

June 2024

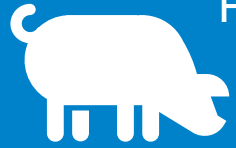
Why is pork demand struggling?

Grace Randall – Lead Retail Insight Manager

Strategic.Insight@ahdb.org.uk



Pork is a key category for consumers with 9 in 10 buying pigmeat in retail in the last 12 weeks¹



Pigmeat is the second largest category within MFP¹



It is seen as less easy to cook than beef and chicken³



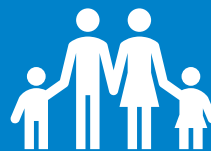
On average each person spends £190 per year on pork²



Consumers view pork as less tasty than beef and lamb³



Shoppers buy pork once a week and 86% of volume through retail²



Pork is most likely to be asked for by partner or kids¹

Pork is one of the few proteins in decline over the last twelve weeks

	Total Beef	Total Lamb	Total Pigmeat	Total Poultry	Total Fish	Total Meat Free
Retail YOY Value	+5.1%	+3.7%	+2.3%	+5.8%	+3.2%	+3.8%
Volume	-0.4%	+6.9%	-2.1%	+2.6%	+1.4%	+2.8%

While pork is in a very strong position, volumes per shopper are declining



Household penetration	Buyers	Shopping frequency	Trip volume (kg)	Total volume (kg)	Average price (£/kg)	Spend
91.2%	26m	12.5	0.6	209m	£7.21	£1.5bn

