

MARKET INNOVATION OVERVIEW

CATEGORY: Meat & Poultry | **COUNTRY:** Switzerland

Este documento foi elaborado no âmbito do projeto PortugalFoods Qualifica, com o objetivo de criar informação de alto valor acrescentado para as PME e restantes entidades do setor agroalimentar nacional, para que estas se possam posicionar estrategicamente no contexto do mercado global.

A informação contida neste documento provém do Observatório da PortugalFoods que, com recurso à plataforma Mintel, permite contribuir para a qualificação e sensibilização do setor agroalimentar, tanto ao nível do conhecimento sobre novos produtos e técnicas de produção, como ao nível do acompanhamento da evolução tecnológica e da evolução das preferências do consumidor.

A Mintel cataloga mais de 38 000 novos lançamentos de produto por mês, provenientes dos 86 mercados que monitoriza, analisando e categorizando todos os seus atributos, tais como os ingredientes, posicionamento e comunicação ao consumidor.

O Observatório da PortugalFoods constitui-se assim como uma ferramenta de grande importância para alicerçar o conhecimento das empresas do Setor Agroalimentar.

A REGIONAL INTRODUCTION:

MEAT & POULTRY IN EUROPE, MIDDLE EAST AND AFRICA

Focus on sustainable credentials: With consumers becoming more aware of the environmental impact caused by the meat industry, producers are taking steps to elevate their ethical values around products and packaging. Brands that are minimising their impact on biodiversity or removing plastic from packaging stand a better chance of appealing to eco-aware consumers.

Provide details of provenance: Meat and poultry brands are appealing to consumers who are looking to buy locally sourced products by giving more details than simply the country of origin. Emphasising regional provenance and having a transparent approach to sourcing is likely to appeal to consumers, demonstrating traceability and support for local communities.

Explore meat and vegetable blends: There is an opportunity to attract health-conscious consumers who are seeking to reduce their meat consumption. Some companies have launched products that use mushrooms or a blend of vegetables, but they have to convince consumers that these hybrid formulations retain the flavour and texture of meat.



MEAT & POULTRY IN SWITZERLAND

Market Overview

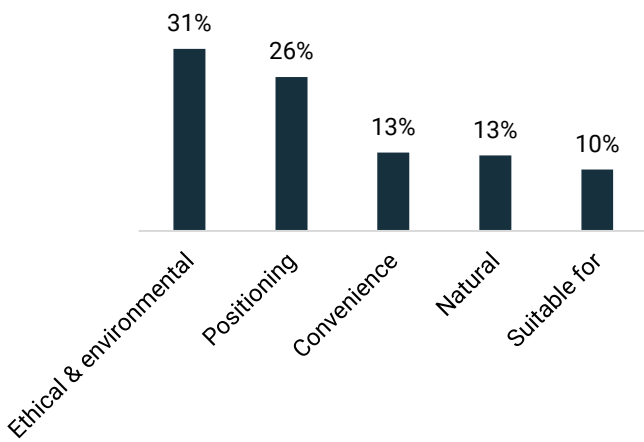
The Swiss meat & poultry sector is expected to grow from €5.90 billion in 2019 to €6.65 billion by 2024, at a CAGR of 2.4%. In volume terms, the sector is expected to grow from 326.9 million kg in 2019 to 331.9 million kg by 2024, registering a CAGR of 0.3%.

Per capita consumption of meat & poultry in Switzerland stood at 37.9kg in 2019 and is expected to decrease to 37.2kg by 2024. Per capita expenditure stood at €684.2 in 2019 and is expected to €744.1 by 2024. (GlobalData, 2021)

New Product Development Analysis

10% of food products launched in Switzerland in 2020 were Meat & Poultry products.

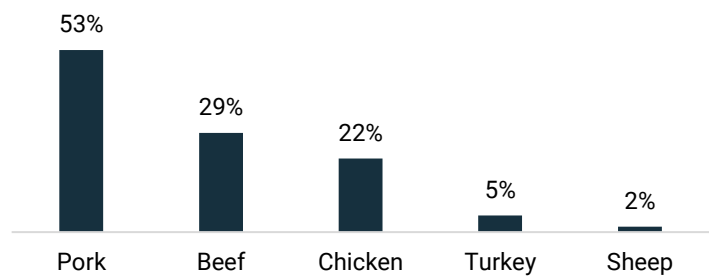
Top 5 Claim Categories in Meat & Poultry product launches, 2020



More than 30% of the meat & poultry products launched in Switzerland featured a 'Ethical & environmental' claim, with the 'Sustainable' being at the top. In the 'Positioning' category, the 'Premium' claim registered the most use. The 'Ease of Use' claim drove the 'Convenience' category.

Top 5 Meat Ingredients in Meat & Poultry product launches, 2020

Pork was present in over a half of the meat & poultry products launched in Switzerland. Beef was featured in 29% of launches, with chicken following closely behind.



The meat used for the product comes from a Swiss farm where all animals have regular access to outdoors and biodiversity is promoted.



This limited edition product comprises dried beef that is marinated in stone pine essence for two weeks, and is said to feature a pleasant, resinous, woody note.



This product is described as roasted and seasoned chicken breast pieces that can be enjoyed hot or cold.

THE SWISS CONSUMER

How appealing do you find the concept/claim of “Meat-free”? (2019)

30%

Not at all very appealing

Do you think the following ingredients will have a positive or negative impact on your health? (2019)

Meat Protein

44%

Positive

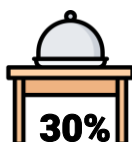


Chicken Protein

43%

How often do you consume “Red Meat”? (2018)

1-2 times



a week

(GlobalData, 2021)

A GLOBAL LOOK INTO THE FUTURE

Tackle sustainability and animal welfare issues: Consumers are increasingly expecting food companies to proactively demonstrate their ethical credentials. As a result, more meat and poultry producers are taking steps to improve their ethical image by removing plastic from packaging, minimising the impact on biodiversity and ensuring the humane treatment of animals.

Address consumers' dietary needs: Meat and poultry brands are proactively highlighting the nutritional profile of their products. Healthier options, like meat and vegetable blends, or processed meats that contain less fat, salt and calories are likely to appeal to health-conscious consumers.

Prioritise clean label products: The processed image of meat and poultry products can be a purchase barrier for many consumers. As a result, brands are committing to cleaner labels by removing additives and preservatives, artificial ingredients, hormones, antibiotics, steroids and growth promotants.

Para mais informações acerca do Observatório da PortugalFoods, por favor contactar knowledge.division@portugalfoods.org

