

Fresh vs Frozen: Meat Buyer Channel Dynamics

Meat buyers shop Fresh & Frozen meat in different ways, and even more so between In Store & Online. It is crucial for meat manufacturers to understand the differing channel dynamics to capitalize on **Online growth**.

Fresh Meat \$ Value* grew
6x
 more
 Online vs In Store

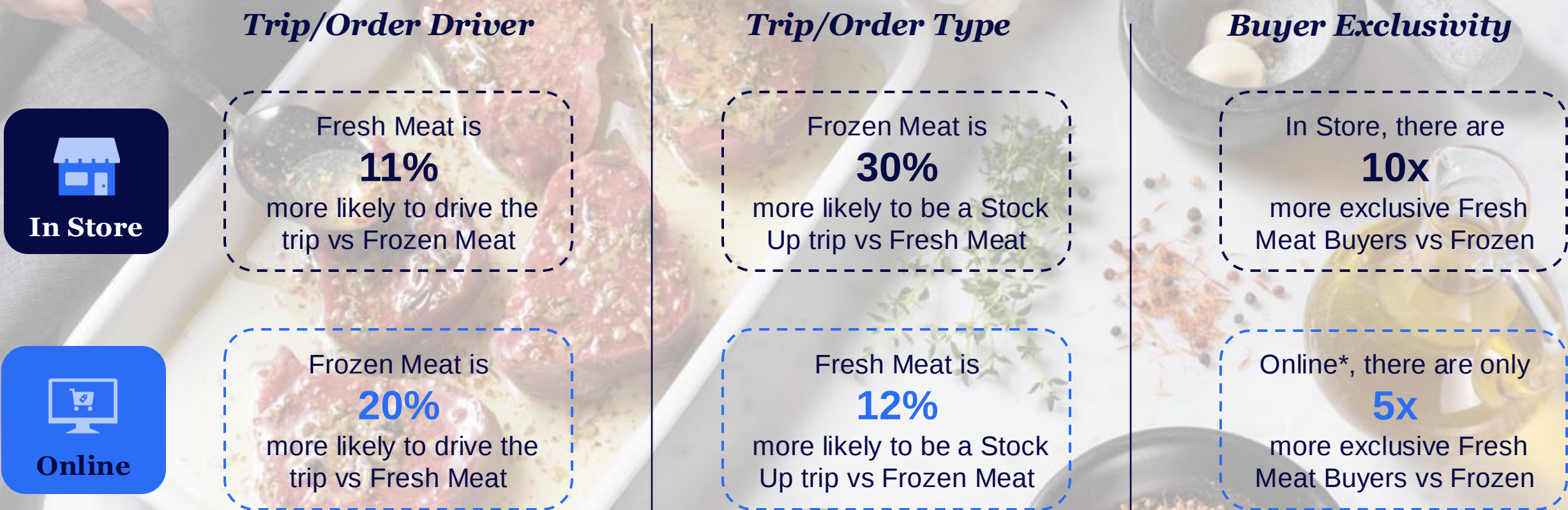
Frozen Meat \$ Value* grew
7.3x
 more
 Online vs In Store

Online Value retailers grew
61%
 More for Fresh Meat &
50%
 More for Frozen Meat vs
 Total Outlets Online

*Source: NielsenIQ Panel on Demand \$ Value

Trip types/drivers & exclusivity differ for In Store vs Online & Fresh vs Frozen

Understanding how your buyer views their purchase can inform your omnichannel strategy