0.5 %

0.2 %

0.7 %






1.6 %

2.1 %

4.5 %

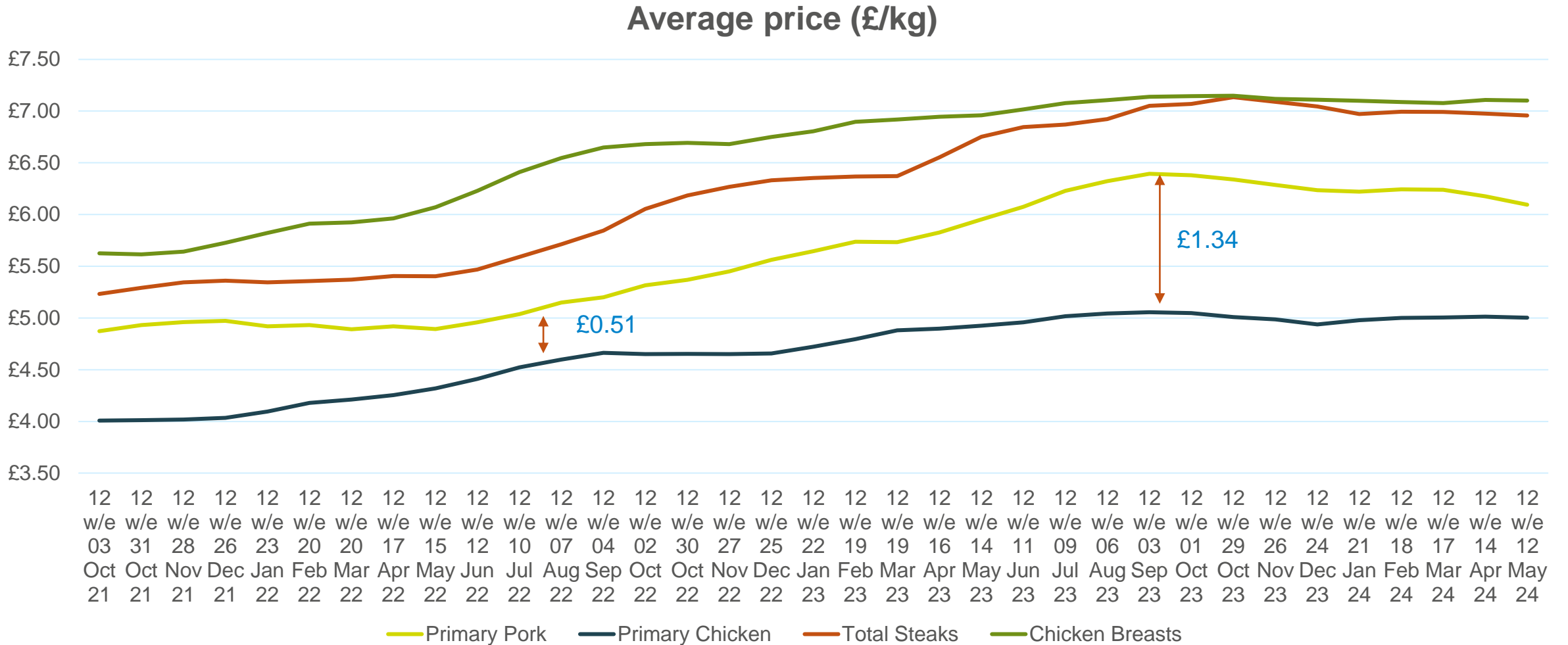
2.3 %

Pork is one of the cheapest proteins per kilogram and primary pork is even cheaper

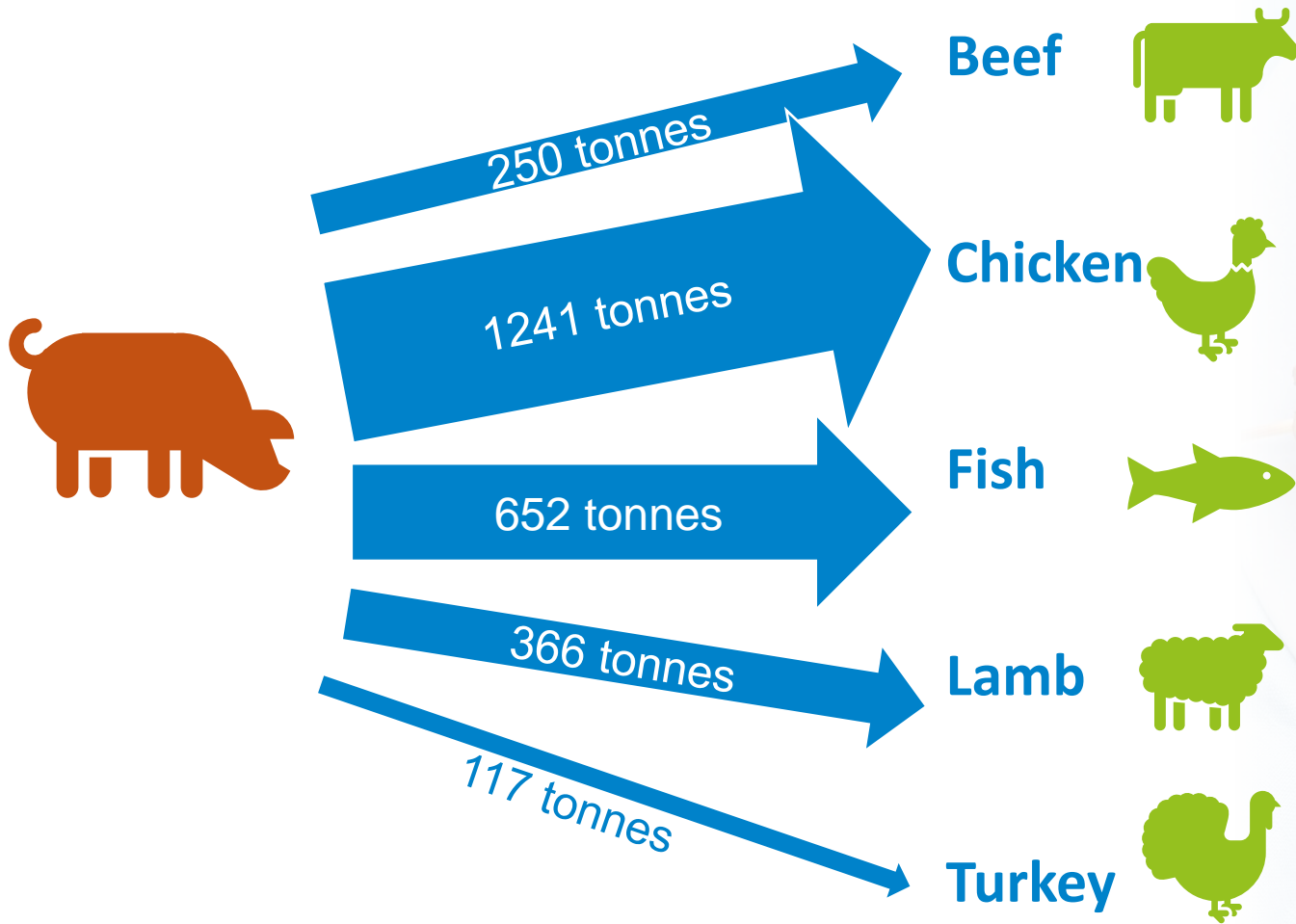
		Price per kg	YoY Change
	Fish	£11.65	+1.7%
	Lamb	£10.49	-3.1%
	Beef	£8.72	+5.5%
	Pigmeat	£7.21	+4.5%
	Poultry	£6.20	+3.1%



