

SNACKING WITH MEAT

INSIGHTS BRIEFING

2017
Sep

SNAPSHOT INSIGHT OF KEY TRENDS AND HOT TOPICS

- Hot topics and salient innovation trends, from chia to 'clean label', distilled into clear and compelling insights.
- Gama's expert analysts get to the heart of the key topics of the day, allowing you to identify and capitalize on emerging opportunities.



Abstract

The obsession with convenient proteins has fuelled a boom in traditional meat snack products such as jerky and biltong, as well as more avant-garde alternatives that push the boundaries of meat positioning.

Insights Briefing: Snacking With Meat uncovers the trends behind meat snacks' stellar rise, and profiles brands and products capitalizing on the category's new-found popularity.

Supported by the latest insights and data from Gama Compass, Insights Briefing: Snacking With Meat examines how meat snacks are tapping into heightened consumer demand for savoury flavours, lean proteins and convenient functional foods with a 'raw' and premium spin.

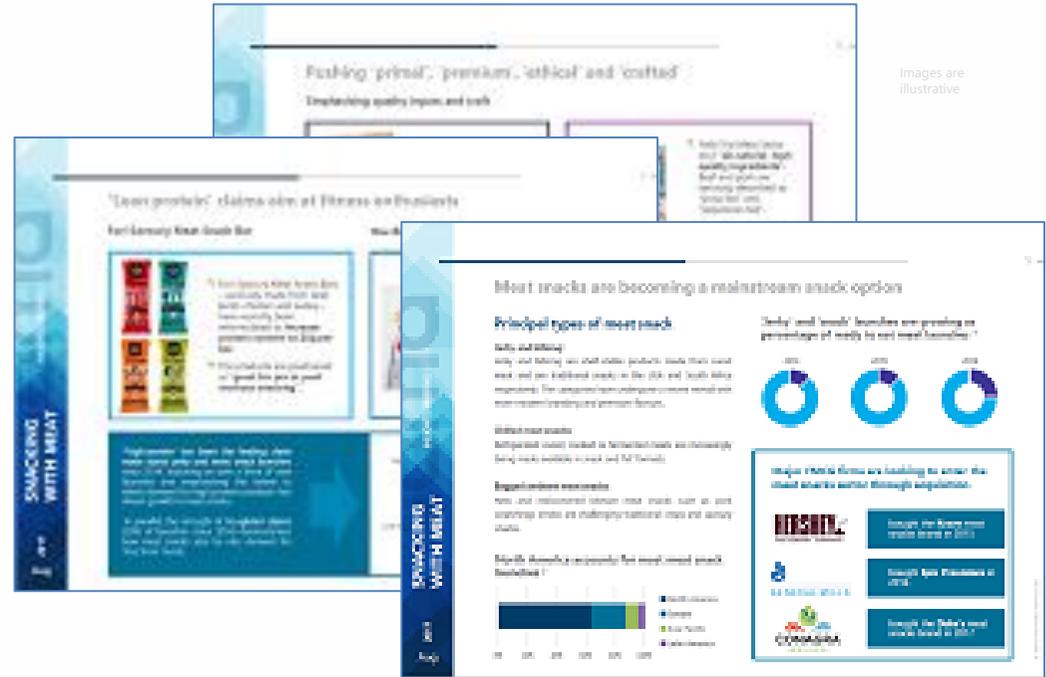
KEY QUESTIONS ANSWERED

- ▶ What are the **trends driving growth** in meat snack brands?
- ▶ How is **chilled meat adapting** to the demand for convenient snack formats?
- ▶ How do meat snacks align to the '**raw food**' trend?
- ▶ How is 'snacking with meat' being **reimagined for a vegan and vegetarian audience**?

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Executive summary

- 01. Meat snacks are becoming a mainstream snack option
- 02. Meat snacks align to modern consumer trends
- 03. 'Lean protein' claims aim at fitness enthusiasts
- 04. Pushing 'primal', 'premium', 'ethical' and 'crafted'
- 05. Repositioning meat as a snack product
- 06. Bagged meat snacks provide an alternative to traditional crisps
- 07. Beyond meat: vegetarian 'meat snacks'



Images are illustrative

Appendix

16 pages

LICENCE OPTIONS

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