



January 17th, 2025

UK Market Status Update

Donal Denvir, General Manager, Bord Bia UK

Agenda



1. Macro Analysis



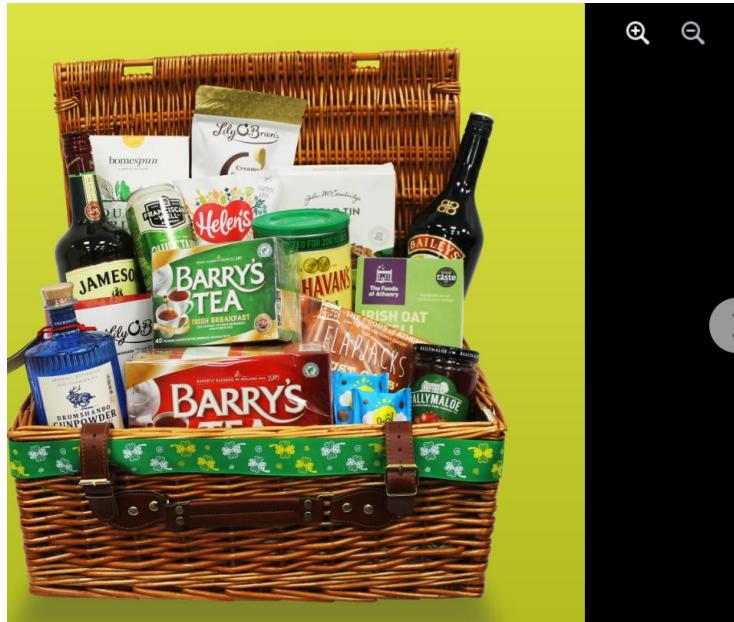
2. Market Dynamics



3. So What?

88%

of consumers trust food and drink that comes from Ireland



Ocado
Paid partnership · 17 March 2019 · [View post](#)

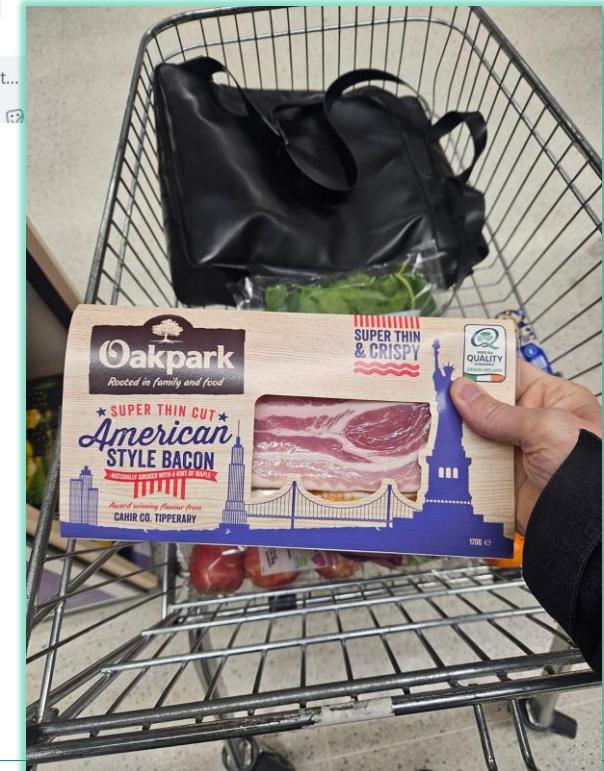
Happy St Patrick's Day everyone!
We're celebrating by giving away a hamper of some of the tastiest Irish produce from our Irish Shop: ocado.com/irishshop
To enter simply leave the last four digits of a recent order and #stpatricksday in the comments below.
Good luck (of the Irish).
Terms apply: ocado.com/stpatricksdayterms
— with Bord Bia - Irish Food Board.

208 847 15

Most relevant

Jenni Goodfellow
Order# 6323
#stpatricksday

Write a comment...



