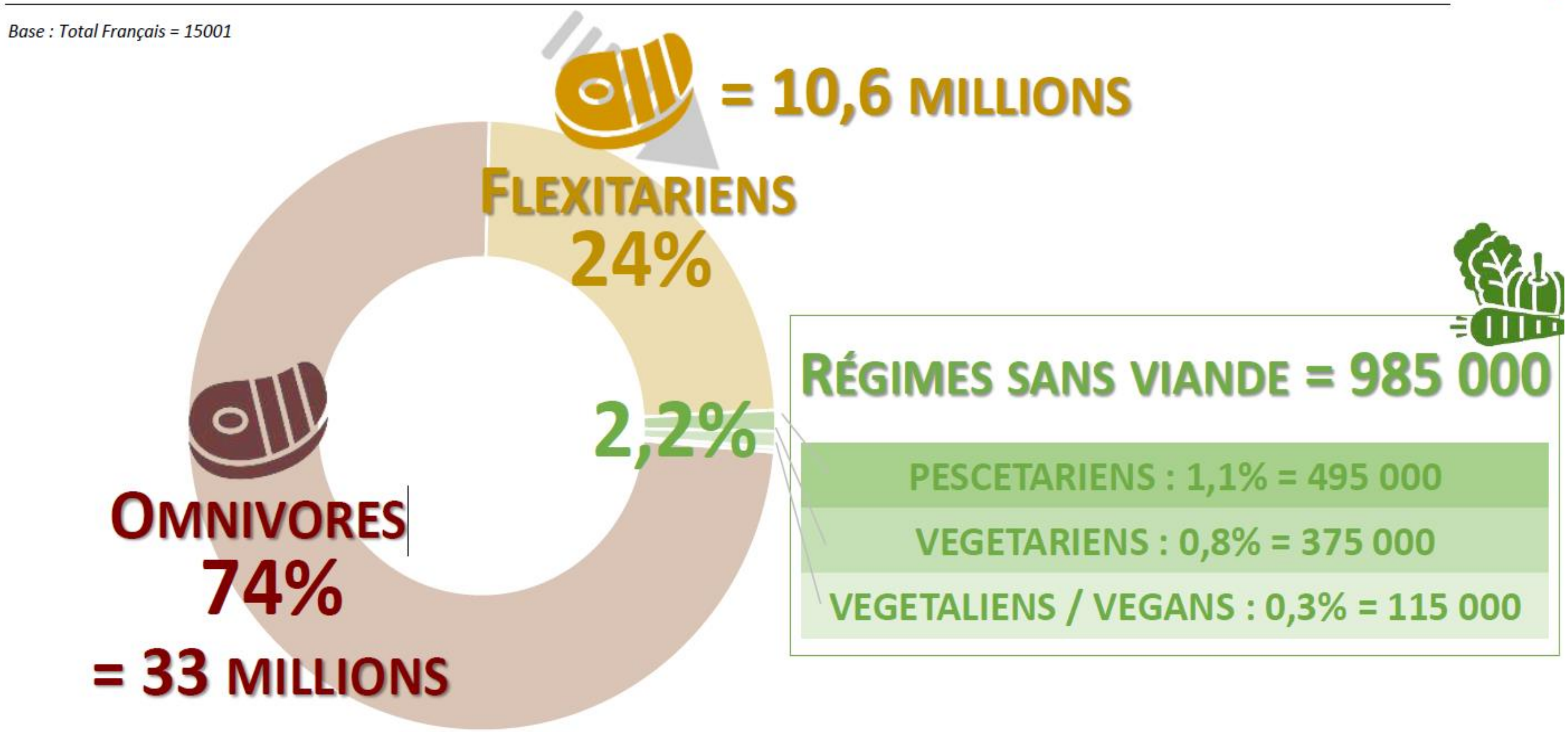


Source: IRI (hypermarkets, supermarkets, e-commerce

EuroCommerce

France

Alternative meat markets : flexitarism, vegetarism… (1)

