

PORK ATTRIBUTES RESEARCH: Overview for Retailers

Today's consumers are evolving — and so are their options when purchasing pork. Curating your retail meat case can be a challenge or an opportunity — depending on how well you know your customers. To help our retail partners better understand today's meat consumers, Midan Marketing conducted research to find out where pork consumers are shopping, how often and most importantly — what drivers lead them to choose one package of pork over another.

Conducted in September 2022, this research survey is a snapshot of consumers' priorities coming out of the COVID-19 pandemic, amid record high inflation (especially at the meat case) and with the threat of a possible recession looming. As a retailer, this research deck and insights report can help you understand:

- What your customers' primary purchase drivers are when purchasing fresh pork
- What attributes carry the most weight with your customers

PURCHASE INFLUENCERS

Whether they are looking for pork for a specific recipe or just stocking up, consumers are weighing a number of factors when choosing a package of pork from the meat case. Price has long been a top purchase influencer but given recent inflation, 61% of pork consumers say price is one of the two most important factors they consider at the time of purchase. Other top influencers include:

- Quality claims like "premium" or "heritage breed" – **28%** ranked in top 2
- Raising claims like "no antibiotics ever" or "organic" – **23%** ranked in top 2

Environmental claims and the color of the meat were the least important influencers tested, with only 12% of pork consumers ranking each in their top two influencers. These also vary depending on the consumer. For example, quality claims are more important to Asian American consumers than to the general pork consumer. This research can help you understand what factors hold the most weight with your particular customers so you can better meet their needs.

THE CLAIMS THAT MATTER MOST

There are more claims on pork packages today than ever before. As consumers wrestle with tough economic times, they want to be sure they're getting the most out of their grocery budget. At the meat case, this can mean turning to package claims they believe indicate high quality. Unlike beef, pork products don't have a quality grading system, so consumers have defined what they believe constitutes quality pork. The top indicators of pork quality, according to today's consumers are:



No growth promotants

No added hormones

No antibiotics ever

All natural 

These, too, vary based on consumer demographics but across all generations, claims related to animal welfare and how the animal was raised seem to be the biggest quality indicators. For Gen Zs and Millennials, the absence of GMOs is an important quality factor and for Gen X and Baby Boomer shoppers, a "Raised in the USA" claim suggests high quality. Use our research to get key insights like these to better understand how claims and attributes are driving today's fresh pork purchases.

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