Nectar Price



Sainsbury's British or Irish Ribeye Steak 225g

★★★★★ [Read reviews \(45\)](#)

CHILLED **TYPICAL LIFE 8 DAYS**

British or Irish beef Ribeye steak

Add to Favourites

A Special Relationship

€5.9bn

Irish Food and Drink Exports
to the UK in 2024

€4.8bn

UK Food and Drink Exports
to Ireland in 2023

Sources: FDF; Bord Bia



Irish Meat Exports UK 2024

Representing

46%

of total Irish beef
exports, the UK is

#1

trading partner



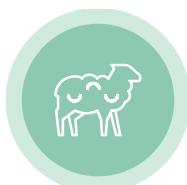
BEEF

€1.3bn



POULTRY

€83m



SHEEPMEAT

€65m



PIGMEAT

€150m



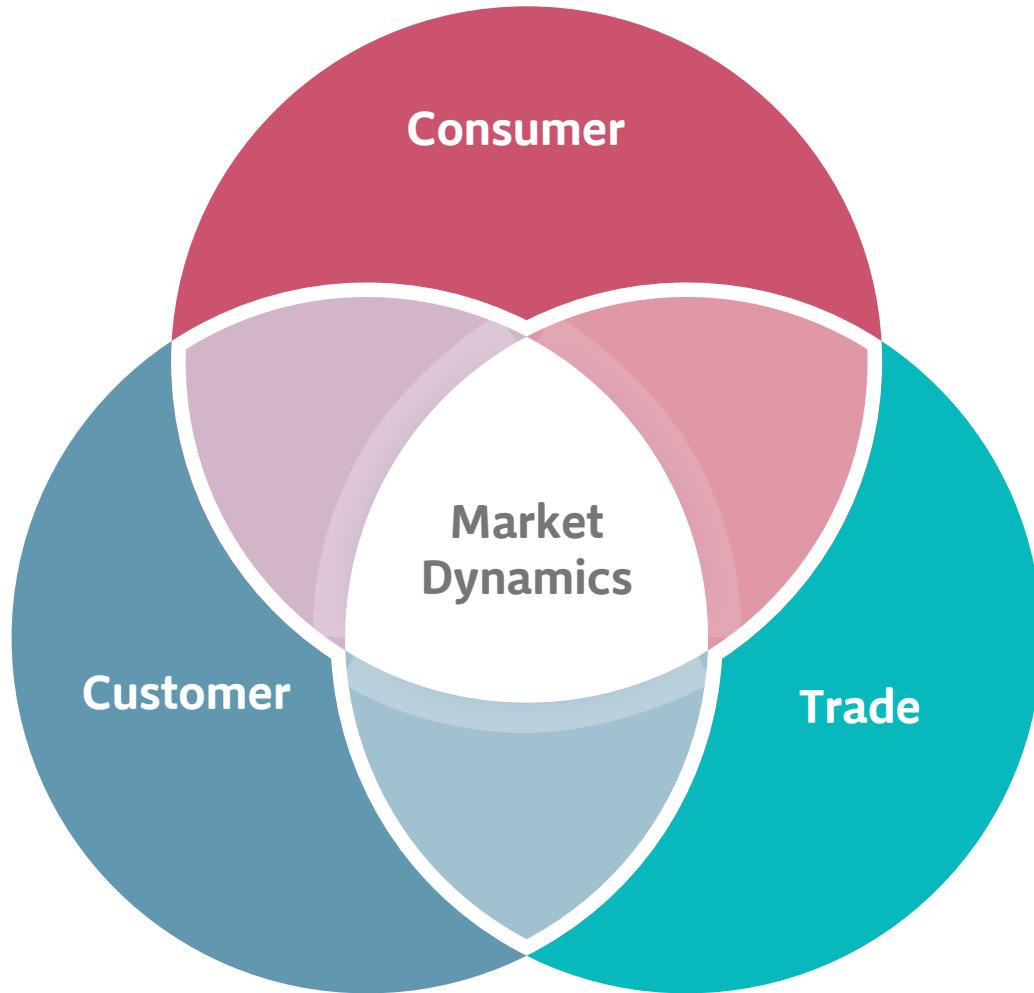
Value Added Meats

€858m

TOTAL UK
EXPORTS 2023
€2.5bn

UK Macro Forces





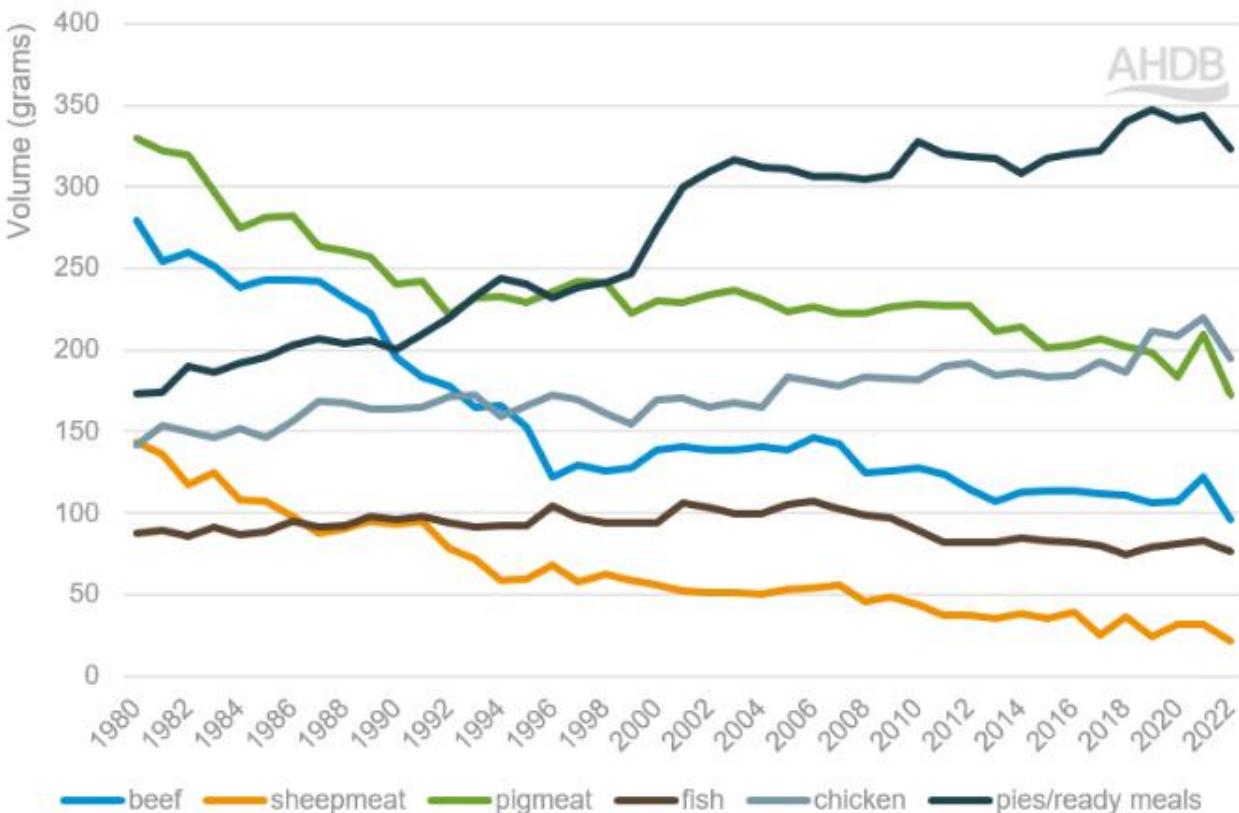
Long term, red meat has lost share to white meat and convenience products

