TRENDS IN SALES OF MEAT PRODUCTS – A RETAIL PERSPECTIVE

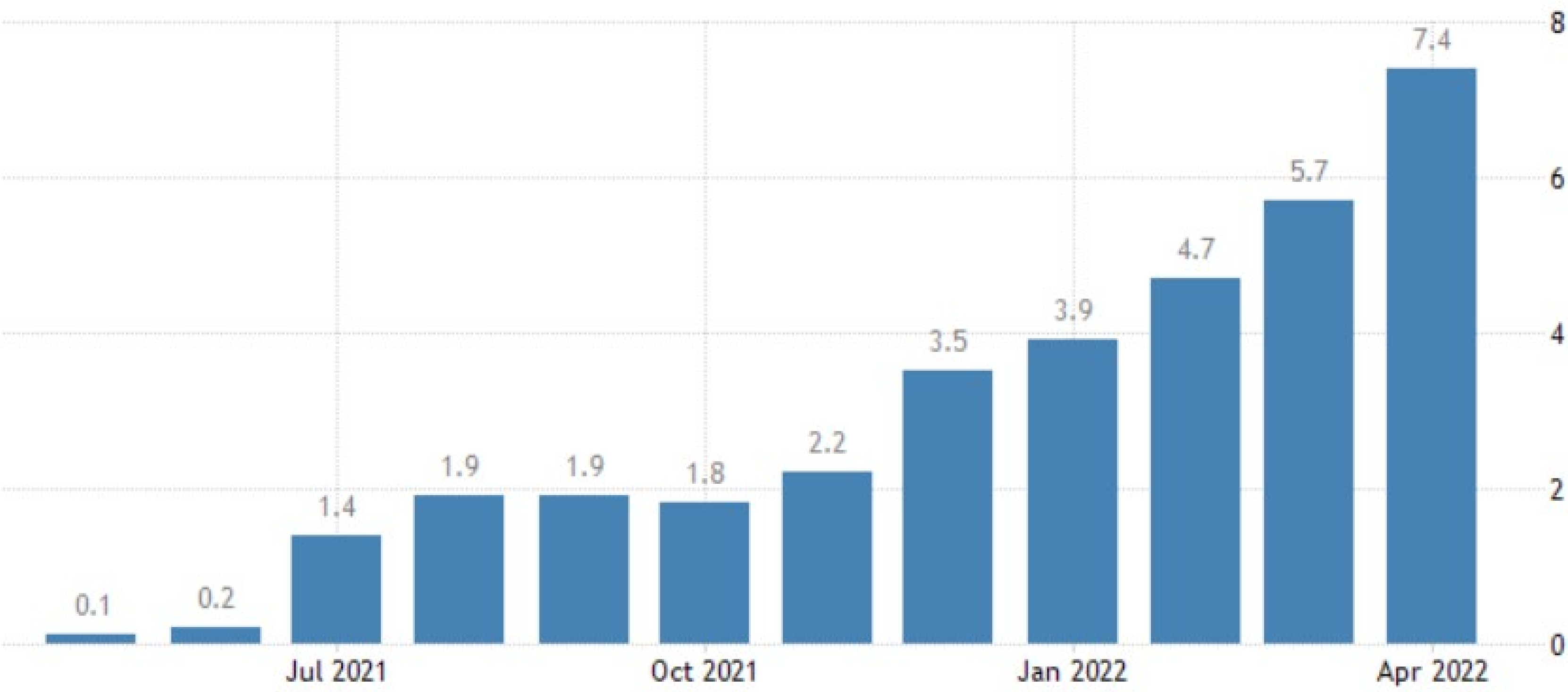
Meat Market Observatory

30 May 2022

EuroCommerce for retail & wholesale

Europe: economic context

EU food inflation



Source: Eurostat

Europe

Consumer behaviour in times of crisis

	Europe average[4]
More consumers prioritize price	
Look for ways to save money when shopping	42% +9
Actively research for best promotions	28% +1
Switch to less expensive products to save money	18% +1
Buy private-label products instead of known brands	14% +4

