

AHDB Consumer Insight Snapshot

Young consumers – attitudes to meat

In the following slides you will find an overview of young consumer attitudes toward meat. The information is based on qualitative research conducted for AHDB in 2018.

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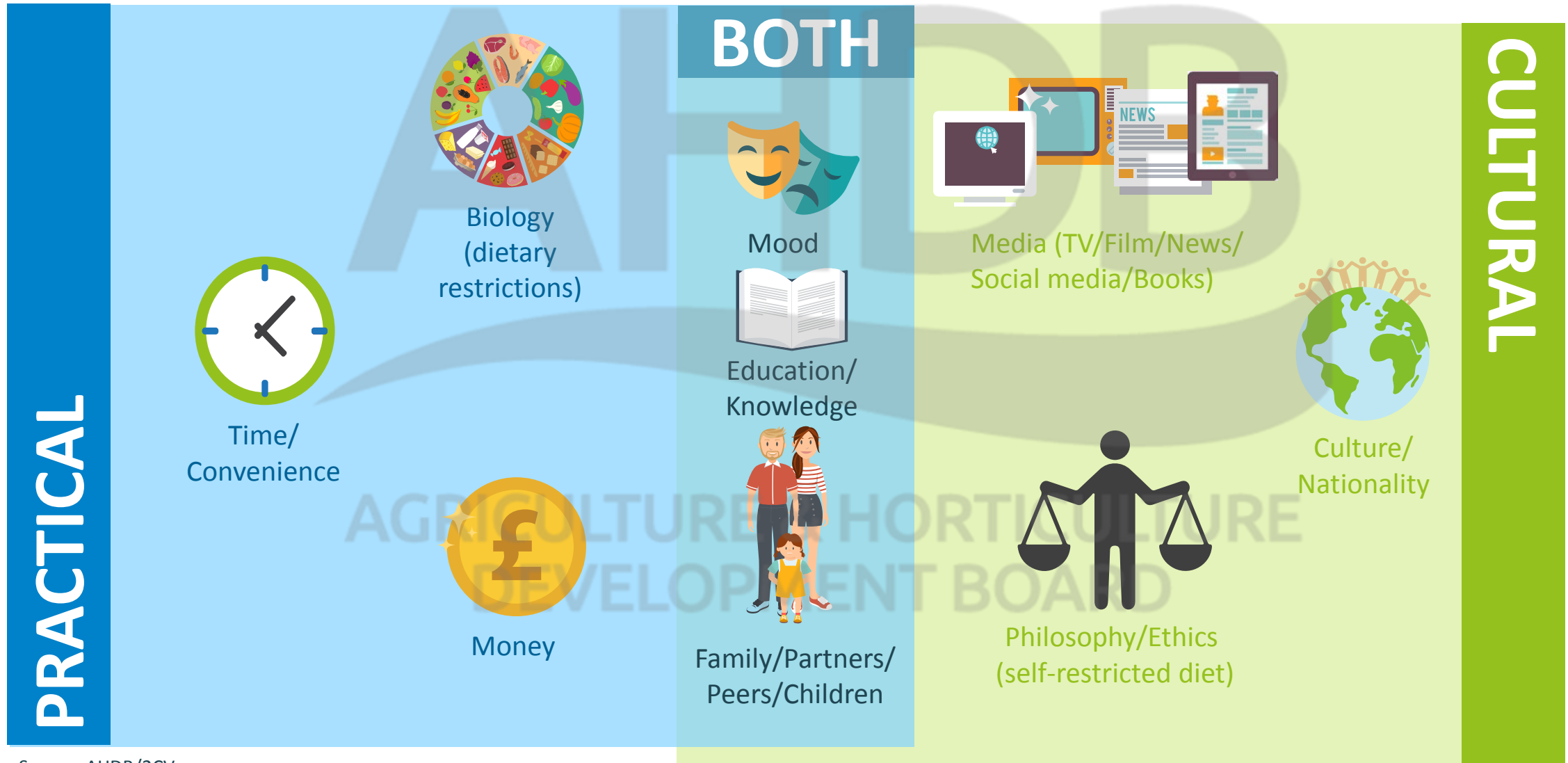
Young people don't plan, spend and eat like their parents. How do these changing values impact their food, and specifically their meat choices?