But the gap between primary pork and primary chicken prices has widened

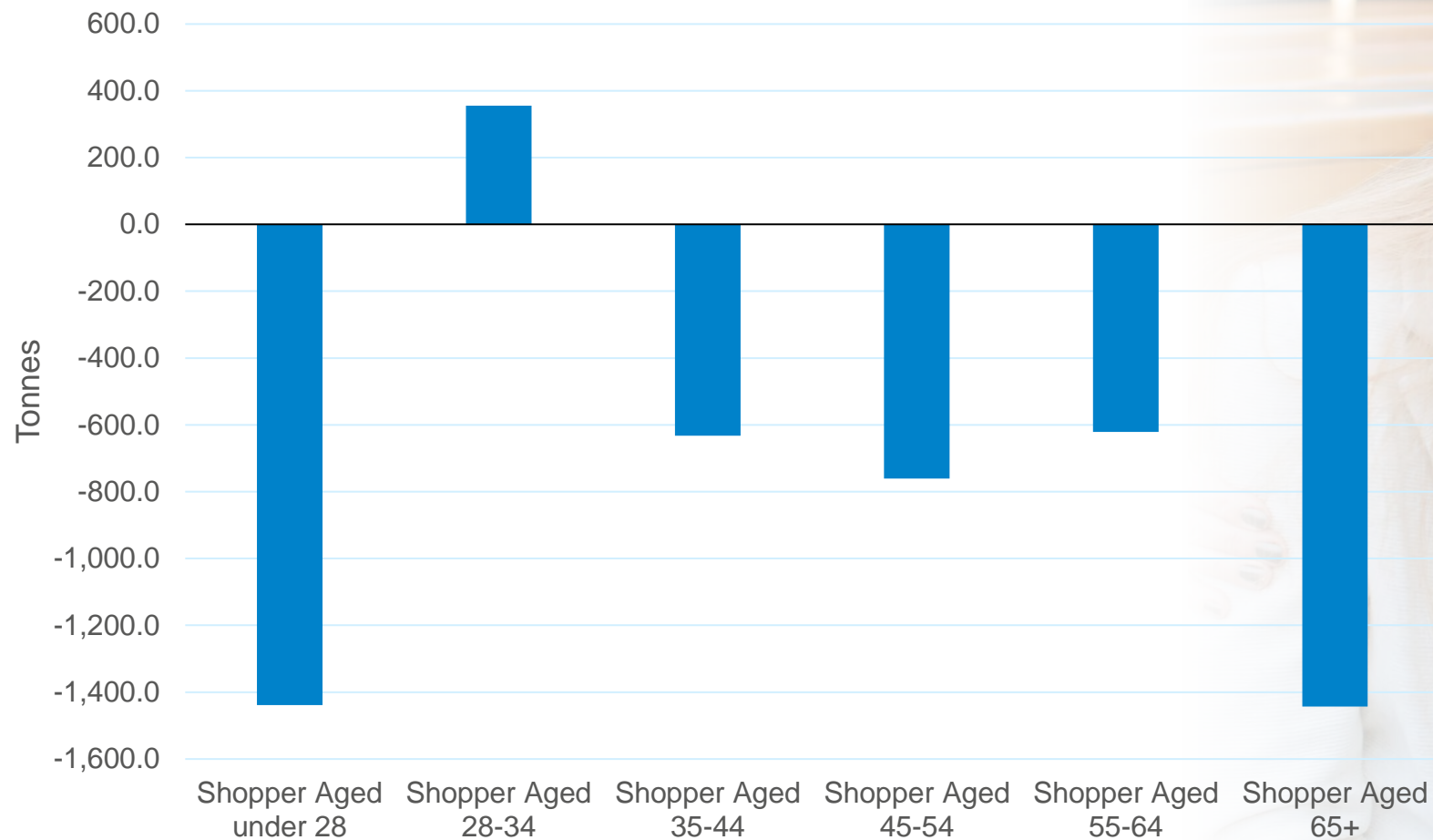


Over 60% of pork losses are from shoppers switching to other proteins



