

Meat in Australia: Consumption, Demand, Sales, Competitor and Forecast 2016 – 2021

*Meat in Australia Global Market 2016
Analysis and Forecast to 2021*

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Summary

Meat market in Australia is projected to have positive growth during 2015 – 2020 as compared to declined growth over review period i.e. 2010 – 2015 in US\$ terms. In 2015, the Fresh Meat (counter)

category held a major volume share in the market (2015), while the Ambient Meat category reported the fastest growth during 2015-2020. Products with notable labels/claims (Trust & Transparency) along with positive perception towards private label products are among the major consumer trends driving the Australian Meat market. In future, demand for Ready-to-Eat or On-the-Go products are projected to grow as consumers tend to prefer food products which best align with their time and money constraints.

Key Findings

- The Meat market in Australia is forecast to grow at a CAGR of 2.0% in value terms during 2015-2020
- Australian consumers are opting for value for money products in the Meat market
- Cooked Meat-Counter is the smallest value category in the Australian Meat market
- Hypermarkets & Supermarkets is the leading distribution channel in the Australian Food market
- Primo is the leading brand in the Australian Meat market.

Synopsis

Consumer and Market Insights report on the Meat market in Australia provides insights on high growth categories to target, trends in the usage of packaging materials, types and closures category level distribution data and brands market shares.

What else is contained?

- Market data: Overall market value and volume data with growth analysis for 2010-2020
- Category coverage: Value and growth analysis for Ambient Meat, Chilled Raw Packaged Meat – Processed, Chilled Raw Packaged Meat - Whole Cuts, Cooked Meats – Counter, Cooked Meats – Packaged, Fresh Meat (Counter), and Frozen Meat with inputs on individual segment share within each category and the change in their market share forecast for 2015-2020
- Leading players: Market share of brands and private labels, including private label growth analysis



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from 2012-2015

- Distribution data: Percentage of sales within each category through distribution channels such as Hypermarkets & Supermarkets, Convenience Stores, Food & Drinks Specialists and others in 2015
- Packaging data: consumption breakdown for packaging materials and containers in each category, in terms of percentage share of number of units sold. Packaging material data for Rigid Plastics, Rigid Metal, Flexible Packaging and others; container data for: Tray, Can-Food, Film, Bag/Sachet and others
- Consumer level trends: Top four consumer trends which influence Meat products consumption
- Future outlook: Reviews and recommendations on how the market will shape up from 2015-2020

Reasons to Buy

- Identify high potential categories and explore further market opportunities based on detailed value and volume analysis
- Existing and new players can analyze key distribution channels to identify and evaluate trends and opportunities
- Gain an understanding of the total competitive landscape based on detailed brand share analysis to plan effective market positioning
- Access the key and most influential consumer trends driving Meat products consumption, and how they influence consumer behavior in the market which will help determine the best audiences to target
- Access to analysis on products launched in the market
- Our team of analysts have placed a significant emphasis on changes expected in the market that will provide a clear picture of the opportunities that can be tapped over the next five years, resulting in revenue expansion

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- Retail and foodservice figures –Key Takeaways

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- Impact of exchange rate fluctuations on Australia's Meat market
- Degree of trade up/down in Australia's Meatmarket
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- Historic and forecast value analysis by category
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- Penetration of private label by category in Australia's Meat market
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- Meat market by type of packaging material/container (in volume terms)
- Meat market by type of packaging closure/outer (in volume terms)
- Meat market by type of packaging, forecast (in volume terms)

Consumer trend analysis

- For key trends in Australia's Meat market:
- How the trend is influencing consumption in Australia's Meat market
- How to target the trend in Australia's Meat market
- How the trend will evolve in Australia's Meat market
- Key target demographic and the rate at which the trend will evolve
- What are the key drivers that will influence growth of Meat market in the future

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