Trends during 2022 inflation crisis

Fresh seafood: -18%

Pasta: +20%

Rice: +18%

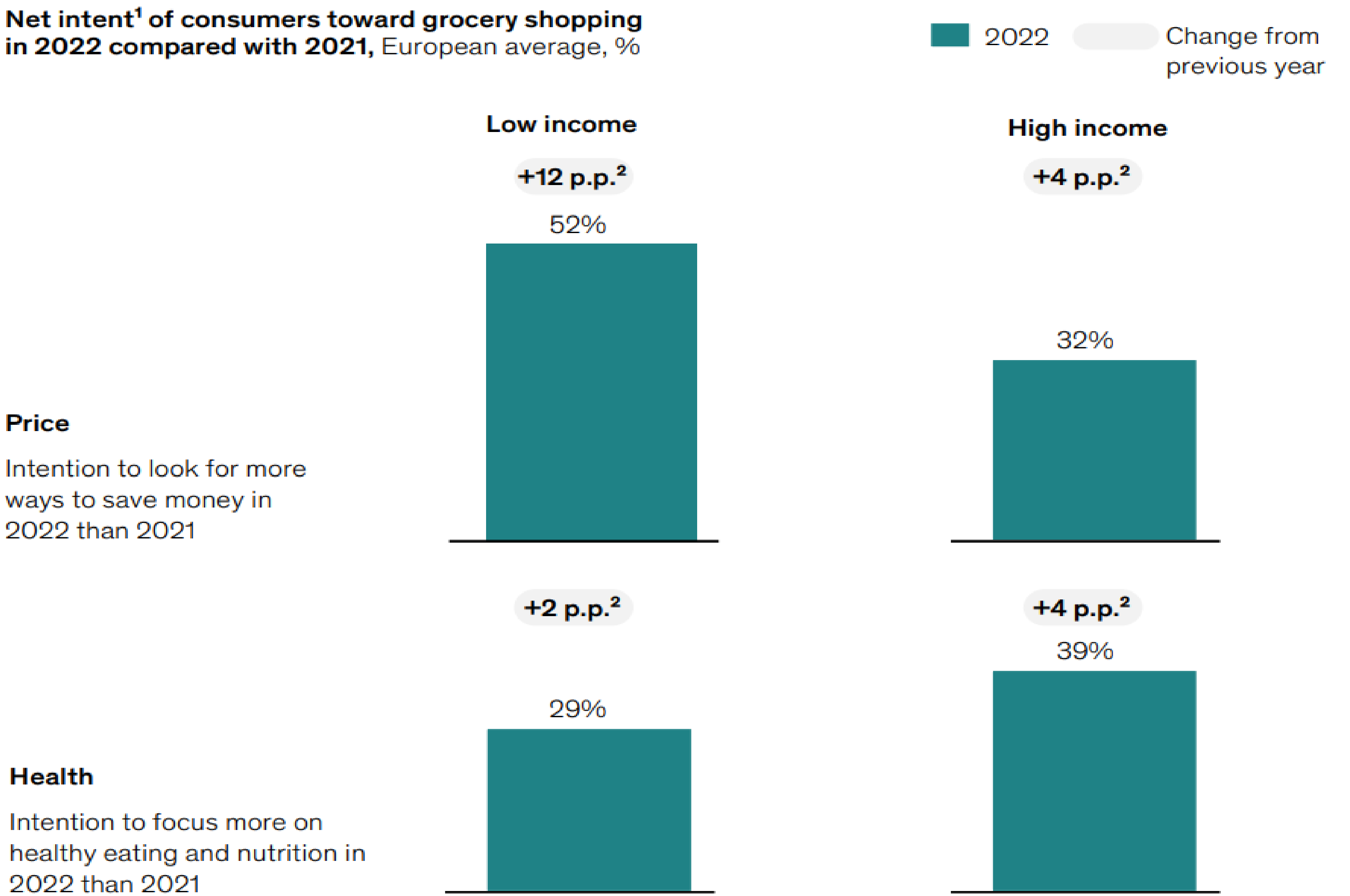
Canned meat: +20%

Source: McKinsey, Sole 24 ore

EuroCommerce

Europe

Healthier eating and sustainability



Source: McKinsey

Europe

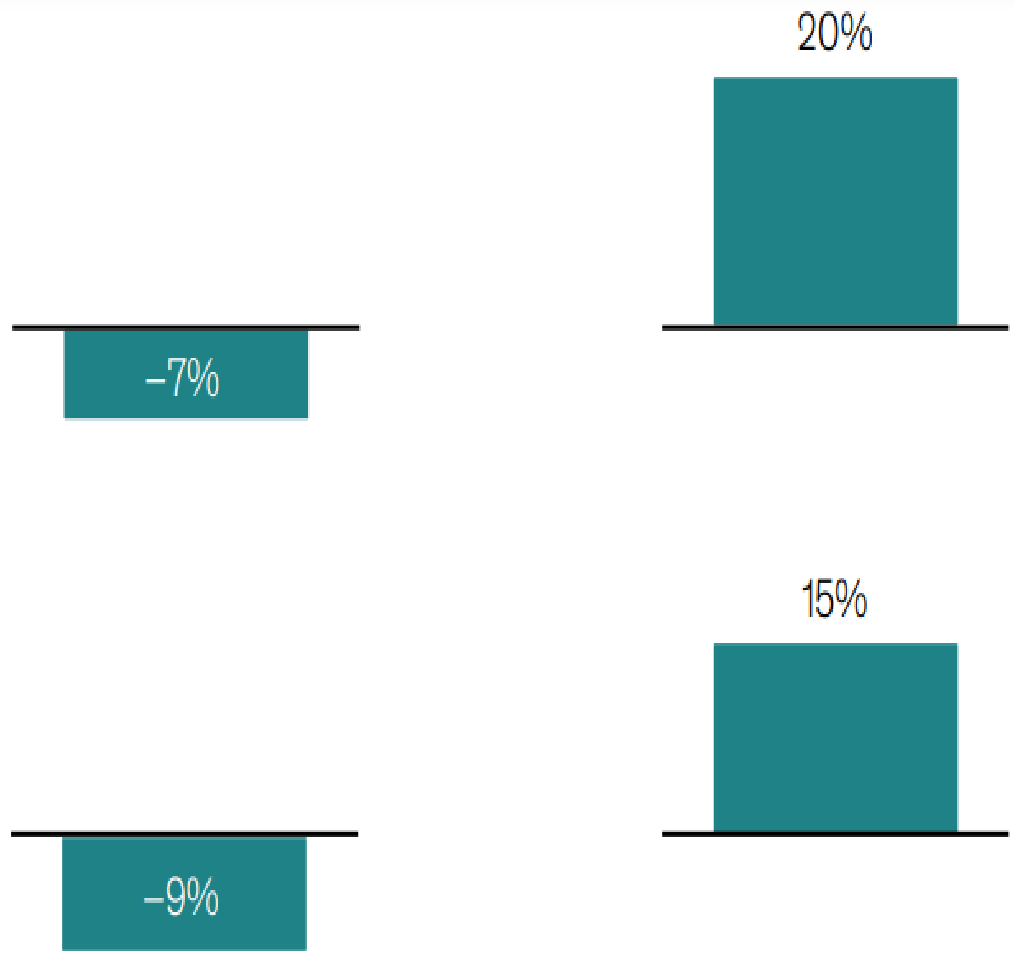
Healthier eating and sustainability

Quality

Intention to buy more high-quality and premium food products in 2022 than 2021

Environment

Intention to pay a higher price to get an environmentally friendlier product in 2022 than 2021