AHDB have worked with an agency which specialise in youth research, 2CV, on a large-scale qualitative study looking into the kitchens and minds of young people

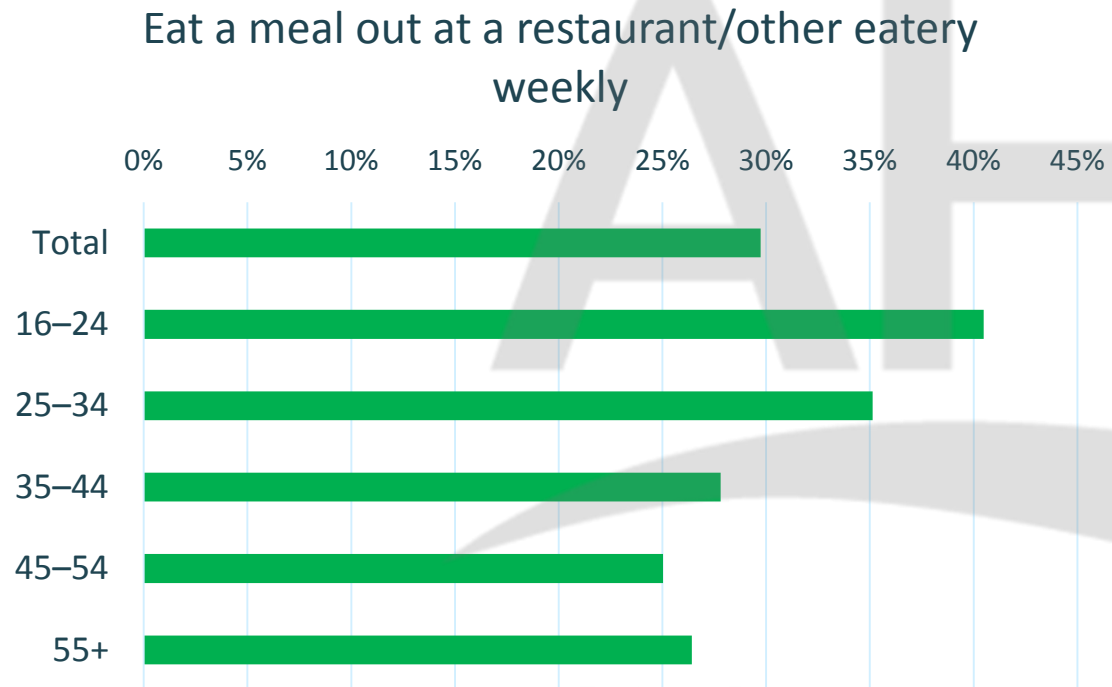
- Young people are redefining what it means to be 'young' - milestones which typically happened in certain age brackets are happening less often, in a different order or not at all
- Young people are often financially insecure, time poor and have a less clearly defined work/life separation – as a result they tend to work to a budget and value convenience with their food



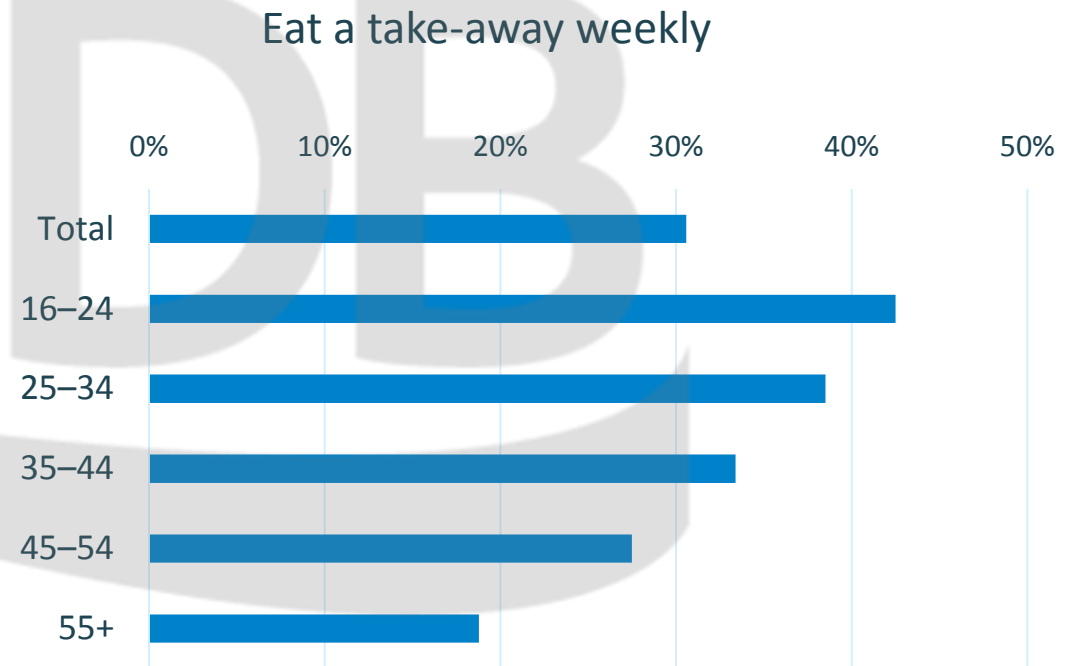
Young people have a vast range of practical & cultural influences that impact on their eating attitudes and behaviour



