

BACON AND LUNCHMEAT – US – 2023

Despite ups and downs in availability and prices, bacon & lunchmeat remain in demand, demonstrating the appeal of affordable proteins, routines, and versatility.



Kamari Davis, Research Analyst, Food & Drink



Bacon And Lunchmeat - US - 2023

This report looks at the following areas:

- Types of bacon and sliced deli meats consumed
- Bacon/deli meat consumption change
- Bacon and deli meat occasions and uses
- Experience/interest toward meat varieties
- Bacon/deli meat attitudes and behaviors
- Market size and forecast and segment performance for bacon and deli meat

Overview

Price fluctuations and evolving consumer routines have pushed very **few** consumer out of the bacon and lunch meat category. Sales remain solid, even when adjusted for inflation, and more than 6 in ten category participants report no change in consumption. Affordability, convenience, and versatility are renowned drivers for the category that can be leveraged further, despite decelerating inflation, to sustain the momentum.

Despite of product versatility, consumers remain tethered to traditional dayparts and uses for both bacon and lunchmeat: breakfast, lunch, and sandwiches. Still, nearly half of consumers express interest in expanding their habits to include new products, preparations and flavors as well as recipes, calling for brands to inspire experimentation that's as easy and convenient as sticking with the status quo. **44% of US adults** define a product's value by ease and ability to use in a variety of recipes.



Despite ups and downs in availability and prices, bacon & lunchmeat remain in demand, demonstrating the appeal of affordable proteins, routines, and versatility.

BUY THIS REPORT NOW


€4400.00 | £3695.00 | \$4995.00*

store.mintel.com | store@intel.com

Americas: +1 (312) 932 0400
China: +86 (21) 6032 7300
Germany: +49 (0) 211 3399 7411
India: +91 22 4445 1045
Singapore: +65 6653 3600
Thailand: +66 2 821 5122
UK: +44 (0) 20 7606 4533

*These prices are correct at time of publication, but are subject to change due to currency fluctuations.

MINTEL



In spite of the well-documented stigmas of processed meats, adults under 60, Millennials in particular, are interested in trying new bacon and lunchmeats suggesting that issues of health don't necessarily outweigh the call of convenience and taste, just yet. More than four in 10 Gen Z and Millennials choose easy to prepare foods most of the time.

BUY THIS REPORT NOW

€4400.00 | £3695.00 | \$4995.00*

store.mintel.com | store@mintel.com

Americas: +1 (312) 932 0400
China: +86 (21) 6032 7300
Germany: +49 (0) 211 3399 7411
India: +91 22 4445 1045
Singapore: +65 6653 3600
Thailand: +66 2 821 5122
UK: +44 (0) 20 7606 4533

*These prices are correct at time of publication, but are subject to change due to currency fluctuations.

MINTEL

Report Content

Key issues covered in this Report

- Overview

EXECUTIVE SUMMARY

- What you need to know
- Consumer trends: key takeaways
- Market predictions
- Slowed bacon and lunchmeat market ahead
- The bacon and lunch meat sizzle cools
- Bacon and lunchmeat growth slow and stabilize
- Cooled inflation tempers growth
- Opportunities

CONSUMER INSIGHTS

Consumer fast facts

Types of bacon and lunchmeat consumed

- Pork, turkey demonstrate the dual appeal of BFY and indulgence
 - Graph 1: bacon or deli meat consumption, 2023
- Finance fatigue triggers product bilateral shifts, opportunities to prove value
 - Graph 2: trended bacon or sliced meats consumed, 2021-23
- Millennials can pave the way to broader Gen Z repertoires
 - Graph 3: bacon or deli meats consumption, by generation, 2023
- Supply the meats and the ideas to keep parents growing engagement
 - Graph 4: bacon/deli meat consumption, by parental status, 2023
- Under 45s fuel "alternative" exploration but remain niche

Changes in bacon and lunchmeat consumption

- Despite price and processed stigmas participation remains steady
 - Graph 5: change in bacon consumption, 2023
 - Graph 6: change in deli meat consumption, 2023
- Reasons for cutting back on bacon aren't entirely temporary...
- Reasons for cutting back on bacon aren't entirely temporary...
 - Graph 7: reasons for reduced bacon consumption, 2023

Bacon and Lunchmeat – US – 2023

- ...ditto for lunchmeat
- ...ditto for lunchmeat
 - Graph 8: reasons for reduced lunchmeat consumption, 2023
- Diversified occasions, types leading to increased consumption, for bacon brands to double down beyond breakfast
 - Graph 9: reasons for increased bacon consumption, 2023
- The power of protein fuels lunchmeat exploration
 - Graph 10: reasons for increased lunchmeat consumption, 2023
- Meal/snack planning and prep hacks can
 - Graph 11: bacon and sliced meat consumption by generation
- Incentivize parents with bundling deals and creativity to sustain new habits
 - Graph 12: change in bacon and sliced meat consumption by number of children, 2023