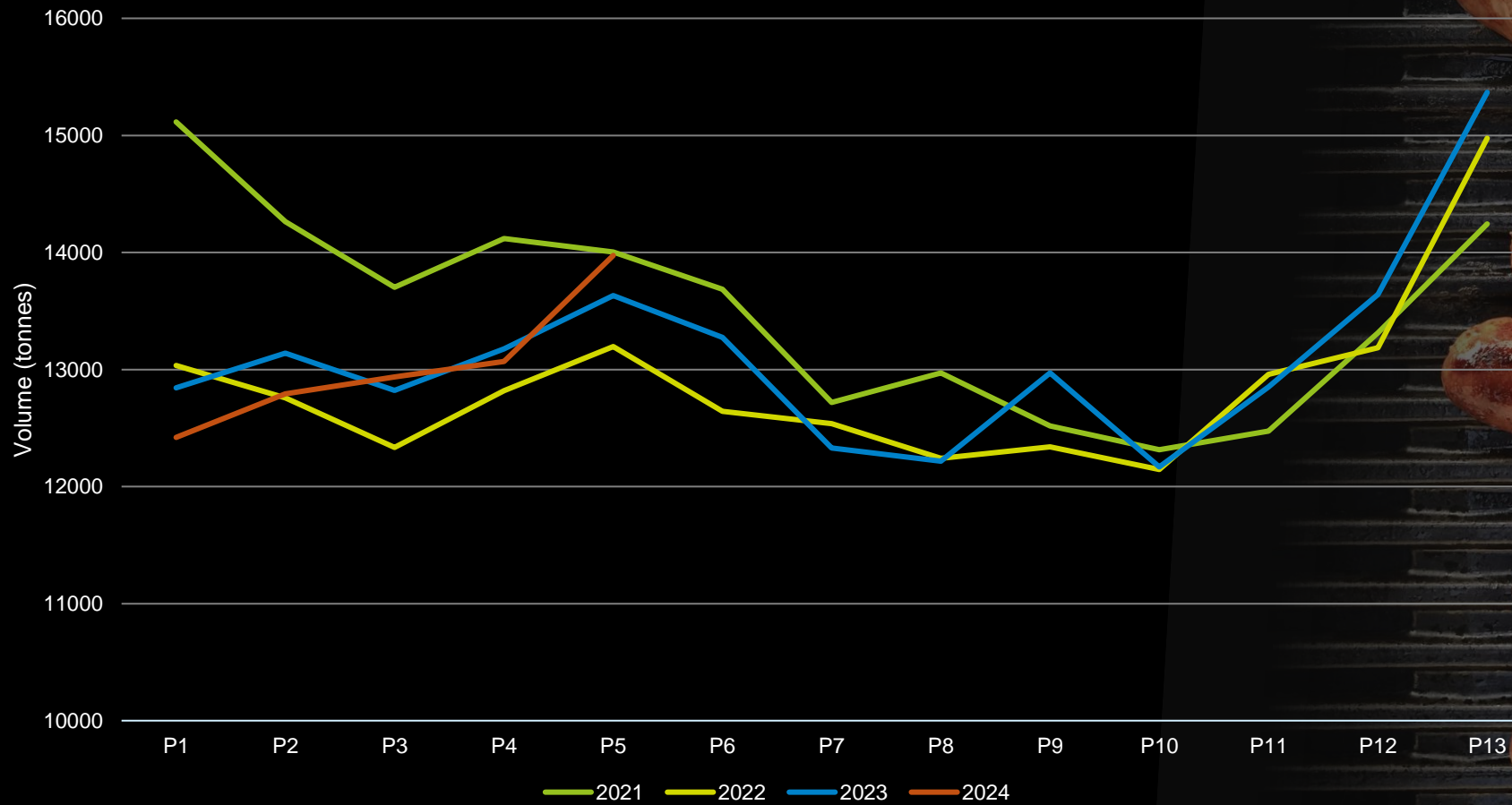
Both older and younger shoppers are driving the decline

Pork year-on-year difference by age



The much awaited BBQ demand, may have already peaked

Pork Sausage Volumes (4 w/e)