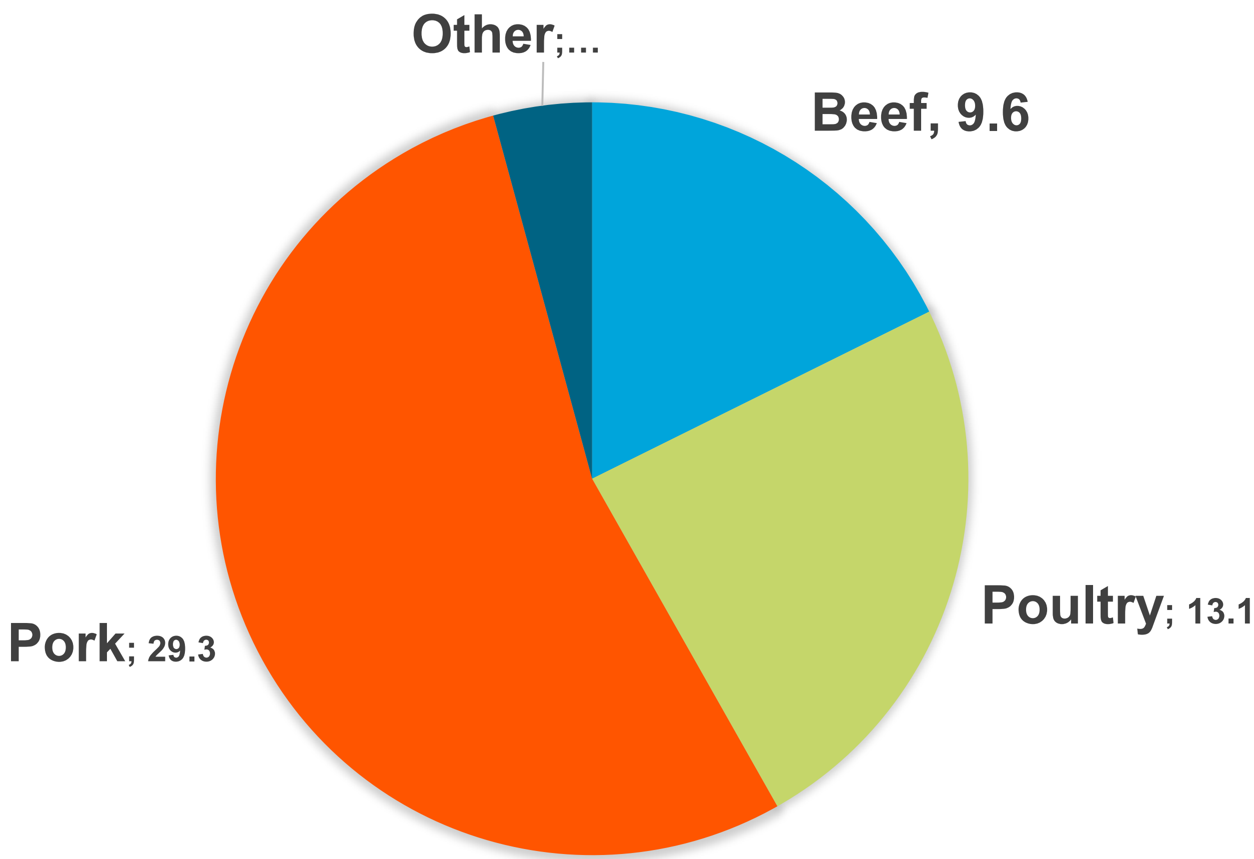


Source: McKinsey

EuroCommerce

France

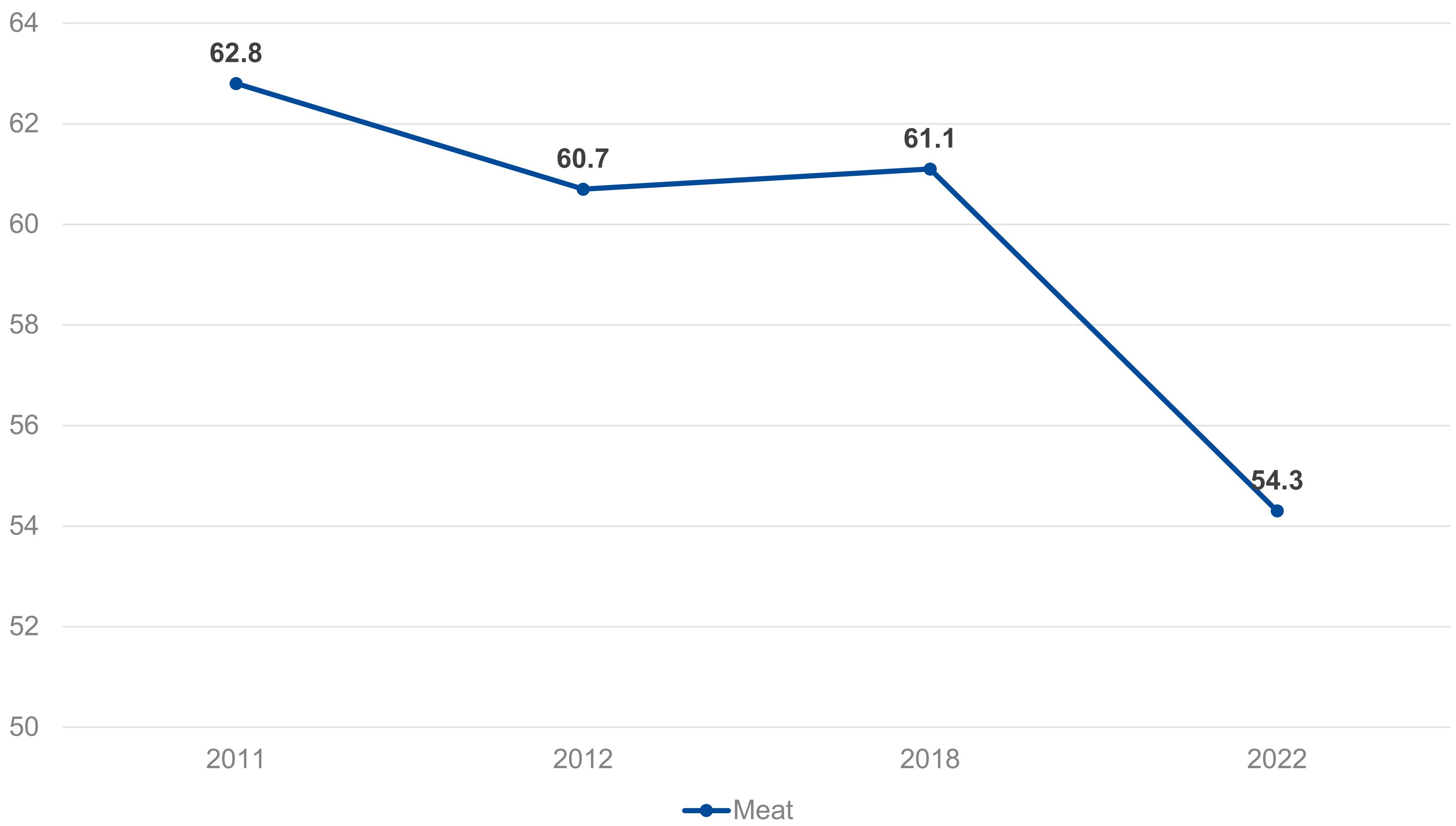
Germany
Pro-capita meat consumption in 2022 (in kg)



Source: AMI

Germany

Pro-capita meat consumption (kg) - evolution



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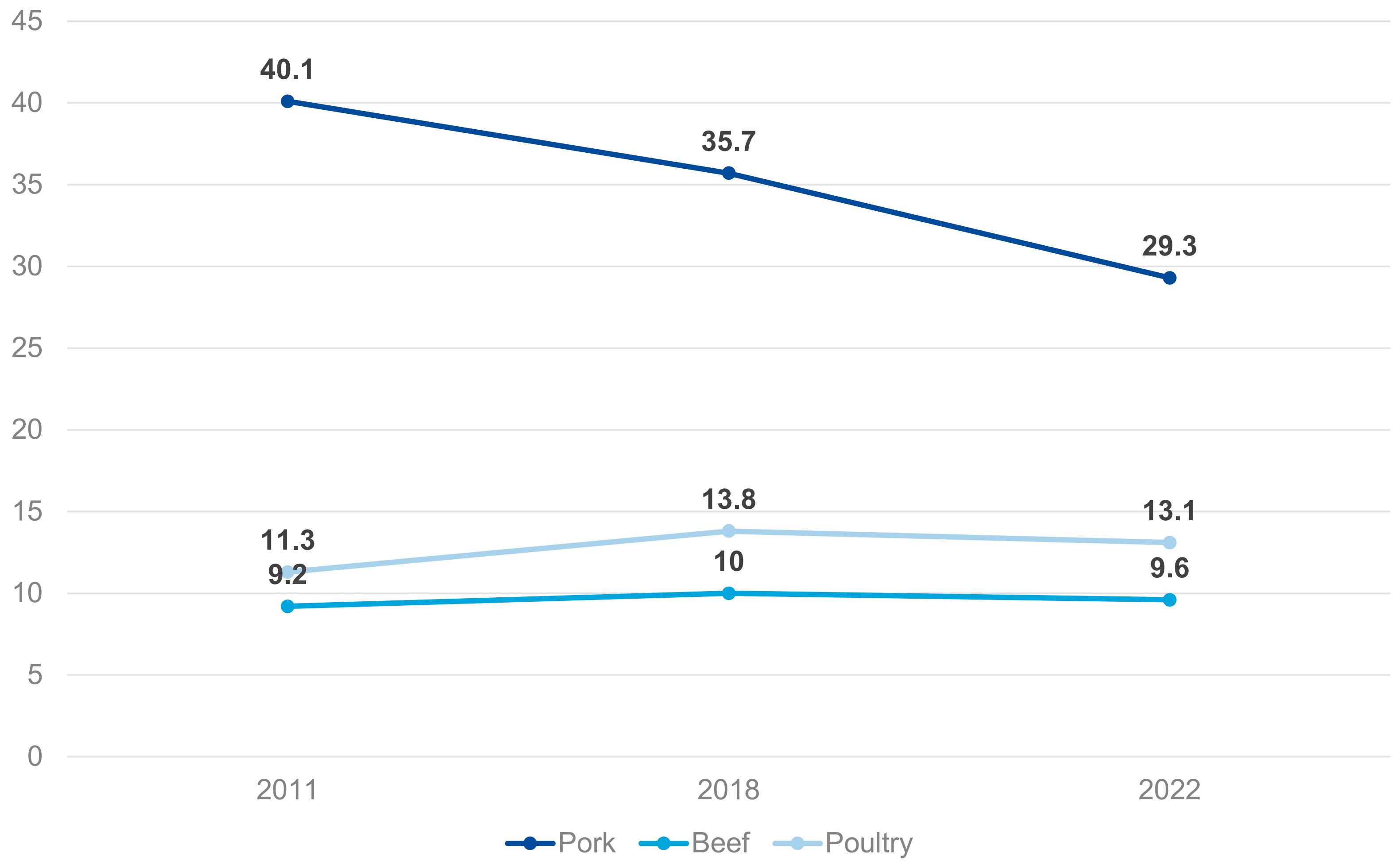
Pro-capita meat consumption (kg) - evolution



