Changes in Consumer Habits

FACT or FAD?

Carolyn Hudson

ENGLAND MARKETING
Who is England Marketing?
Specialist Market Research Agency with Foodie Clients…
Fresh Produce holds the largest value in the overall UK food spend...

- 57% of **ALL UK Food Spend** is in **Retail**
- And 43% in **Food Service**…
Consumer Habits are Changing…

91% UK Shoppers look for Quality…

Such as Organic Produce

72% wanting British

66% wanting Local

England Marketing
Provenance Remains Important…

- 70% of UK Consumers want to know where their food comes from

England Marketing
Consumer Opinions Drives Changing Habits…

Health – is cited as the **Number One** driver for change…

- Animal Welfare
- Environmental Concerns
- Provenance and Sustainability
Consumer Habits are Changing…

- 23% of UK shoppers regularly look for food choices that are Vegetarian.
- 13% of UK shoppers regularly look for foods suitable for a Vegan diet.
Consumer Habits are Changing…

A significant rise in Plant Based Eating…

In fact, many as 68% of the UK adult population are following a Flexitarian Diet according to…

AHDB
AGRICULTURE & HORTICULTURE DEVELOPMENT BOARD

www.englandmarketing.co.uk
New Flavours and Textures on the Menu…

- 63% want to try new foods, especially young people (IGD)
Eating out Continues to Rise…

93% now eat out regularly
43% of all meals are now out of home

But what is the Menu looking like?
Meeting Consumer Demand…

- More Protein
- More Choice
- More Alternative Plant-based Options
In our latest Research…

The Rise of Reducetarianism…

More than a third of UK Consumers (16%) are consciously reducing or sub-consciously reducing (23%) the amount of Meat, Fish, Eggs and Dairy they are eating. RSPCA Assured are campaigning for…

Eat Less. Eat Better.
The Rise of Reducetarianism…

• Sales of Red Meat continue to fall
• Supermarkets add to their range of Dairy-Free and Meat-Free product
• And Restaurants are extending their range too

Eat Less. Eat Better.
What’s more…

33% have bought or consumed ‘free-from’ foods…

And this is expected to grow by at least a further 13%

Mintel
Meat Producers Responding to the trend?

- Household penetration for meat remains at 91%
- Only 0.1% of buyers left the meat, fish and poultry categories in 2018

Source: Red Tractor Assurance
How are Meat Producers Responding to the trend?

“Current consumer interest in plant-based eating is still low,” says Richard Cattell from Red Tractor Assurance.

“The meat trade needs to respond by reviewing its offer to consumers,” says Jane King of AHDB, but isn’t convinced that meat companies’ will be agile in response to the plant-based trend.
There are some contradictions…

There is a rise in consumer interest around plant based eating and health – But…

- Fears over childhood obesity reach a high
- Increased desire for more protein is evident
- A significant appetite for more fast food and food-to-go
- A continuing failure to eat 5-a-Day
- And a Sugar Tax has been introduced

*It is a conundrum*
Where are the opportunities?

5 a Day

2014 3.55 a day

2016 3.47 a day

2018 3.97 a day
Where are the opportunities?

There are Changes in Consumer Habits… Is it FACT or FAD?

**Does it Matter?**

**Waitrose**

Adds 50-Plus new lines to Vegan and Vegetarian range… May 2018

**Growers, Producers, Retailers…**

There are plenty of opportunities

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**Nestlé**

Introduce their Meat-Free Garden Gourmet Brand to the UK – May 2018

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**Tesco**

**M&S**

**alpro**

**Quorn**
This is the opportunity!

- Maximise Your Share of the Plate…
- Create, Innovate and Develop New Offerings
- Don’t Meet the Demand – Drive it!

Encourage the Consumers to Exceed their 5-a-Day
Enjoy the Show…

Thank you!

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