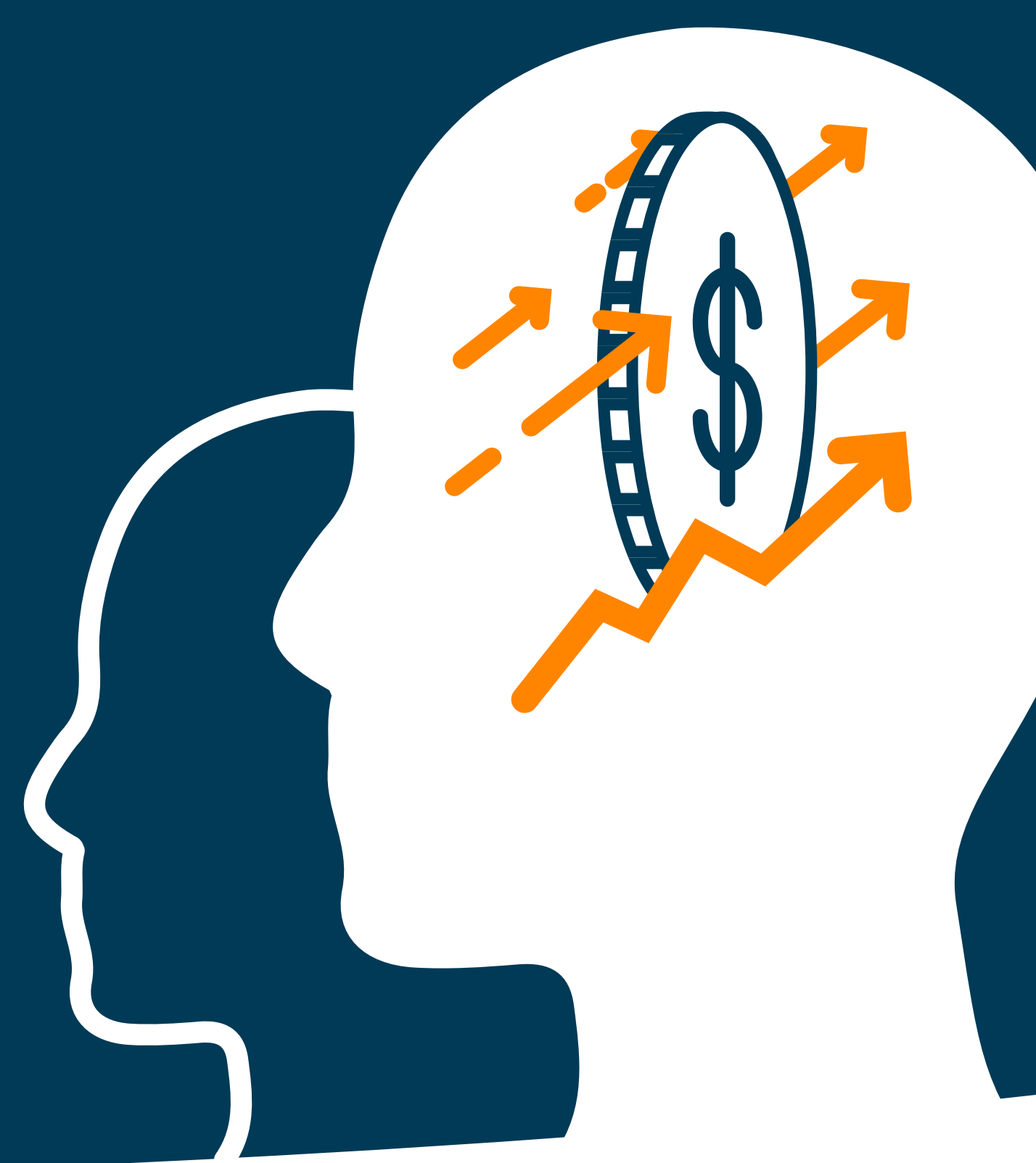


Create Value for the Evolving Meat Consumer



Inflation has edged out COVID-19 as a top consumer concern. In Midan's March 2022 Meat Consumers Tracking Survey, 82% of consumers reported concern about the current inflation rate while only 42% were concerned about COVID.¹ Fifty percent of consumers say making purchasing decisions during the current inflation situation has taken a toll on their mental health.² Midan breaks down how meat consumers are evolving in today's post-pandemic, high-inflation environment, outlining opportunities for the supply chain to best position its value to these stressed shoppers.

E-Commerce

Shopping conveniences that were implemented during the pandemic are here to stay. Consumers are still habitually using grocery e-commerce with pickup or delivery options. Almost half of meat consumers have purchased meat online during the first part of 2022, indicating e-commerce meat purchases will likely remain at elevated levels. Furthermore, 23% plan to use online shopping as their primary method for purchasing meat and poultry moving forward.³

Action Step

Ensure your e-commerce platforms are robust and user-friendly; online meat shopping is becoming a "must have" versus a "nice to have" option for more consumers.



Cooking at Home

According to IRI, 82% of meals are still being cooked at home. With rising prices due to inflation, many consumers are opting to eat at home more to save money, while 62% of consumers want to recreate restaurant meals at home.³ During the pandemic, consumers broadened their cooking skills and confidence in the kitchen, making them more willing to try new meat cuts. In early 2022, two years into the pandemic, Midan research found that 56% of consumers anticipate experimenting with different ways to cook meat and 38% plan to purchase a wider variety of meat/chicken cuts than they normally purchase.¹

Action Step

Promote new and less-familiar cuts in the meat case and in your marketing to capitalize on increased confidence and experimentation in home kitchens.



Personalization

Across retail sectors, companies and brands are providing personalized options for consumer goods and experiences. Seventy-one percent of consumers now expect companies to recognize and deliver personalization.⁴ While general grocery items may feel less personable, the shopping experience and customer service can be. Making consumers feel recognized, meeting their specific needs through loyalty programs and omnichannel shopping avenues, and offering customizable options can help fulfill increased demand for personalization.

Action Step

Consider items like "build your own" meal kits with a variety of serving size, flavor, protein and side dish options to enable consumers to assemble a unique but easy dinner solution.



“Better For” Mindset

Beyond personal health, 54% of meat/chicken eaters have become more concerned with sustainability in the last year.¹ “Better for” claims that express a “better for you,” “better for the environment” or “better for the animal” promise continue to gain traction with consumers. Forty-five percent of consumers say they plan to seek out healthier types/cuts of meat/chicken.¹

Action Step

Highlight lean protein and healthy dinner inspirations at the meat case to help consumers choose high-quality animal protein as the “better for me” meal option.

Action Step

Use on-package and point-of-sale messaging to communicate your brand's sustainability efforts to help consumers feel good about their meat case purchases.



Promoting value to today's budget-conscious consumers as they navigate record inflation is a key piece of the meat purchasing puzzle. Highlight convenience, inspiration, personalization and wellness benefits to help keep meat on the dinner plate.

Sources
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