Consumer

-62% less
fresh red
meat since
1980



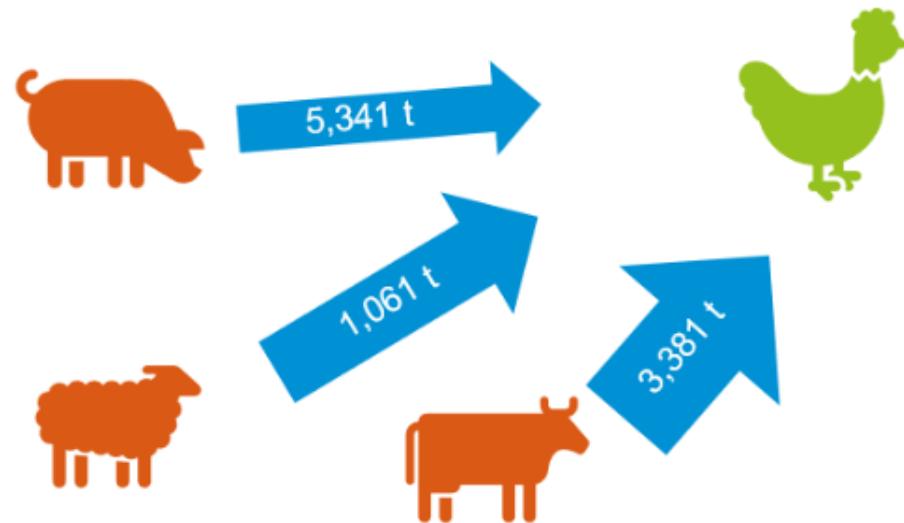
Quantity of food and drink purchased for UK households (Average grams per person per week)



2023 was a difficult year for red meat in UK; 2024 was better

Consumer

Total volume switching between proteins



Source: Kantar, Switching actual volume (000kg) 52w/e 24 December 2023

ANALYSIS & FEATURES

Fresh - meat, fish & poultry 2024: red meat soars as beef adds £242m

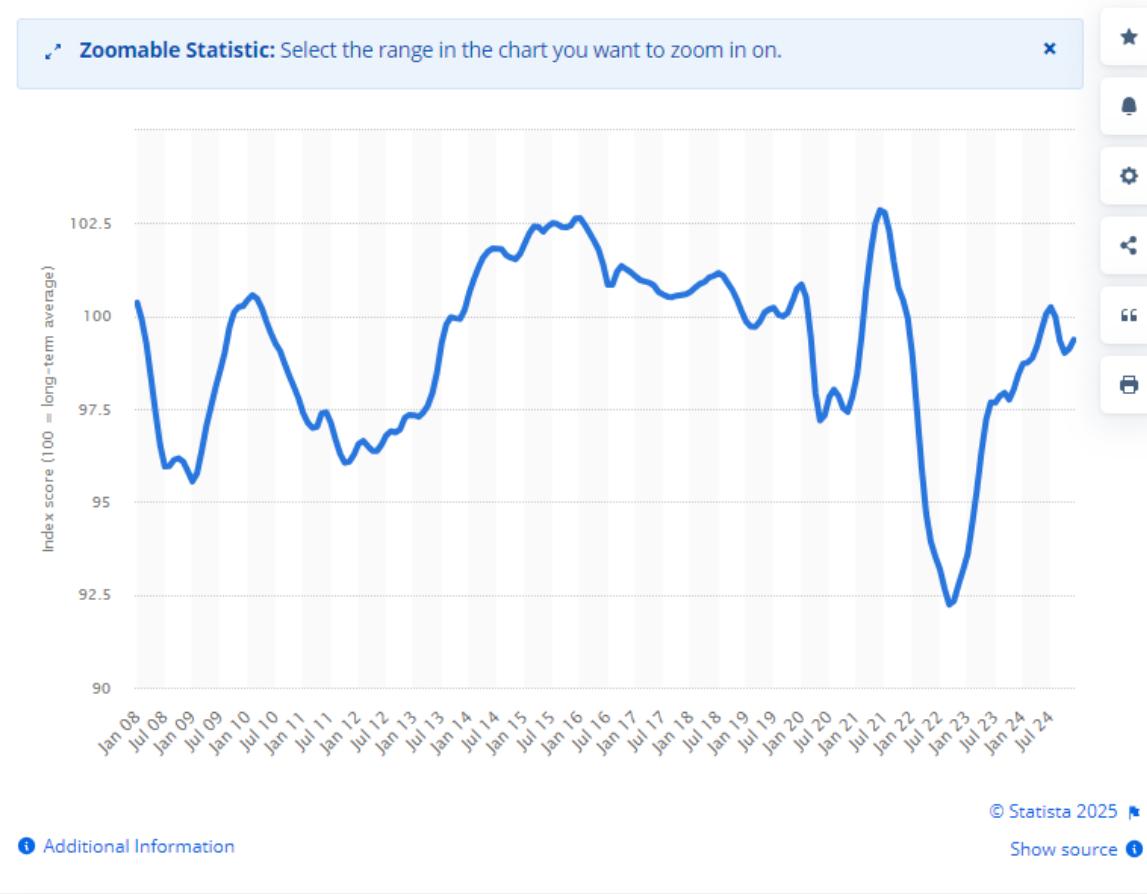
By Kevin White | 13 December 2024 | 7 min read