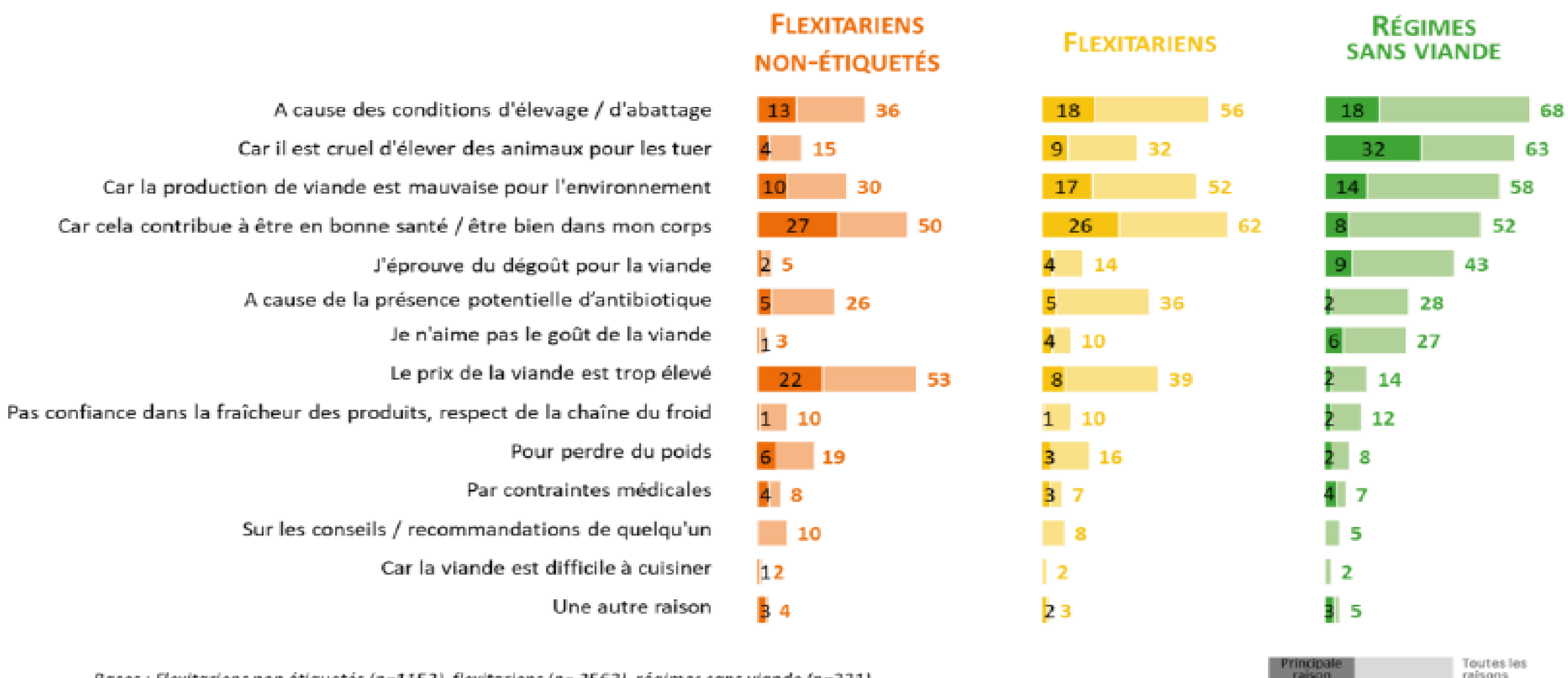


Source: Ifop – France Agrimer - 2021

France

Alternative meat markets : flexitarism, vegetarism… (2)

Graphique 3. Raisons d'adoption du régime selon la cible



Bases : Flexitariens non étiquetés (n=1152), flexitariens (n= 3563), régimes sans viande (n=331)

