

## Bacon and Lunchmeat - US - October 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

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"The bacon and lunch meat category continues to experience slow and modest 0.5% annual growth, reaching \$19.8 billion in 2019. Bacon and lunch meat remain a household staple, although consumption is lower among small households, especially among women without children, seniors, and consumers aged 18-24."

- **Kaitlyn Kamp, Food & Drink Analyst**

This report looks at the following areas:

- Private label takes no prisoners
- Attrition rates beating increased consumption
- Category stuck in traditional usage

Amid protein-centric nutritionally focused lifestyles, premium positioning and claims are resonating, and growth in the category will stem from unconventional occasions and uses like snacking.

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