Source: AMI

Italy

Meat – 2021 and 1Q2022

Total Modern Retail
(only fixed weight)

Product category	VALUE (1Q2022 vs. 1Q2021 - % change)	VOLUME (1Q2022 vs. 1Q2021 - % change)	VALUE 2021 vs 2020 % change)	VOLUME 2021 vs 2020 % change)
Preserved Meat	+8,4%	+5,8%	-8,3	-7,7
Frozen Meat	+3,3%	+1,4%	+2,3	+4,0
Fresh Meat (Fixed weight)	+8,8%	+2,2%	+5,7	+5,9
Fresh meat	+10,4%	-5,5%	+6,3	+9,0
Processed meat - Poultry	+4,5%	-1,2%	+5,0	+5,5
Processed meat - Beef	+18,6%	+18,1%	+7,7	+7,9
Processed meat - Pork	+6,4%	+4,8%	+4,0	+1,9
Processed meat - Horse	+1,5%	-0,3%	+3,8	+3,9
Salumi (Fixed weight)	+0,3%	+0,3%	-0,4	-2,2
Cold cuts	+2,4%	+4,6%	+2,1	+3,6
Sliced	-6,5%	-6,3%	-5,0	-5,1
Pre-Cooked	-2,1%	-1,8%	-8,7	-8,7

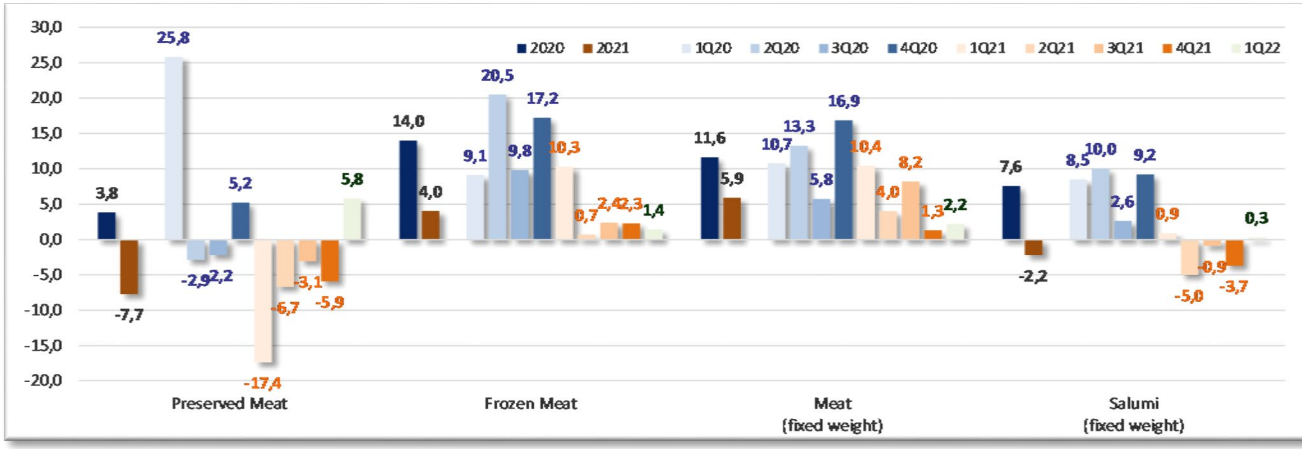
Source: Nielsen – Market Track

Italy

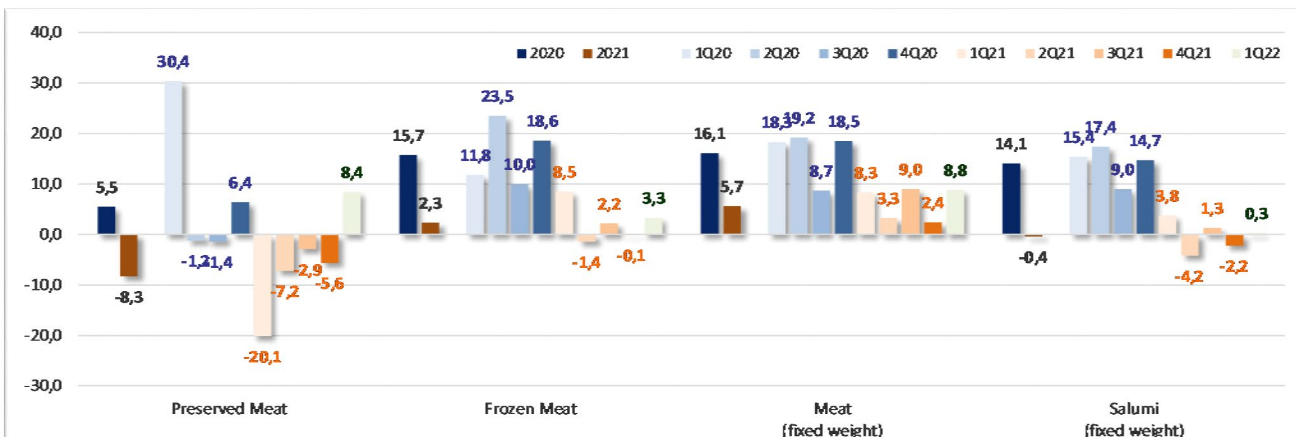
Meat – Trend growth (*Percentage change on the same period of the previous year)*

