

Red Meat - US - October 2004 (\$2995.00)

The red meat category is a \$44.5 billion industry, having posted an almost 18% increase in sales between 2002 and 2004. This growth was fueled by several factors, including the continuing popularity of low-carb dieting, which encourages red meat consumption. At the same time, the meat industry has been touting the fact that the USDA has added a number of different cuts of meat to its classification of lean meats, boosting appeal among healthy eaters. Though tempered by potential supply disruptions, growth is expected to continue in the red meat market.

Mintel's unique research and analysis covers every important driver in the red meat market, such as demographics shifts, changes in consumption patterns, and health issues. The overall size of the market is estimated, with detailed information on the specific sectors within. The supply structure is examined in great detail, including imports and major manufacturers.

To better understand the meat consumer, Mintel commissioned exclusive consumer research, interviewing consumers in detail about their meat consumption habits, as well as their attitudes towards red meat. Additional sections consider advertising and distribution, while a five-year market forecast helps you prepare for coming changes in the red meat market.

This report covers retail sales of beef, pork and lamb, in all forms except ready-to-eat and heat-and-eat.

Included are the following types of meats:

- Beef, including ground beef, steaks, roasts and other cuts of beef

- Pork, including pork chops, pork cutlets and other cuts

- Lamb

This report does not include:

- Ham

- Sausage

- Bacon (covered in Breakfast Foods: Volume 1-The Market-U.S., consumer intelligence, October 2004.)

- Hot dogs

- Refrigerated gyro kits

- Shelf stable meats

- Frozen/refrigerated or shelf stable prepared meals with beef, pork or lamb included (covered in Frozen Meals-U.S., consumer intelligence, October 2004)

The report does not include restaurant or foodservice sales.

Other Mintel reports of relevance include:

- Kosher Foods - US - February 2003

- Meat Snacks - US - May 2003

- Frozen and Fresh Sausages - UK - August 2003

- Slimming Meals - US - October 2003

- Bacon - UK - October 2003

- Outdoor Barbecue - US - November 2003
- Delicatessen Meats - UK - December 2003
- Edible Fats and Oils - US - March 2004
- Barbecue Foods - UK - April 2004
- Meal Kits - US - May 2004
- Low Carb - US - May 2004
- Eggs & Egg Substitutes - US - June 2004
- Eggs - UK - June 2004
- Poultry - UK - July 2004
- Poultry - US - August 2004
- Organic Food and Beverages - US - August 2004
- Low Carb Foods - UK - August 2004
- Fish and Seafood - US - September 2004
- Seafood - UK - September 2004
- Functional Food - US - October 2004
- Breakfast Foods: Volume 2 - The Consumer - US - October 2004
- Frozen Meals - US - October 2004
- Game and Exotic Meat - UK - October 2004
- Red Meat - UK - October 2004
- Burgers - UK - November 2004
- Breakfast Foods: Volume 2 - The Marketplace - US - November 2004