

Top Findings of Power of Meat

2017

1



60% of shoppers check primary store promotions and 46% research across banners. Trends show that increased attention should go to in-store execution of promotions and digital/mobile/social media outreach.



2

Price per pound has the greatest purchase influence, and price relief is driving increased volume.

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Shoppers express interest in brands when buying fresh and processed meat.



Shoppers seek transparency into meat/poultry products, fueling double-digit growth for organic, antibiotic/hormone-free, grass-fed and other attributes.

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3/4 of shoppers prepare meat alternatives at least once a week, with growth for fish, eggs and plant-based proteins.

Ready-to-prepare-meal kits in the meat department draw interest among 53% of shoppers.

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Value-added meat and poultry witnessed robust volume increases, but it's important to actively address quality and freshness perceptions.

For more top findings on The Power of Meat, visit www.FMI.org/FreshFoods

