

STAT: BRANDS ARE MISSING AN ETHICAL MEAT OPPORTUNITY

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Although younger generations are increasingly concerned about animal welfare, Mintel has identified a distinct lack of ready meals offering ethically sourced meat. According to the company's [Global New Products Database](#), just 3% of prepared meals globally had an ethical food claim in September 2018, up only slightly from 2013–2014.

Mintel notes how brands are introducing meat-free and vegan recipes, instead of focusing on the opportunity for ethical meat options. 'Despite concerns over animal welfare, many consumers find it hard to completely abstain from meat, highlighting untapped opportunities in the category for brands to incorporate meat with higher welfare standards,' says food and drinks analyst Ayisha Koyenikan.

Among a universal shift towards sustainability, consumers are increasingly taking a more [educated approach to their eating habits](#).