

# Fresh Meat Market 2017 Share, Trend, Segmentation and Forecast to 2020

*Fresh Meat Market Consumption 2017  
Forecast to 2022*

PUNE, INDIA, March 15, 2017  
/EINPresswire.com/ -- Summary  
[Fresh Meat](#) (Counter) represents the largest category in Mexico's Meat market in both value and volume terms. The Ambient Meat category is forecast to register the fastest volume growth while Cooked Meats – Counter is expected to register the fastest value growth among all categories during 2015-2020. Busy Mexicans drive demand for quick and easy to use solutions, while the young and prosperous youth population seek premium and decadent Meat variants.



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## Key Findings

- Of the three categories analyzed, Cooked Meats – Counter is forecast to register the fastest growth at a CAGR of 5.2% during 2015-2020
- The Cooked Meats - Packaged category is expected to register maximum gain in market share during 2015-2020
- Kids & Babies and Early Young Adults together account for nearly half of Chilled Raw Packaged Meat - Processed consumption
- The Meat market in Mexico accounted for nearly one-third of the overall food retail sales in 2014
- Private label products in the Ambient Meat category registered the fastest growth during 2012-2015
- Desire for artificial ingredients – free products will promote organic Meat in Mexico

## Synopsis

Consumer and Market Insights report on the Meat market in Mexico 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 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 Flexible Packaging, Rigid Metal, Rigid Plastics, and others; container data for: Tray, Can-Food, Bag/Sachet, Film, 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

#### Table of Content: Key Points

##### Introduction

- Report Scope

##### Country Context

- Macroeconomic indicators – GDP Per Capita, Population, Consumer Price Index and Age Profile
- Retail and foodservice figures – Key Takeaways

##### Market Overview and Consumer Demographics

- Value and volume analysis for Mexico's Meat market
- Impact of exchange rate fluctuations on Mexico's Meat market
- Degree of trade up/down in Mexico's Meat market
- Volume analysis by category
- Market value and growth rates, by category
- Historic and forecast value analysis by category
- Winners and losers by categories with change in market share
- Segment share in a category (value terms) and change in market share
- Average category level pricing
- Volume consumption analysis by gender, age, education and urbanization – at category level

##### Retail Landscape and Key Distribution Channels

- Leading retailers in Mexico's Food market
- Leading distribution channels (value terms) in Mexico's Meat market
- Leading distribution channels (value terms) by category

##### Competitive Landscape

- Market share of leading brands (in value terms) by category
- Penetration of private label by category in Mexico's Meat market
- Private label growth (in value terms) compared to brands

#### Packaging

- 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

- Consumer trend framework and explanation of the sub-trends
- For key trends in Mexico's Meat market:
  - How the trend is influencing consumption in Mexico's Meat market
  - How to target the trend in Mexico's Meat market
  - How the trend will evolve in Mexico'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

#### Innovation examples

- New products launched in Mexico's Meat market
- ...Continued

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