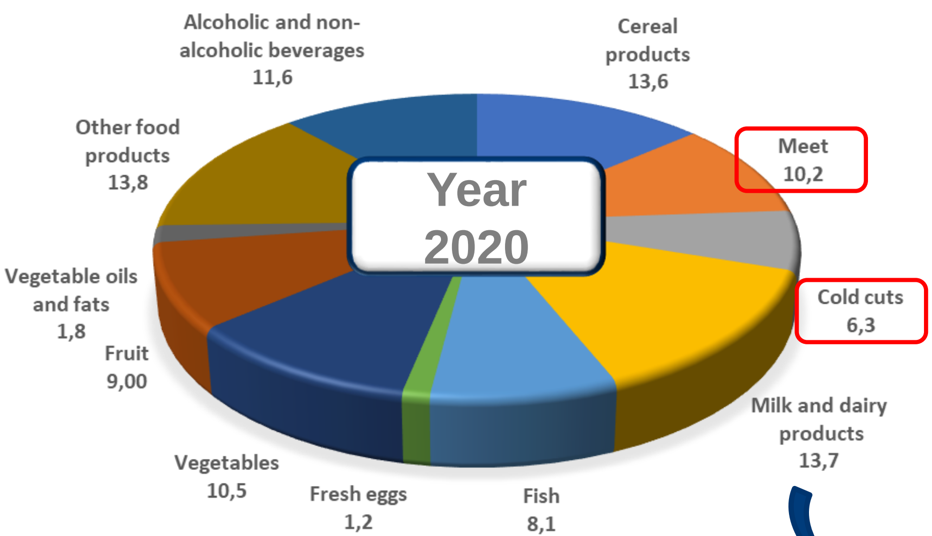
Q9a. Et parmi la liste suivante, quelles sont toutes les raisons qui font que vous suivez ce régime [aux flexitariens non étiquetés : limitez votre consommation de viande] ? **(plusieurs réponses possibles)**

Q9b. Et si vous ne deviez en choisir qu'une, quelle serait-elle ? Quelle est votre raison principale ?

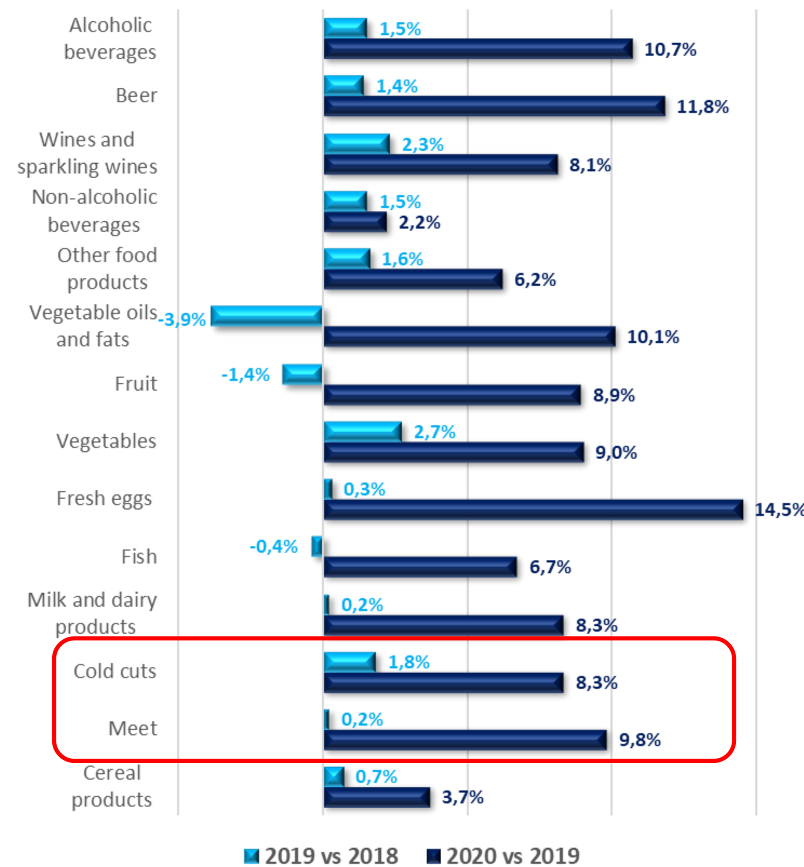
Italy

Household purchases – Year 2020

Sales Value
(Product shares)



Sales Value
(Percentage changes yoy)



Source: ISMEA based on Nielsen CPS data

EuroCommerce

Italy

Meat – 1Q2021 *and* Year 2020

Total Modern Retail
(only fixed weight)