Despite being financially challenged, young people like to eat out and this can be an opportunity to try flavours and products that they are unsure about using at home



Source: AHDB/YouGov Consumer Tracker



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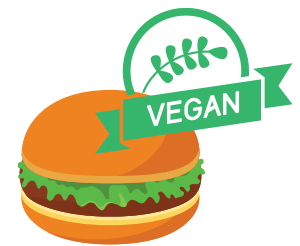
2CV's qualitative research found that people were much more likely to treat themselves to red meat cooked to restaurant standards, or to relax rules when being catered for by friends/family members, meaning that out of home eating can be a big opportunity to re-engage this group with red meats.

Healthy eating in particular, is hugely aspirational for young consumers and there is definitely a role for meat within a healthy diet

- Young people feel pressure to eat healthily from a range of people – including **peers, parents, experts, authorities and themselves**
- **Social media** was cited as a primary driver of pressure to look good and is a constant reminder of other people's healthy lifestyles
- There is widespread awareness of 'lifestyle' diets with **clean eating, vegetarian and vegan** all cited and many respondents felt that there was a trend towards people looking to cut down meat. However, despite this awareness, participation seemed to be low.
- Healthy eating is seen as a **real challenge because of mixed messages** about what is healthy and a perception of high time and financial cost to eat healthily
- The importance of **taste and nutritional benefit of meat** was spoken about and was thought to be **difficult to replace**