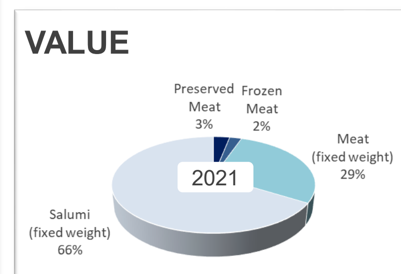
Total Modern Retail

VOLUME



VALUE





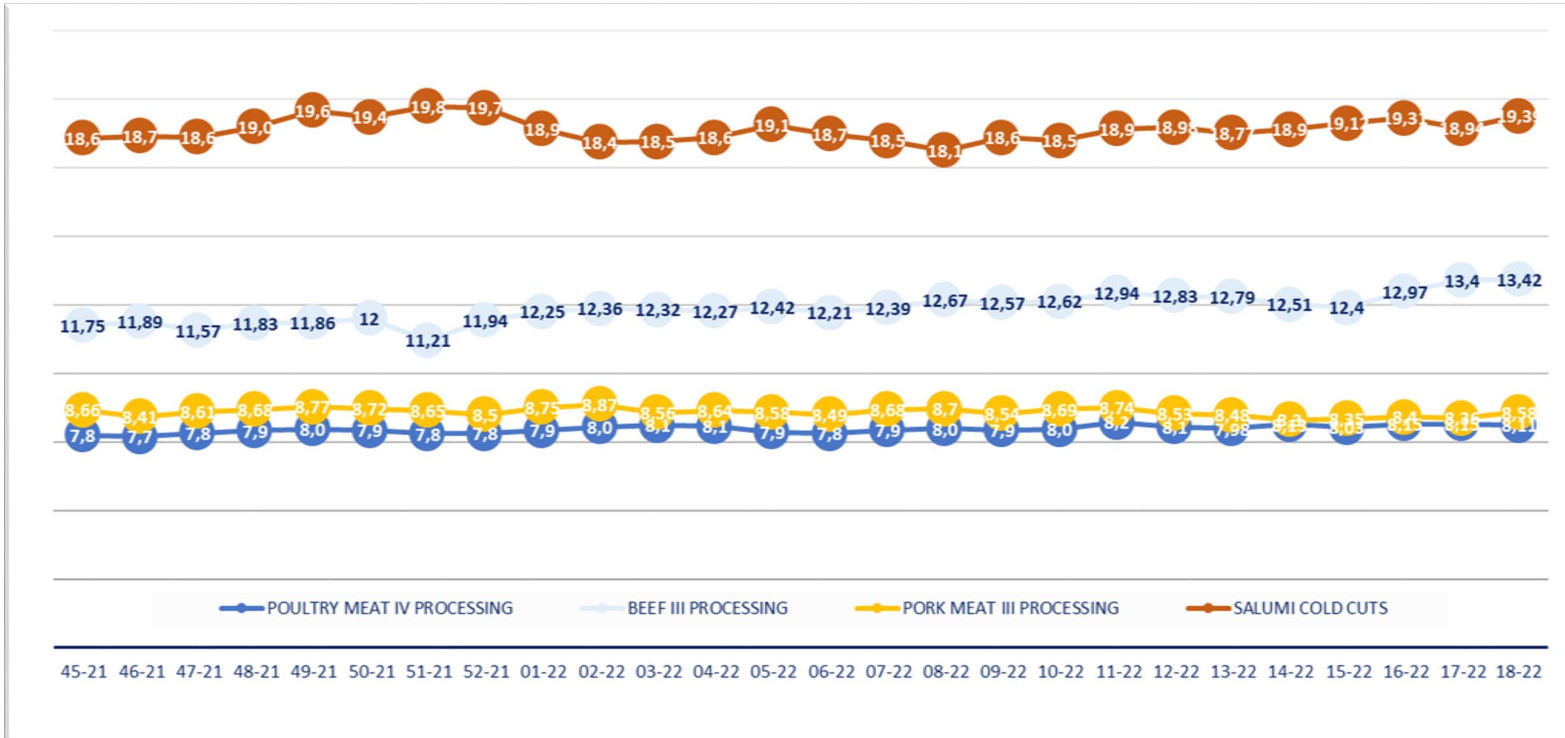
Source: Nielsen – Market Track

EuroCommerce

Italy

Meat – Average price (€/kg) per week

Total Modern Retail



Source: Nielsen

Italy

Focus on the poultry meat sector

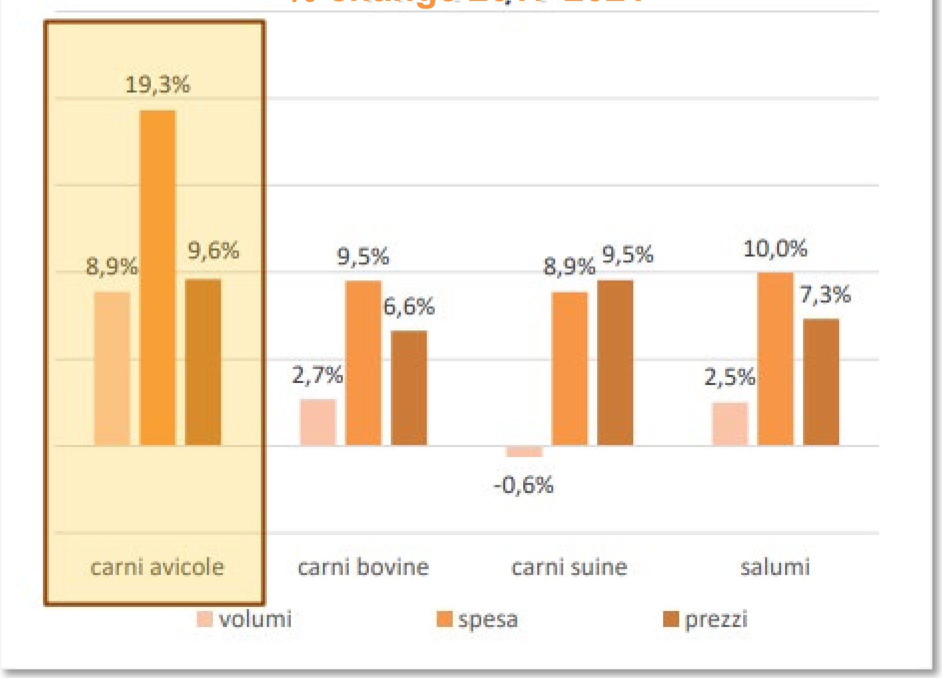
Medium-term dynamic

Over the past 5 years, for **poultry meat**:

- **+8.9%** of volumes sold
- Prices **+9.6%**, partially due to the shift towards products with higher value-added
- Spending **+19%**

Not only **increase in average retail prices**, but also **greater consumption of products with higher value-added product** (breaded bites, cordon bleu, meatloaves, skewers)

