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US Collection

Meat & Poultry Retail: United States

April 2017



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About This Report

Scope & Method

This report forecasts US meat and poultry retail sales in US dollars for 2017-2021. Total sales are segmented by product in terms of:

- meat
- poultry
- meat substitutes.

To illustrate historical trends, total retail sales and the various segments are provided in annual series from 2011 to 2016.

This report looks at the current and forecasted US retail market for meat and poultry products, including fresh, frozen, and processed products, as well as meat substitutes. The report encompasses sales in retail outlets such as convenience stores, supermarkets and other grocery stores, general merchandise stores (including warehouse clubs and supercenters), and specialty food stores. Sales of meat, poultry, and meat substitutes by non-store retailers such as e-commerce and mail-order direct sellers are also included. The scope of this report encompasses products from slaughtered animals; live animals and inedible byproducts of slaughtering (eg, bones and hides) are not counted in retail sales and related figures.

This report quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or r^2 . The most stable data series relative to the trend carries an r^2 value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year. A full outline of report items by page is available in the Table of Contents.

Sources

Meat & Poultry Retail: United States (FF10047) is based on [Meat & Poultry: US Retail Market Trends & Opportunities](#), a comprehensive industry report published by Packaged Facts.

Sources of market and consumer data consulted for this report include:

- government agencies such as the US Census Bureau, US Department of Agriculture, and the US International Trade Commission;

About This Report

- meat and poultry processors and representative trade associations;
- a wide range of pertinent industry sources, including business newspapers and magazines, company websites, consumer blogs, press releases, and trade publications.

Consumer data in this report come from two primary sources. The first source is the Packaged Facts National Online Consumer Survey, which includes a panel of 2,000 US adults (aged 18 and older) that is balanced to the national population on primary demographic measures such as age cohort, gender, geographic region, marital status, race/ethnicity, presence or absence of children in the household, and household income.

Another source of consumer data in this report is the Simmons National Consumer Study from Experian Marketing Services. On an ongoing basis, Experian Marketing Services conducts booklet-based surveys of large and randomly selected sample of consumers (approximately 25,000 for each 12-month survey compilation). Trended Simmons data from 2008 to 2016 are provided in this report.

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

Industry Codes

Table 6 | Industry Codes Related to Meat & Poultry Retail

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
311611	Animal (except Poultry) Slaughtering	2011	Meat Packing Plants
311612	Meat Processed from Carcasses	2013	Sausages and Other Prepared Meat Products
311615	Poultry Processing	2015	Poultry Slaughtering and Processing
424420	Packaged Frozen Food Merchant Wholesalers	5142	Packaged Frozen Foods
424470	Meat and Meat Product Merchant Wholesalers	5144	Poultry & Poultry Products
445210	Meat Markets	5147	Meats & Meat Products

Source: US Census Bureau

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Resources

Packaged Facts

Meat & Poultry: US Retail Market Trends & Opportunities, April 2017

The Freedonia Group

Freedonia Industry Studies

Poultry Packaging Market in the US, March 2017

Alternative Sweeteners Market in the US, February 2017

Meat Packaging Market in the US, February 2017

Global Labels Market, January 2017

Natural Flavors & Fragrances, October 2016

Retail Ready Packaging, July 2016

World Flavors & Fragrances, March 2016

Food Containers: Rigid & Flexible, February 2016

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Alternative-Ingredient Snacks: United States

Canned Foods: United States

Cheese: United States

Dairy Products: United States

Frozen Foods: United States

Gluten-Free Foods: United States

Grain-Based Foods: United States

Healthy-Ingredient Snacks: United States

Ice Cream & Frozen Desserts: United States

Meat & Poultry Packaging: United States

Meat & Poultry Products: United States

Natural & Organic Foods & Beverages: United States

Processed Food: United States

Snack Foods: United States

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American Heart Association

Grocery Manufacturers Association

Information Resources

National Cattlemen's Beef Association

National Chicken Council

National Frozen & Refrigerated Foods Association

National Pork Board

National Turkey Federation

North American Meat Institute

Simmons National Consumer Survey

United States Census Bureau

United States Department of Agriculture

United States Food and Drug Administration

United States International Trade Commission

World Health Organization