

# A YEAR OF INNOVATION IN MEAT & POULTRY, 2022

Animal welfare claims are soaring in Europe while nutrient-boosted sausages are emerging in Asia.



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# Report Content

- What we have seen
- Our pick of the most innovative launches in this review
- Other innovative launches

## EUROPE, MIDDLE EAST & AFRICA (EMEA)

### Europe: animal welfare claims soar among meat and poultry launches

- Consumers express growing interest in ethically produced meat products
- Meat and poultry brands respond to consumer demand for more humane treatment of animals
  - Graph 1: meat and poultry launches, by share of ethical – animal claims, 2017-22
- Meat and poultry brands flag up the absence of live plucking and source free-range and sustainably farmed meat

### Europe: meat and poultry packaging with sustainable claims records an increased share of activity

- Consumers want to see eco friendly packaging
- Brands respond to consumer demands for more sustainable meat and poultry packaging
  - Graph 2: meat and poultry launches, by share of select environmental claims, 2017-22
- Brands look to recycled plastic, material reduction and carbon transparency to appeal to eco-minded consumers

## The Middle East & Africa (MEA)

- Natural claims continue to trend upwards in meat and poultry launches in MEA

## ASIA PACIFIC (APAC)

### Asia: consumers are looking for more healthful meat and poultry options

- Consumers are looking for meats with benefits
- Better-for-claims are growing in meat and poultry, but remain niche
- Sausage brands in China innovate around nutrient boosts

### Asia: meat producers are sharing the story of their ingredients and production methods

- Consumers are keen to try meat products with a stamp of authenticity
- Premium claims re-bound among meat and poultry launches in Asia
  - Graph 3: meat and poultry launches, by share of the premium claim, 2021-22
- Brands name-check famous butchers and showcase authentic flavours and production techniques
- Brand renovation/innovation: Nipponham introduces more eco-friendly packaging

## Australia & New Zealand

- Beef records a resurgence in launch activity

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- Brand renovation/innovation: Ingham's launches AirMazing air-fried meat products

## THE AMERICAS

### North America: meat producers celebrate local ingredient sourcing

- Consumers are interested in locally sourced meat
- The share of not imported meat and poultry products has gradually increased in North America
  - Graph 4: meat and poultry launches, by import status, 2017-22
- Natural claims add value to locally produced meat and poultry

### North America: premium claims record an increased share of launch activity

- Inflationary pressures are driving consumers to seek out clear value for money features
- Premium and economy ranges are increasingly prominent in meat and poultry
  - Graph 5: meat and poultry launches, by premium and economy claim, 2017-22
- Brands appeal to the diverse needs of value-conscious consumers

### Latin America: ethical and sustainable claims are emerging in the region

- Consumers in Latin America are interested in the ethics and eco credentials of meat and poultry products
  - Graph 6: meat and poultry launches, by share of select ethical and environmental claims, 2017-18 vs 2021-22
- Sustainable packaging and organic and free-range products target ethically minded consumers in Latin America

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