Product category	VALUE (1Q2021 vs. 1Q2020 - % change)	VOLUME (1Q2021 vs. 1Q2020 - % change)	VALUE (2020 vs. 2019 - % change)	VOLUME (2020 vs. 2019 - % change)
Preserved Meat	-20,1	-17,4	+5,5	+3,8
Frozen Meat	+8,5	+10,3	+15,7	+14,0
Fresh Meat (Fixed weight)	+8,5	+10,9	+16,1	+11,6
Fresh meat	+13,0	+21,4	+16,4	+12,1
Processed meat - Poultry	+5,5	+8,6	+10,8	+8,6
Processed meat - Beef	+11,0	+9,9	+26,4	+21,4
Processed meat - Pork	+13,0	+11,3	+22,5	+13,2
Processed meat - Horse	-4,3	-3,8	-4,9	-5,3
Salumi (Fixed weight)	+3,9	+1,0	+14,1	+7,6
Cold cuts	+5,3	+5,4	+12,8	+7,3
Sliced	+4,1	+3,2	+21,0	+10,1
Pre-Cooked	-5,8	-7,6	+11,3	+6,2

Source: Nielsen – Market Track

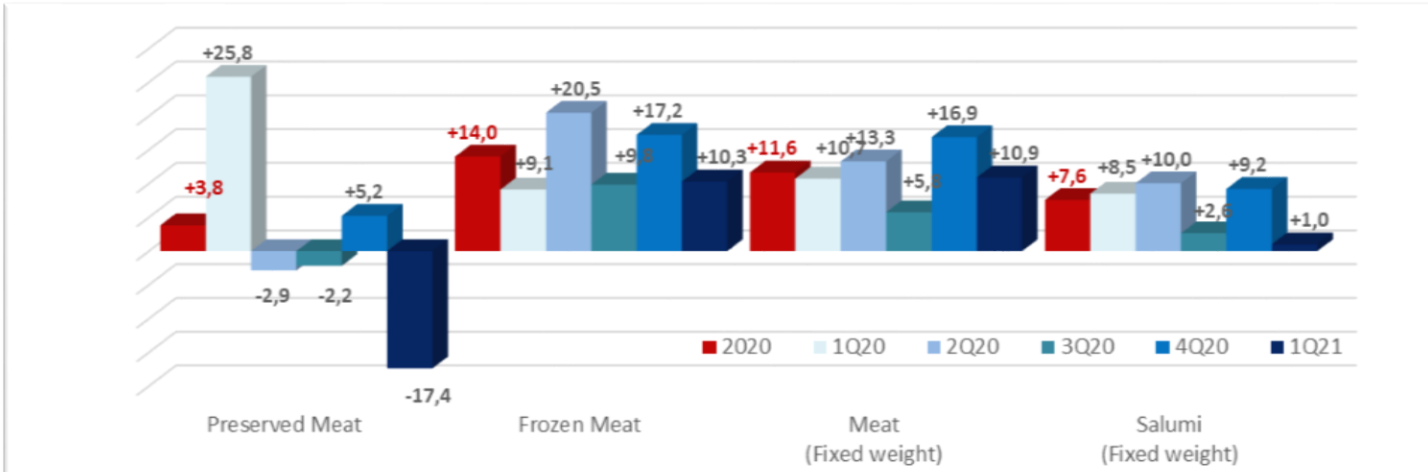
EuroCommerce

Italy

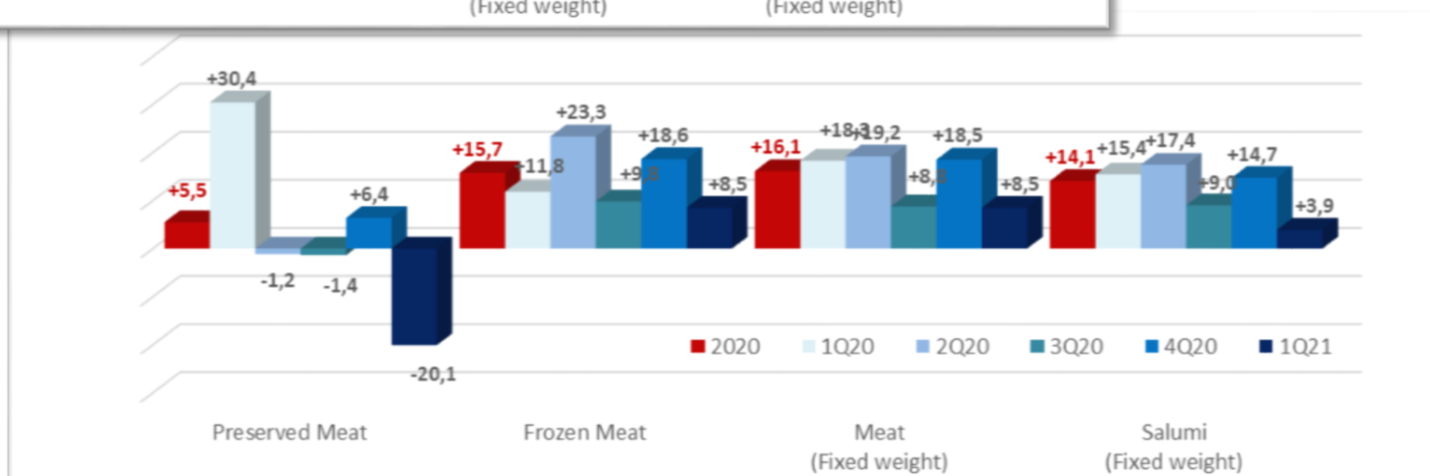
Meat – *Percentage change on the same period of the previous year*

Total Modern Retail

VOLUME



VALUE



Source: Nielsen – Market Track

EuroCommerce

Spain: evolution in value

Evolución por sección: alimentación, frescos y bebidas

Evolución en valor vs. YA y vs. 2YA

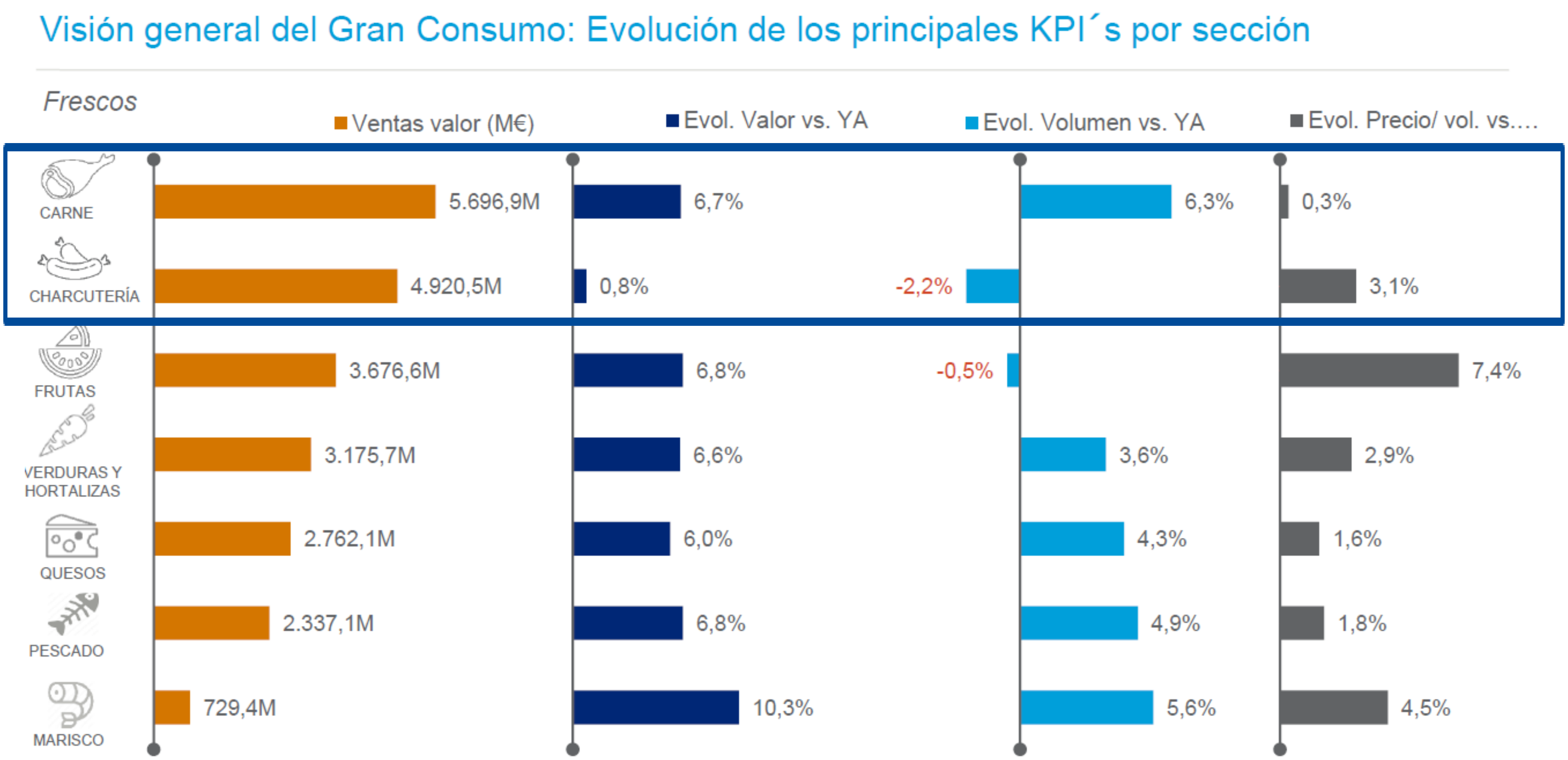
ALIMENTACIÓN	TAM 21 vs. 20	TAM 21 vs. 19
ALIMENTACIÓN	**+4,0%**	**+9,7%**
ALIMENTACION SECA	4,5%	10,1%
CONGELADOS	10,1%	18,1%
CONSERVAS	2,1%	8,3%
DERIVADOS LACTEOS	2,5%	4,9%
HUEVOS	4,1%	12,0%
PRODUCTOS 4-5 GAMA	-4,1%	3,1%