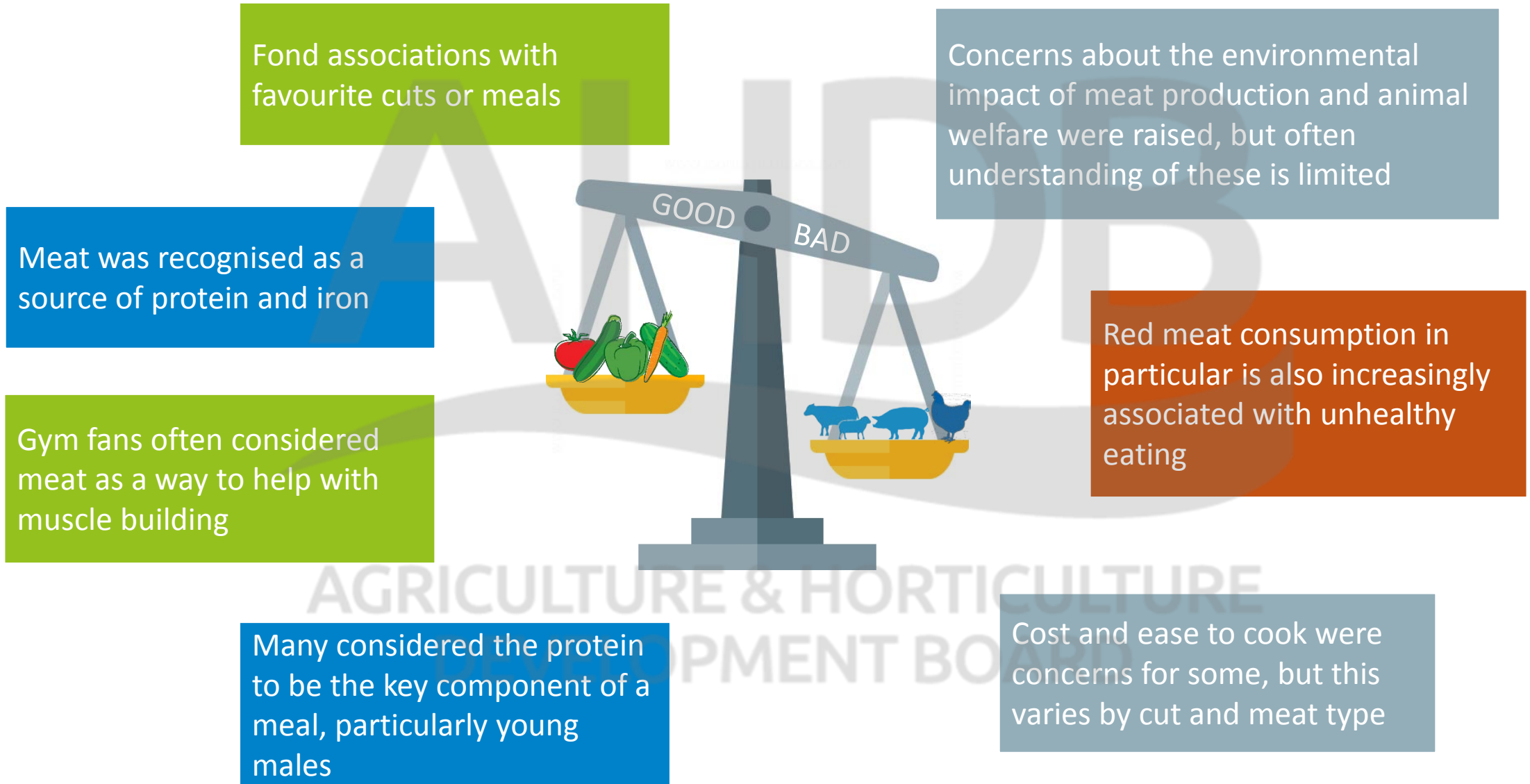


'Lifestyle' Diets



Elimination Innovation

Attitudes to meat can be conflicted



There is a clear distinction between positive associations with chicken and more negative associations with red meat

Chicken

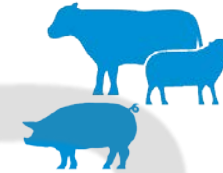


Seems to be a diet staple for most, a regular low conscious purchase

Wide perception that chicken is healthy and versatile and easy to cook

Chicken is considered very affordable

Red Meat



Associations with high cost, less clear health benefits and ethical difficulties

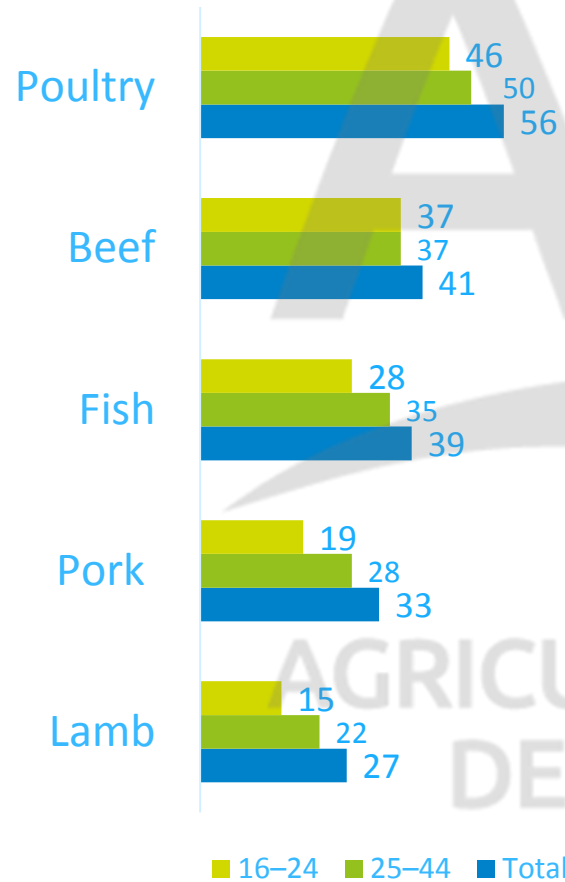
Red meat seen as a 'special occasion' food and sometimes difficult to cook

With a distinctive flavour, family preference can influence whether red meat is chosen at home



Young people are generally less confident in cooking meat, but find poultry and beef easiest

'Is easy to cook with' %



- Lower cooking confidence generally for younger people across all proteins
- They feel most confident with poultry and beef (likely driven by mince and burgers). However, pork and lamb are more challenging



Recent AHDB campaigns have tapped into the needs of younger consumers

Cheeky beef campaign



Need for speed, taste, convenience

Pick pork campaign



Need for meal variety and healthy eating

Pulled pork campaign



Need for taste, ease and new flavours

Summary: Engaging young consumers

Challenges

- Time and cash-poor young consumers are looking for quick, easy and cheap meals
- Some young people find cooking difficult and lack confidence in the kitchen
- Chicken is perceived overwhelmingly positively compared to mixed perceptions of red meat
- A lack of knowledge about food production and animal welfare leads to some confusion about ethics
- Young consumers are constantly accessing information and can be overwhelmed with contradictory facts particularly about healthy eating

Opportunities

- Provide clear guidance about the benefits of red meat and how this can fit with the healthy lifestyles that young people aspire to
- Make it easier for consumers to use red meat in meals and feel confident to do so, through guidance or product innovations such as marinades, sous vide or recipe kits
- Food service can be a critical channel to expose and educate young people about different meats and flavours
- Young people are often willing to spend money on products which support their values, ethical or adventurous flavours can therefore command a price premium

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