

RECENT IN RETAIL

THE IMPACT ON MEAT, POULTRY AND PLANT-BASED ALTERNATIVES

From product shortages to higher prices to increased demand of plant alternatives, COVID19 has set off a series of events surrounding the meat industry. Consumers can expect big changes within this category as plant facilities, grocers and restaurants adapt to problems within the supply chain.

Chain Reactions with the Meat Industry



LIVESTOCK SURPLUS

Health and safety concerns have closed many meat processing plants—resulting in a surplus of livestock with no disposal



ECONOMIC FALLOUT

The cattle industry is anticipating a \$13.6 billion-dollar loss as a result of COVID-19



GROCER RESPONSIBILITIES

Shortages will force grocers to accept cuts of meat which require more in-house cutting & prep



PACKAGING SIZES

Meat intended for restaurants has been rerouted to grocers, meaning larger packages and fewer individual sizes



PLANT ALTERNATIVES

Due to meat shortages, US sales of plant-based meats have recently increased by 200% (vs YA)

Outbreaks of COVID19 and rising concerns over workers' health and safety have led to the closure of multiple slaughterhouses across the country. As a result, farmers have nowhere to sell their livestock and are being forced to dispose of their animals elsewhere. This fallout is affecting what products get sent to grocery stores, how consumers can expect to purchase product and what alternatives shoppers are turning to.

Meat substitutes are growing faster during COVID19

CONVENTIONAL MEAT



MEAT SUBSTITUTE



Not only are plant-based products more shelf-stable than their animal counterparts, they're becoming more readily available. In fact, the FDA is now allowing direct-to-consumer sales of Impossible raw plant-based meat burgers which will likely result in suppliers bolstering their ecommerce capabilities.

Additionally, restaurants that serve these items on their menu can now sell the uncooked product directly to consumers. The combination of increased product availability and decreased shopping frequency has led to the faster growth of meat substitutes.

Driving factors of plant-based products



Consumers are growing more skeptical of animal-based products



North America is investing in consumer demand with more variety

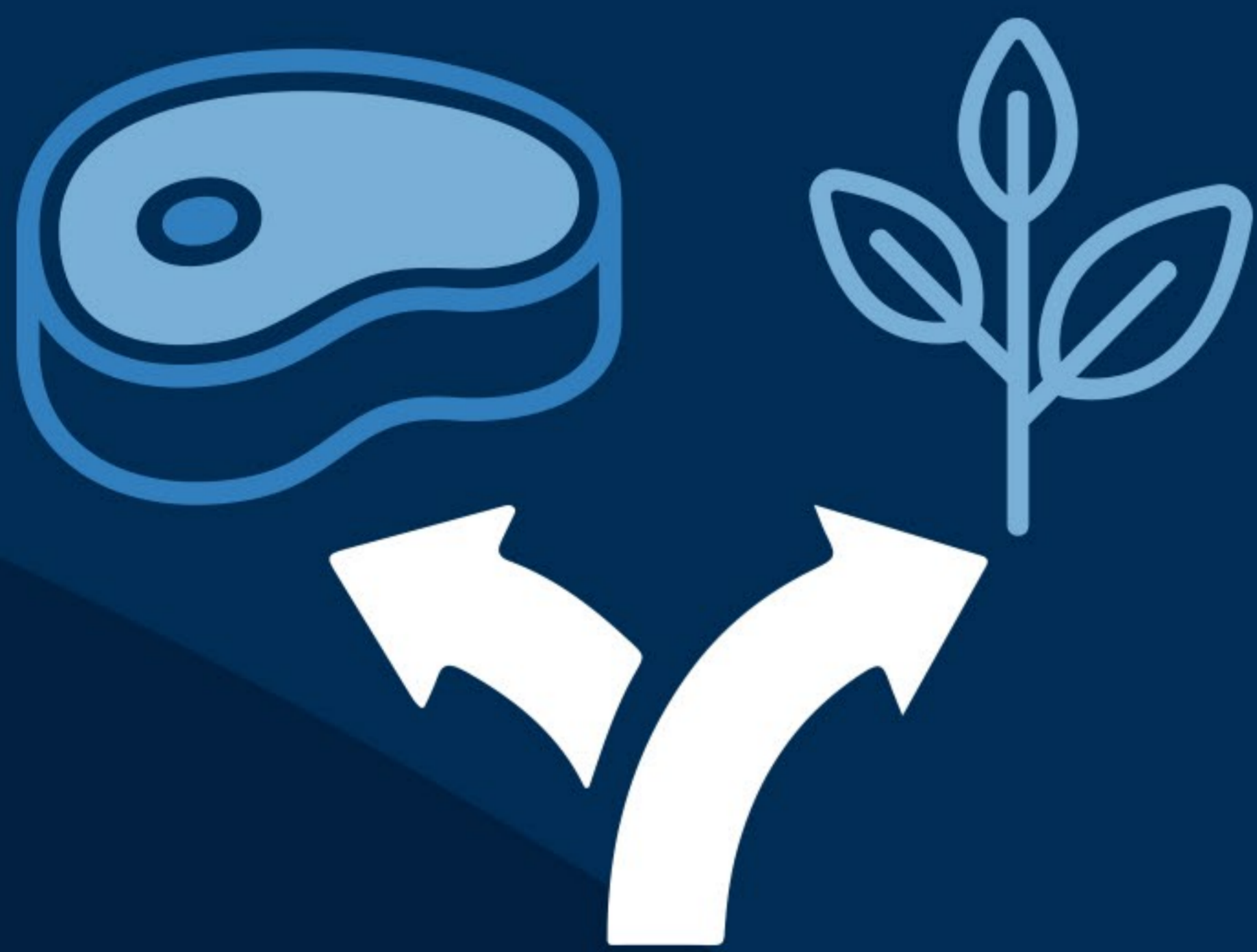


The Clean Label food trend leans toward plant-based options

There's more than meets the eye with the growth of plant-based alternatives. Yes, the increase in demand for plant-based food has been driven by many factors beyond the current COVID19 pandemic.

Not only does this create an opportunity for new market entrants and existing brands to grow, it opens the door to reach a completely different audience. Pre-COVID plant-based shoppers tended to be younger, health-focused, eco-conscious consumers—which should encourage brands to rethink their ingredients, packaging and other ways to engage with this consumer mindset.

Big changes will lead to bigger consumer decisions



With the impending meat shortage, prices will likely rise and put additional strain on money-tight consumers. This will impact the plant-based protein industry as more consumers will begin exploring alternatives—including more cost-effective options like legumes, eggs and beans.

As a result, brand value and loyalty will be tested as consumers are forced to choose between their wallets, product shelf-life, carbon footprint, diet, taste, and more.

How will you make the decision-making process easier for protein-seeking shoppers? We can help.

WEEKLY INSIGHTS

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