Domestic purchases of meat and cold cuts
% change 2017-2021



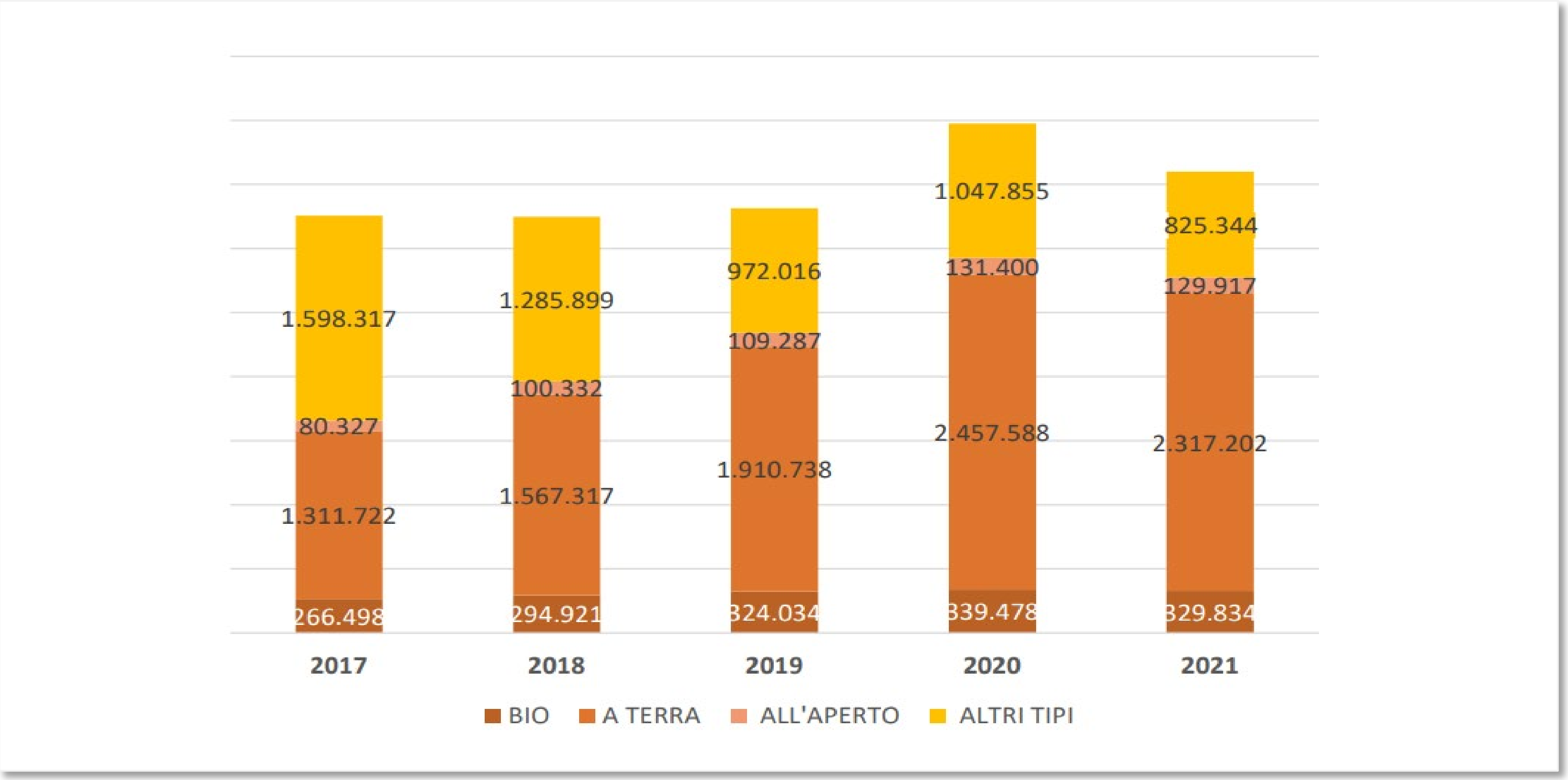
Source: Osservatorio consumi Ismea-Nielsen

EuroCommerce

Italy

Focus on the poultry meat sector

Domestic purchases (Volume – pcs)



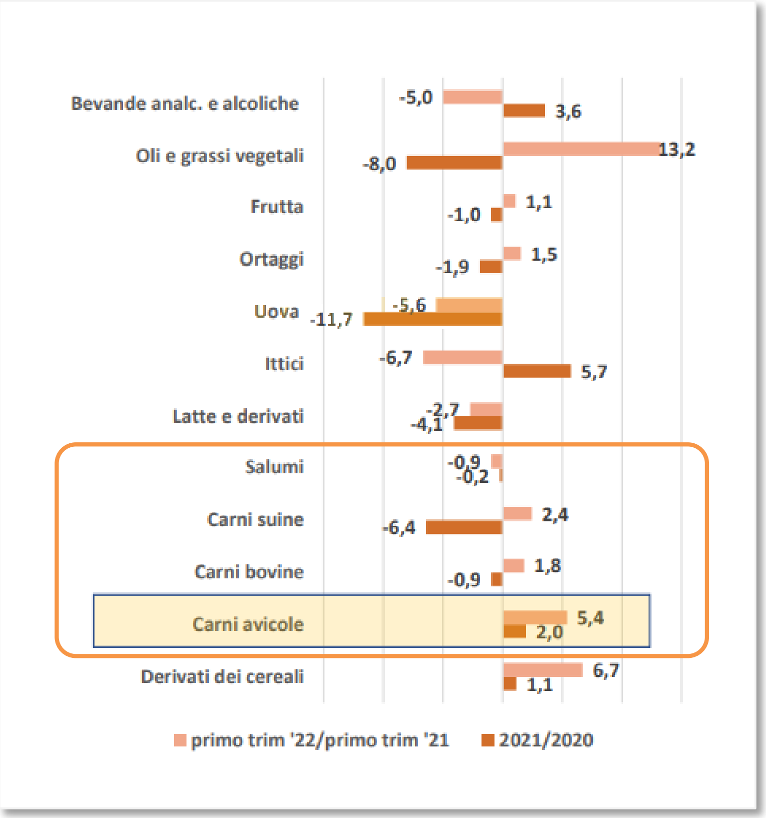
Source: Osservatorio consumi Ismea-Nielsen

EuroCommerce

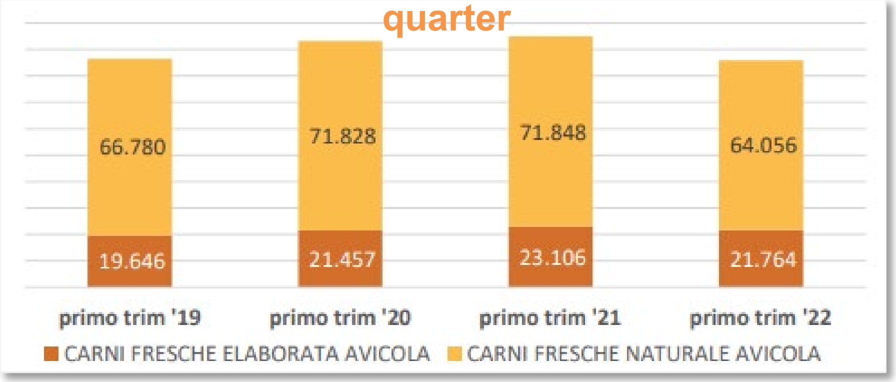
Italy

Focus on the poultry meat sector

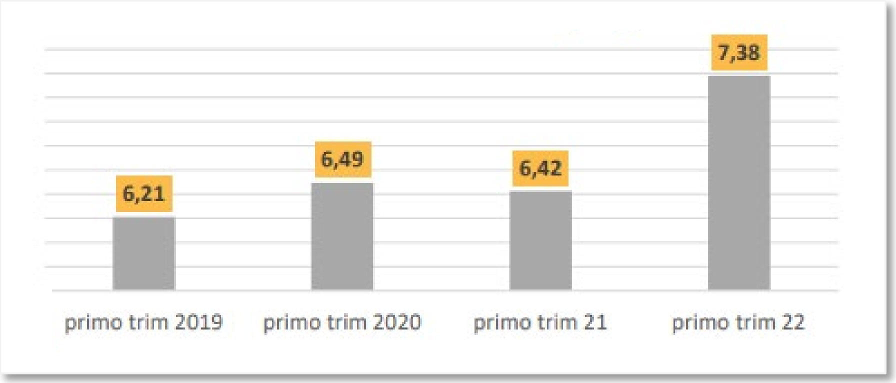
Household expenditure for agri-food consumption