Bacon and lunchmeat occasions and uses by type

- Lots of room to build new habits, uses and applications among current users...
 - Graph 13: bacon and sliced meat occasions
- ...with a little nudge from brands to diversify beyond breakfast, lunch and cold sandwiches

Experience and interest in specialty meats

- Extend charcuterie board trend with everyday application: think girl dinner
 - Graph 14: experience and interest in specialty meats, 2023
- Leverage the popularity of mainstream meats to introduce new ones

Bacon and lunchmeat attitudes and behaviors

- Every day "value" in BFY and versatile use can activate upgrades
 - Graph 15: bacon/lunchmeat attitudes and behaviors, 2023
- Parents want to enjoy bacon and lunch meat too
 - Graph 16: bacon/deli meat attitudes and behaviors, by parental status, 2023
- Consumer of any financial means looking to upgrade
 - Graph 17: bacon/deli meat attitudes and behaviors, by financial situation, 2023
- Consumers are on the hunt for exciting flavors and variety packs
 - Graph 18: bacon/deli meat attitudes and behaviors, 2023
- Millennial exploration calls for brands to deliver on new tastes
 - Graph 19: bacon and lunchmeat attitudes and behaviors, by generation, 2023
- It's not just quality seekers and adventure eaters who seek exploration
 - Graph 20: bacon and lunchmeat attitudes and behaviors, by food and drink segmentation, 2023

COMPETITIVE STRATEGIES

Brands strive to strike balance in health, taste and value

- Mashups remind consumers to enjoy bacon all day
- Flavors move beyond smoked, mesquite
- Low/nos, cleaner labels and free-froms remain the BFY draw
- Plant-based products double down on protein messaging

Marketing and advertising

- Category leaders reimagine the role of bacon to diversify and elevate the experience
- Reset expectations of "just a sandwich"
- Brands reinforce connections with ethical values

Opportunities

- Specialty brands (and then some) can use packaging to create a new mainstream and excitement
- Lots of room to expand consumer awareness of specialty meats
 - Graph 21: interest in experience in specialty meats, 2023

THE MARKET

Market context

Market drivers

- Inflation deceleration progresses, yet lingers
 - Graph 22: consumer price index, 2023
- Bacon and lunchmeat win-some, lose-some in value prop
 - Graph 23: value indicators in food and drink, 2023
- Animal protein consumption still very much in the picture
 - Graph 24: protein consumption frequency by type, 2023
- Price woes nearly match health in reduced bacon and lunchmeat consumption
 - Graph 25: reasons for reduced bacon/deli meat consumption , 2023
- Resumed student loan payments will reinforce the need for product variety, incentives

Market size and forecast

- Slow down for bacon and lunchmeat suggests market stabilization
- Return to slowed growth following peaks and valleys

Market segmentation

- Lunchmeats continue to rise, while bacon rolls back

Market share/brand share

- Private label remains the leading brand in total market
- Value-centric private label, brands lead total market growth
- Bacon brands bear brunt of segment decline
- Refrigerated bacon sales performance
 - Graph 26: multi-outlet sales of refrigerated bacon, by leading companies, rolling 52 weeks 2022 and 2023
- Strong show from leading refrigerated lunchmeat brands, private label and others demonstrate potential for diverse future
- Private label shelf-stable lunchmeats outpace segment 4X

APPENDIX

- Market definition
- Consumer research methodology
- Generations
- Abbreviations and terms
- Forecast fan chart
- Total US retail sales and forecast of bacon and lunchmeat, at current prices, 2018-28
- Total US retail sales and forecast of bacon and lunchmeat, by segment, at current prices, 2018-28
- Multi-outlet sales of bacon and lunchmeat, by leading companies, rolling 52 weeks 2023
- Multi-outlet sales of refrigerated bacon, by leading companies and brands, rolling 52 weeks 2022 and 2023
- Multi-outlet sales of refrigerated lunchmeat, by leading companies and brands, rolling 52 weeks 2022 and 2023
- Multi-outlet sales of shelf-stable lunchmeat, by leading companies and brands, rolling 52 weeks 2022 and 2023

Disclaimer

This is marketing intelligence published by Mintel.
The consumer research exclusively commissioned by Mintel was conducted by Kantar Profiles ([see Research Methodology Americas for more information](#)).

Terms and Conditions of use

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at <http://www.mintel.com/terms>

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

Published by Mintel Group Ltd

www.mintel.com
email: store@mintel.com

Help desk

UK	+44 (0)20 7778 7155
US	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
India	+91 22 4090 7217
Japan	+81 (3) 6228 6595
Singapore	+65 (0)6 818 9850