Source: Kantar, Pigmeat, 4 w/e rolling

Growth in foodservice, is not enough to balance retail losses

+6.5%
Foodservice

-2.8%
Retail

-1.5%
Total retail and foodservice



+1686 tonnes



+359 tonnes

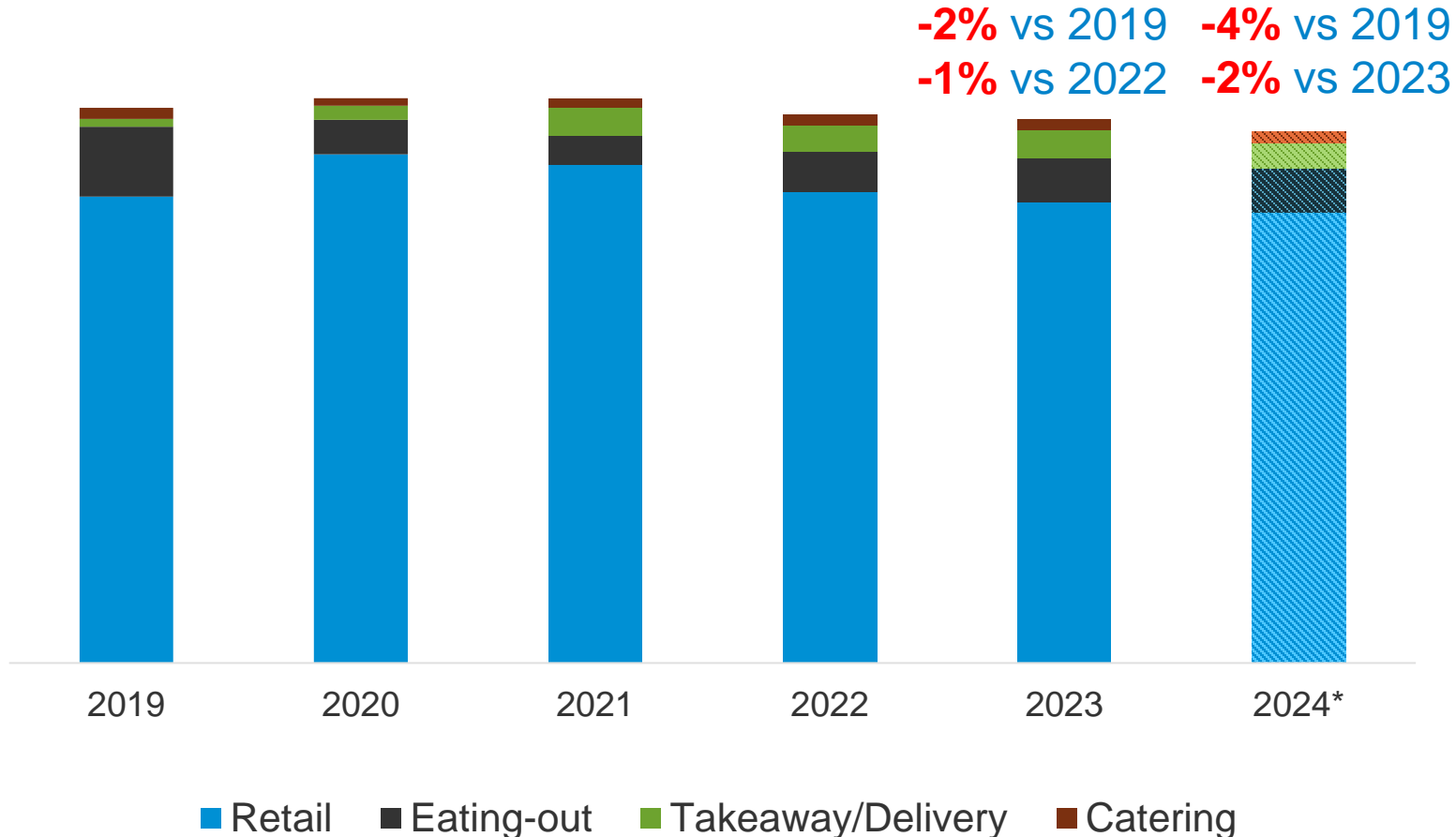


+209 tonnes



2024 pork outlook prediction – volumes expected to decline YoY

Pork Volumes



Key influencing factors:



- Falling inflation
- Rising wages
- Return to work



- Retail prices rising
- Stagnant economy
- World conflicts



Thank you

For all the latest consumer news

<https://ahdb.org.uk/retail-and-consumer-insight>