Domestic purchases in volume (pcs) – First quarter



Average retail prices (€/Kg) – First quarter



Source: Osservatorio consumi Ismea-Nielsen

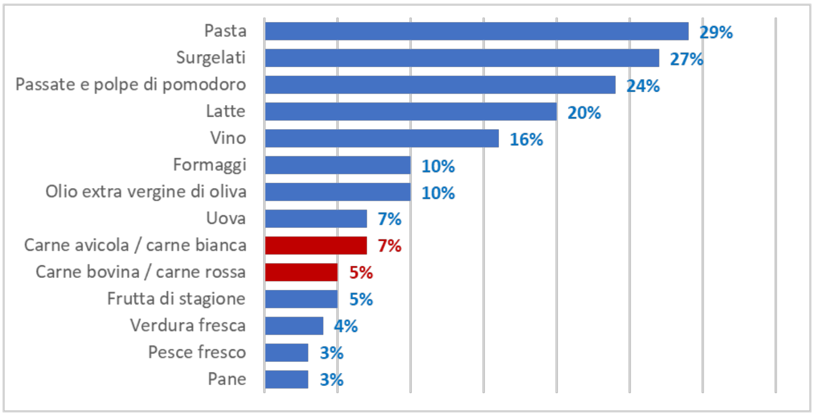
EuroCommerce

Italy

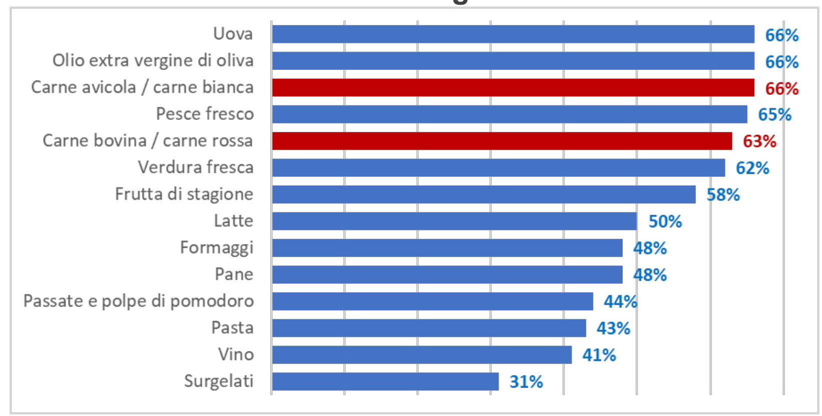
Focus on the poultry meat sector

Purchasing drivers

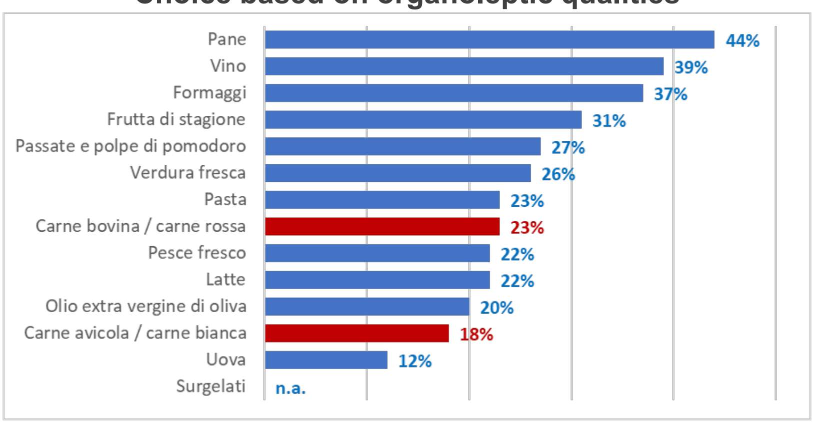
Choice based on brand



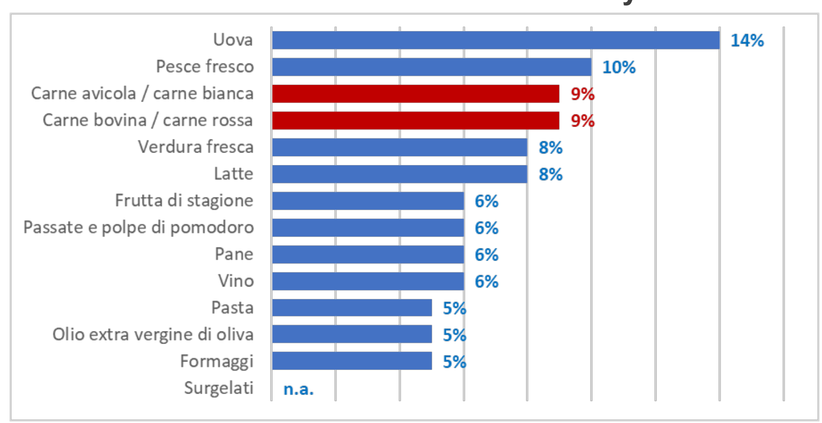
Choice based on the origin of raw materials



Choice based on organoleptic qualities



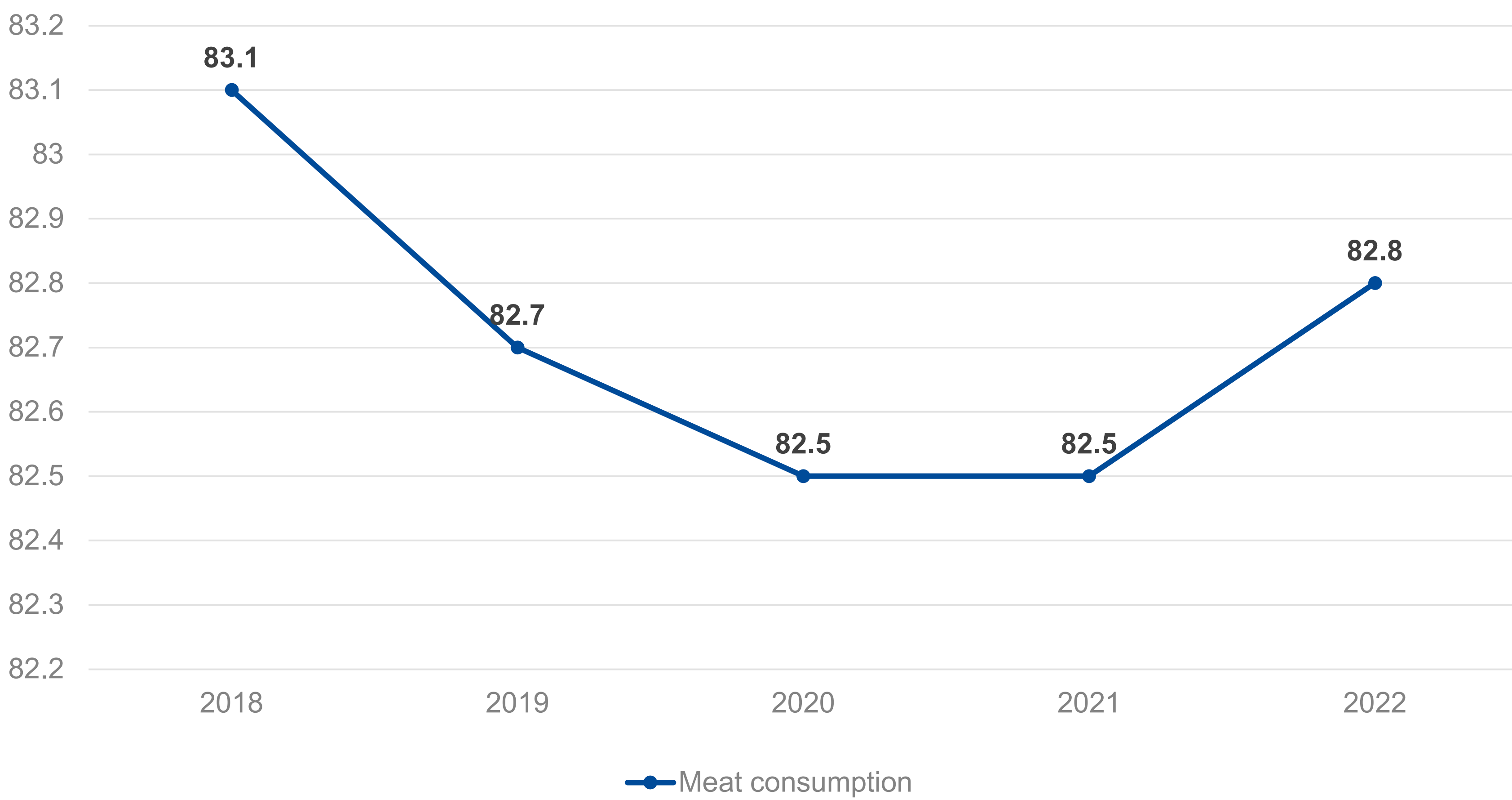
Choice based on sustainability



Source: Osservatorio consumi Ismea-Nielsen – Survey based on a sample amounted to about 3.000 families