Consumer confidence low but improving

Consumer

Consumer confidence index of the United Kingdom from January 2008 to December 2024
(100 = long-term average)



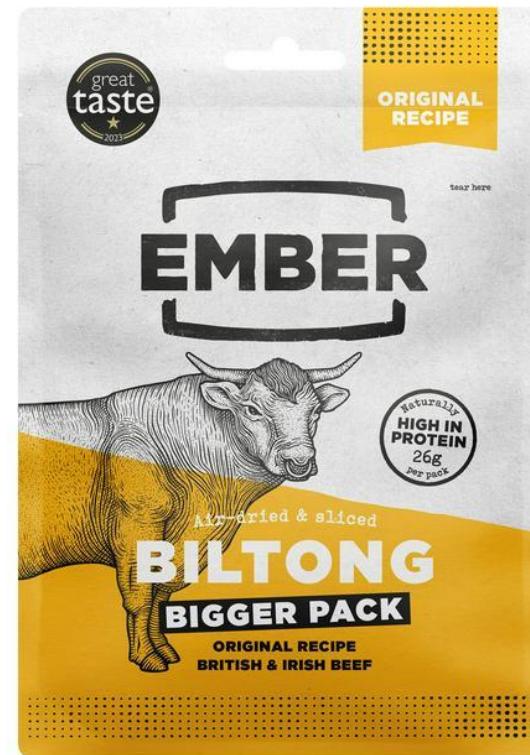
Health, Snacking, On-the-Go Trends continue to grow

