

The Grocer

Focus On: Meat & Poultry

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With supermarket sales of meat and poultry booming as shoppers spend less cash on takeaways and eating out, what's being done to ensure the animals we eat for food are treated humanely? That question is increasingly being asked following a year of controversy for the RSPCA Farm Assured Scheme, which has been rocked by revelations of widespread malpractice at its farms. So, what is the RSPCA doing to raise standards? Is there an opportunity for other assurance schemes? And what, if anything, are the supermarkets doing to raise standards?

Types of meat: This feature will explore in detail the factors that have led to strong volume growth for meat and poultry in the past year. Why are shoppers buying more meat? What species and cuts are they buying and how are the supermarkets adapting their ranges?

Organic and assurance schemes: The sector has been hit by several high-profile controversies regarding animal welfare in the past year. How has this impacted consumer confidence and demand for assured and organic meat and poultry? How have organisations like the RSPCA responded to the revelations?

Economic influences: This feature will pay close attention to economic influences and how this is impacting shopper behaviour. Given that inflation is now easing, how likely is it that growth in meat and poultry will continue in 2025? Will people start eating out and buying more takeaways as they begin to feel better off?

Wagyu beef: In the past year several supermarkets have widened their ranges of wagyu beef. How is it selling? What's driving demand for it? Where is it made and how is it different to other beef products? Will growth continue in 2025?