FRESCOS	TAM 21 vs. 20	TAM 21 vs. 19
FRESCOS	**+5,4%**	**+14,0%**
CARNE	6,7%	14,3%
CHARCUTERIA	0,8%	9,1%
FRUTAS	6,8%	15,7%
VERDURAS Y HORTALIZAS	6,6%	21,7%
QUESOS	6,0%	14,2%
PESCADO	6,8%	12,5%
MARISCO	10,3%	11,3%

BEBIDAS	TAM 21 vs. 20	TAM 21 vs. 19
BEBIDAS	**+7,0%**	**+10,4%**
LECHES Y BATIDOS	0,8%	3,9%
CERVEZAS	20,8%	29,2%
BEBIDAS REFRESCANTES	5,7%	8,8%
VINOS	13,7%	16,4%
BEBIDAS ESPIRITUOSAS	8,3%	10,0%
AGUAS	-2,4%	-0,6%
ZUMOS	-12,6%	-14,8%
BEBIDAS VEGETALES	8,6%	15,5%
ESPUMOSOS	1,2%	4,0%

Source: IRI

Spain: evolution of key product categories



Source: IRI

Spain: online vs instore sales

Análisis de la cesta de la compra física vs. online

TIENDA FÍSICA

	PESO EN VENTAS VOLUMEN
AGUA SIN GAS	14,0%
LECHE LARGA CONSERVA	8,7%
FRUTA	6,1%
CERVEZAS	5,7%
VERDURA Y HORTALIZAS	5,5%
REFRESCOS DE COLA	3,7%
CARNE	3,0%
PARAFARMACIA	2,3%
YOGURES FRESCOS SÓLIDOS	2,0%

LA CESTA DE LA COMPRA

Estas categorías suponen el **50%** para el TAM en volumen del **TOTAL FMCG**

TIENDA ONLINE

	PESO EN VENTAS VOLUMEN
AGUA SIN GAS	19,0%
LECHE LARGA CONSERVA	12,2%
CERVEZAS	4,4%
VERDURAS Y HORTALIZAS	4,1%
REFRESCOS DE COLA	3,7%
FRUTA	3,5%
CARNE	1,7%
YOGURES FRESCOS SÓLIDOS	1,5%

Source: IRI