Consumer



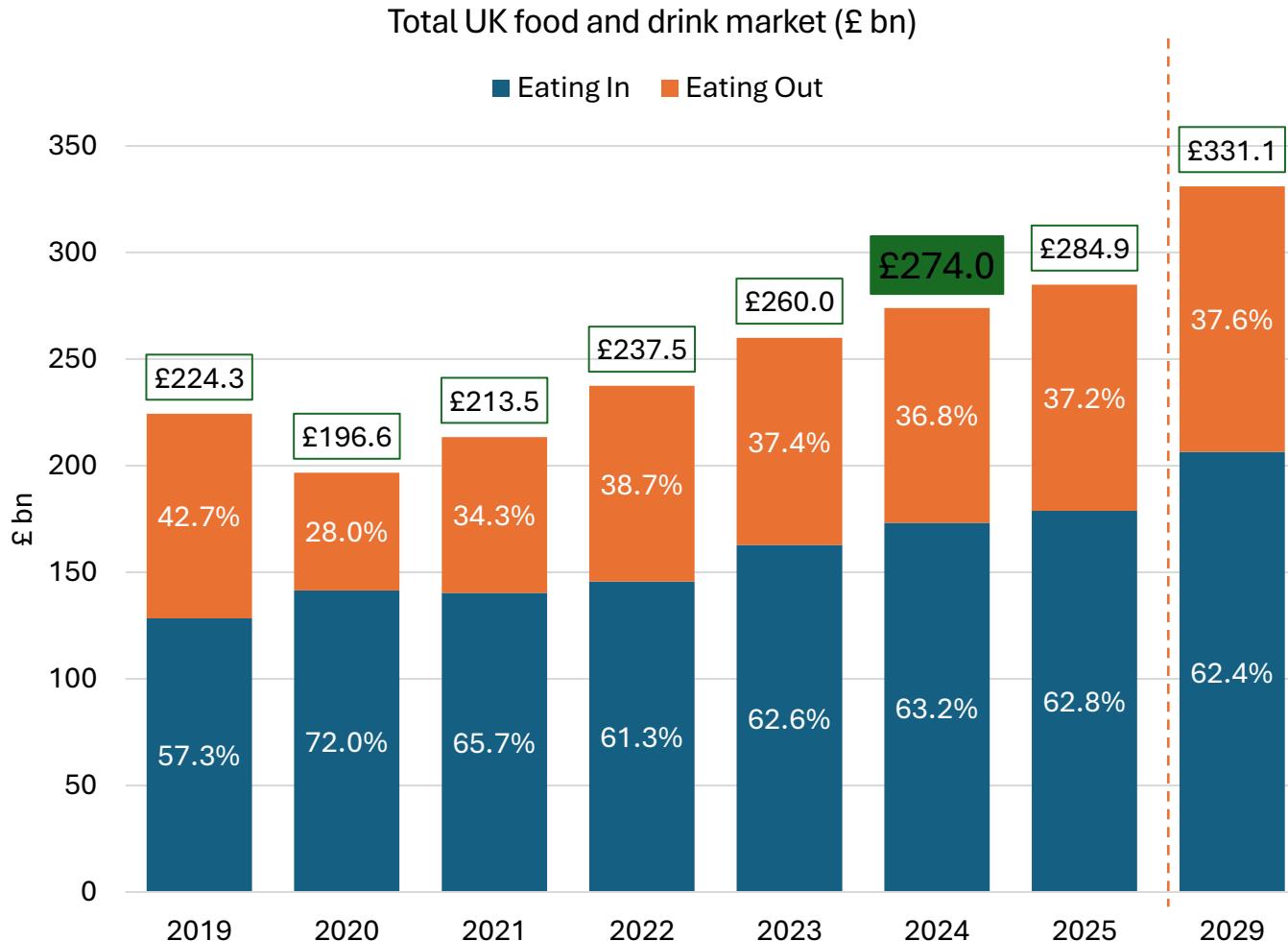
38%
Growth in UK meat snacks
sector since 2022

[IRI/Kantar, 2024](#)



Dining in retains share with premium, quality and convenience

Consumer



Top Launch 2024

Tesco Finest Steakhouse | Hilton Foods



Tesco and its partner Hilton rolled out this Finest Steakhouse range in September to help consumers "recreate the luxury steakhouse experience at home". The 26-strong range features premium sharing steaks such as T-bone, bone-in sirloin, flat iron and côte de boeuf. Single steaks include salt-aged rump, sirloin, ribeye and thick-cut fillet. All are British Aberdeen Angus, highlighting Tesco's aim to celebrate the best of British meat. They're also dry aged for up to 35 days and hand trimmed.

Retailers promote meat on price, driving volume to retain share



Customer

14% of
Grocery
Spend

Prices should rise in 2025...

Customer

NEWS

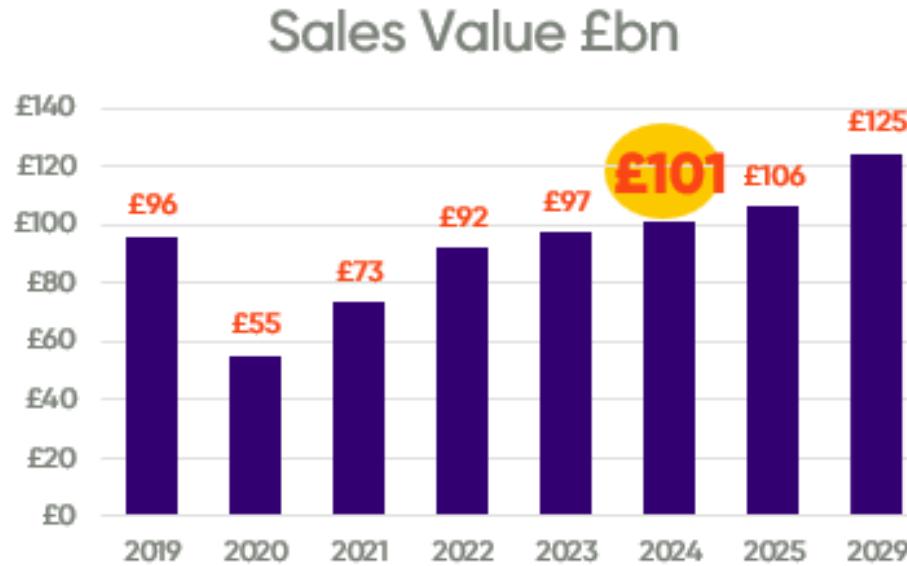
Supermarket beef prices set to rise next year due to tight supply