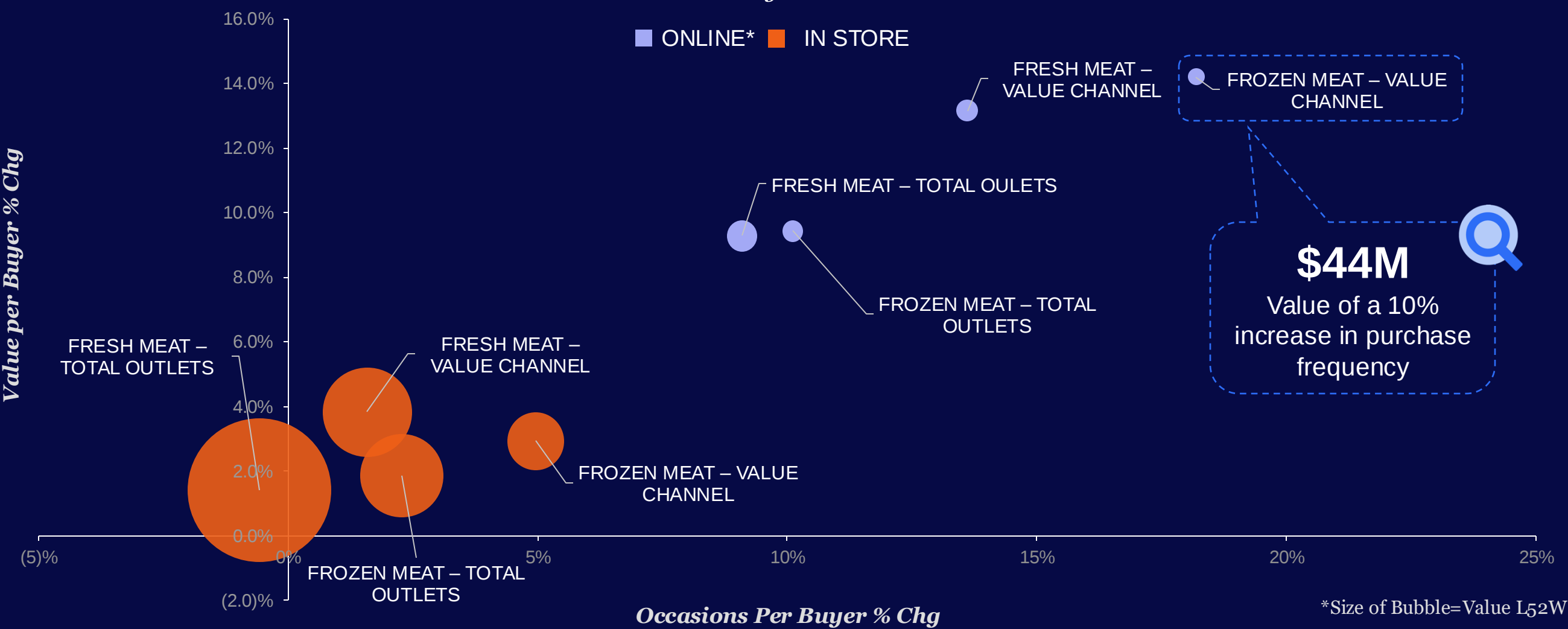


Source: NielsenIQ Panel On Demand, US HS - NDH Synd UPC+TSV Full View - 445 5yr, Total US, L52 w/e 9/28/24, *Limited Online Volume

Online is a Growth Driver for Fresh & Frozen Meat, especially in Value Retailers

Increasing online occasions for Value Retailers is a valuable opportunity for meat manufacturers

Fresh & Frozen Meat Buyer Metrics % Chg YA



Source: NielsenIQ Panel On Demand, US HS - NDH Synd UPC+TSV Full View - 445 5yr, Total US, L52 w/e 9/28/24, *Limited Online Volume

Key Takeaways

- Meat purchase dynamics differ between departments and channels. Yet, for both Fresh and Frozen Meat, Online is a growing channel, driven by value channel retailers. It is crucial for manufacturers to align their omnichannel strategy with each channel’s buying behavior to capitalize on growth opportunities.
- Frozen meat is more likely to be a stock up trip in store, while Fresh Meat is more of a stock up trip online. Encourage more trips for both in store and online through advertising reminders, displays, and on-pack promotions.
- Further, Online value channel retailers present a valuable opportunity for online growth within Fresh and Frozen meat, despite differing online buying behavior. It is crucial for manufacturers to capitalize on this growth through increasing occasions per buyer within these retailers.

Reach out to your NIQ representative to learn how NIQ Panel on Demand can uncover growth opportunities for your department & category!



Scan the QR code for more fresh and frozen insights

Share your [feedback](#) with us here!