Netherlands

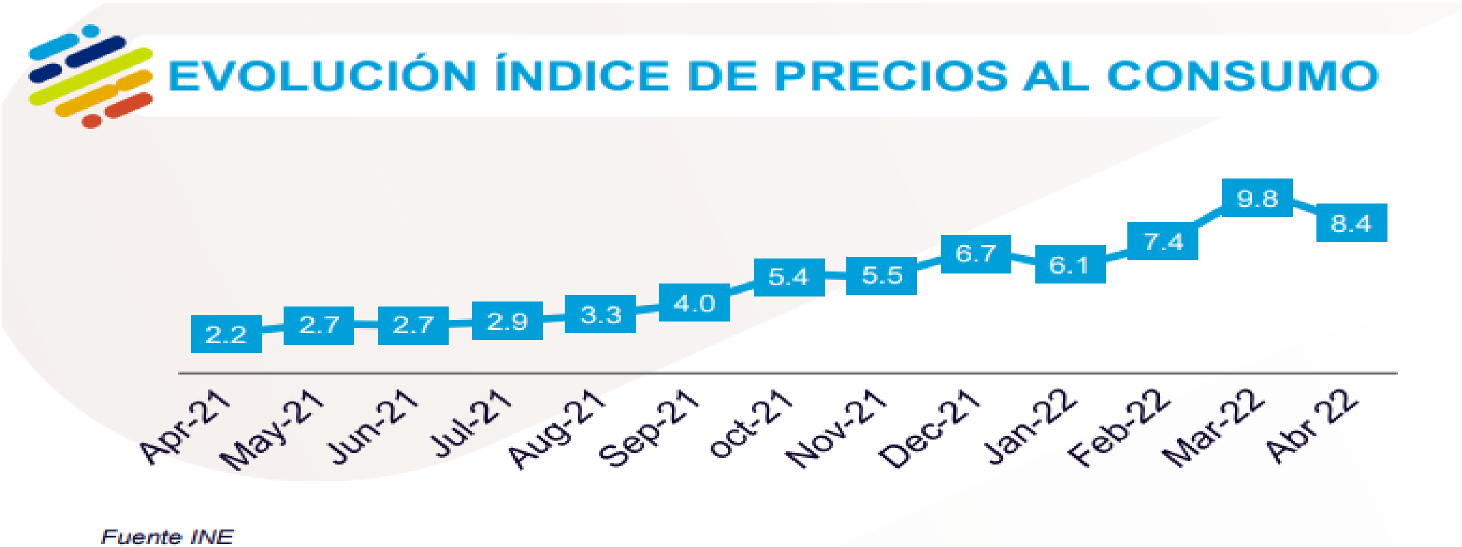
Meat consumption pro-capita (kg)



Source: statista

Spain

General economic outlook

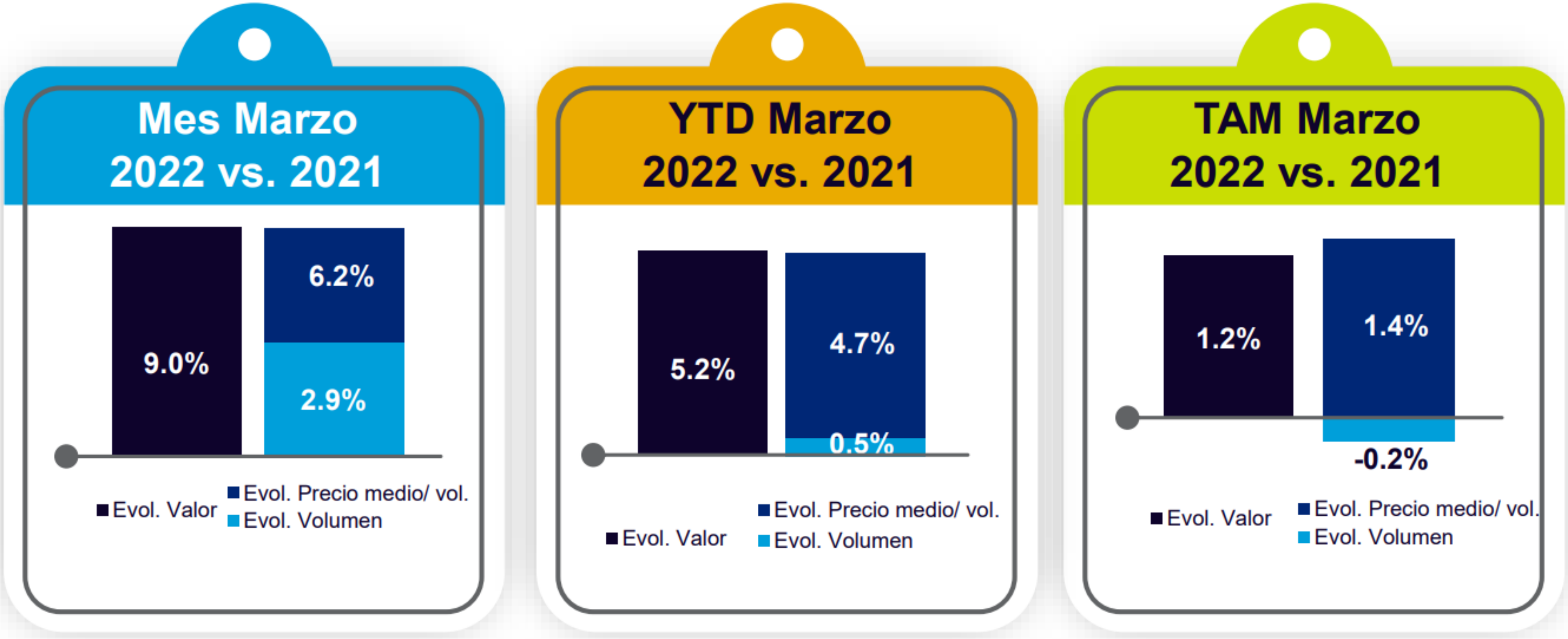


Source: IRI, INE

Spain

Evolución vs. YA del total Gran consumo en el canal moderno

Evolución en valor, volumen y precio medio / volumen vs. YA



Source: IRI

Spain

Highest price increases for food products – April 2022	
Cereal	+13,7%
Milk	+13,2%
Fruit and vegetables	+12,8%
Chicken	+12,7%

No panic-buying for meat – only 3%

Source: IRI,Gelt