By Kevin White | 18 October 2024 | 3 min read



UK Beef
Production
Forecast
-5%

Foodservice returning to growth with Food-to-Go; QSR, Retail, Travel & Leisure



Eating out market exceeds £100bn; returns to real growth in 2025

Total value +3.7% (2024 vs 2023)

Total Eating Out sites -0.6% (2024 vs 2023)



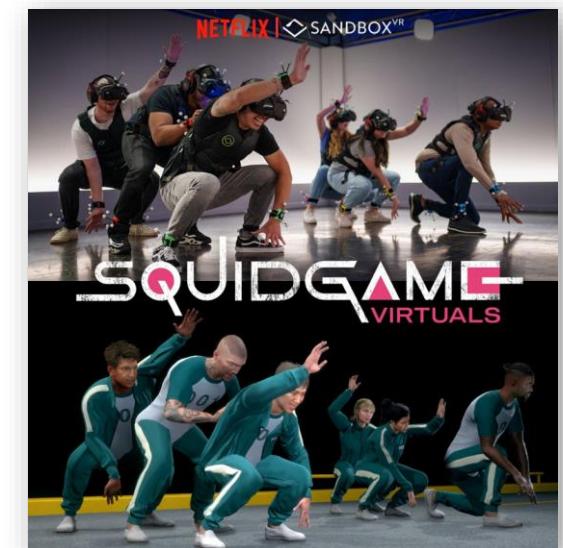
2024-29 channel performance

+£9.5bn
Change in value

+27%
Change in value

+4.9%
CAGR

61%
of UK consumers looking
for an experience led
dining occasion



Global trading conditions evolving

- Volumes are minor but growing
- Compliance and segregation are complex
- Alternative markets in Asia and US are currently more attractive

This can change:

- If China shut out AU product
- AU exporters adjust to UK customer needs
- Foodservice immediate challenge
- Ireland still importer of choice

Trade China / Diplomacy

China launches investigation into beef imports as local price of the meat trends downwards

Imports have surged, with China representing a hugely important market for countries such as Brazil, Argentina and Australia

Reading Time: 1 minute

Why you can trust SCMP 



Trade

Why the UK relies on and trusts Irish Meat



Geographical
Proximity



Trust in Quality
Standards



Security
of
Supply



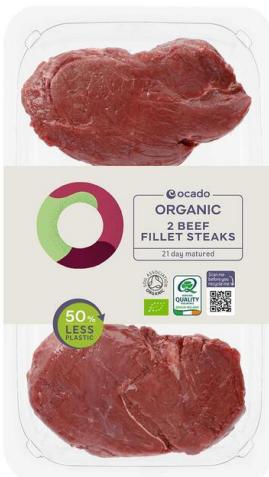
Trade

Official Statistics

United Kingdom Food Security Report 2024: Theme 2: UK Food Supply Sources

Published 11 December 2024

Grow Retail Share



Foodservice Sub-Channel Focus



Consumer Insight-led Innovation

Meat Shopper Monitor UK Market



YTD Q3 2024



Irish Beef Brand Health Check 2024 Overview of Results



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Thank you.

BORD BIA
IRISH FOOD BOARD