

UK Venison Facts

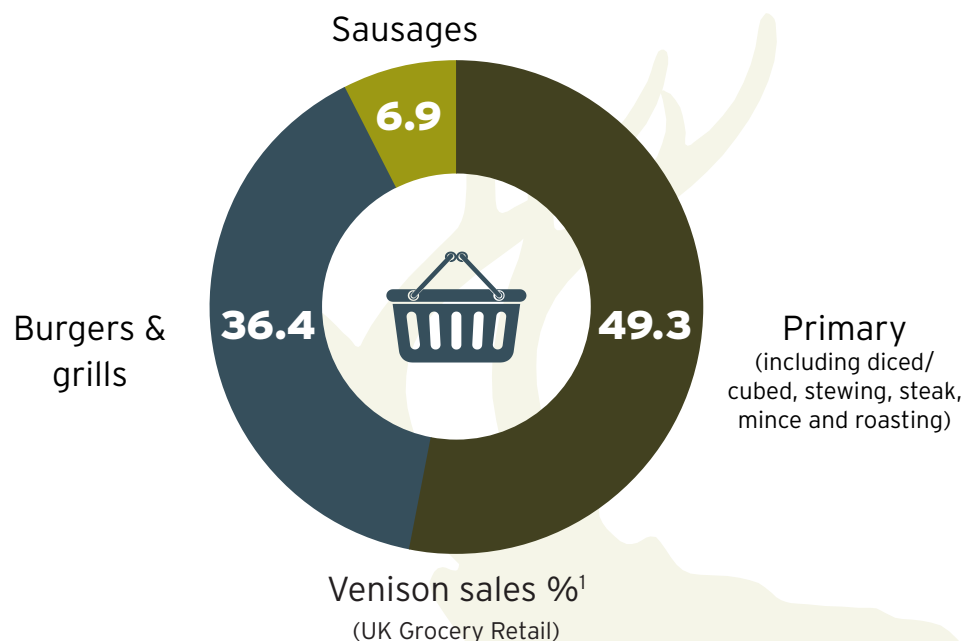
2019-2020

Venison is worth

£14.4m

(+10.9%)

(UK Grocery Retail)¹



1,221
tonnes

sold in the
last 12 months

(+20.1%)

(UK Grocery Retail)¹



Average price per kilogram¹

(UK Grocery Retail)

4.7%



households have bought venison
in a retail outlet (+13%)¹

(UK Grocery Retail)

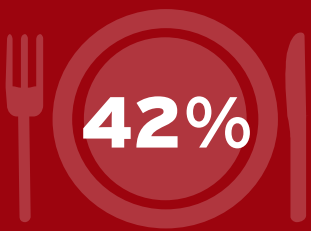
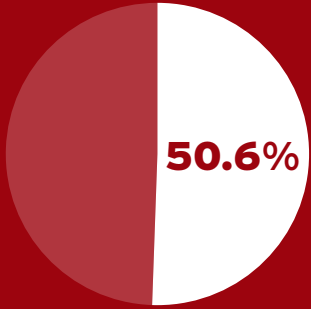
Venison buyers buy



per year and on each trip the average spend is

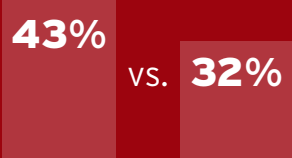
£4.68¹

Brands accounted for sales¹



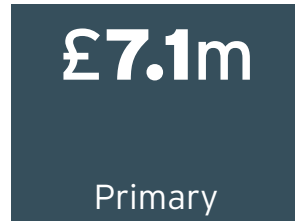
of consumers **PLAN** to eat venison¹

Sold on promotion¹



Venison Groceries

Primary sales are worth £7.1m (+43%) and burgers & grills are worth £5.2m¹



Highland Game number 1 brand. Waitrose own label number 2. Top 2 account for

59% of sales¹



Retailers share for venison¹



33.2%

13.0%

10.7%

56% of adults claim to have eaten venison...



...but only 8% of these in the last three months²



The evening meal is the key occasion (76% of venison is consumed then)¹

76%

48%
of occasions involve two people and

11.4%
five or more people¹

Five most popular ways to eat venison include:

- Steak**
- Sausage**
- Fillet**
- Burger**
- Stew²**

Young males account for

20.2%

of venison occasions (aged 25-44) vs.

11.9%

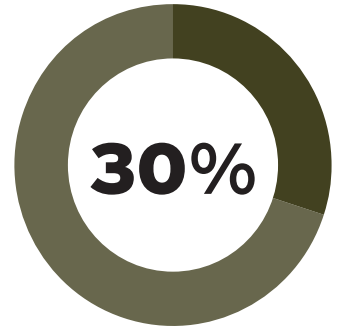
for red meat¹

In the last three months*, 34% of consumers claim to have eaten venison at home and 44% out of the home²

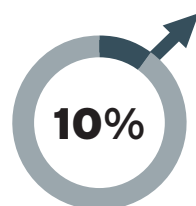
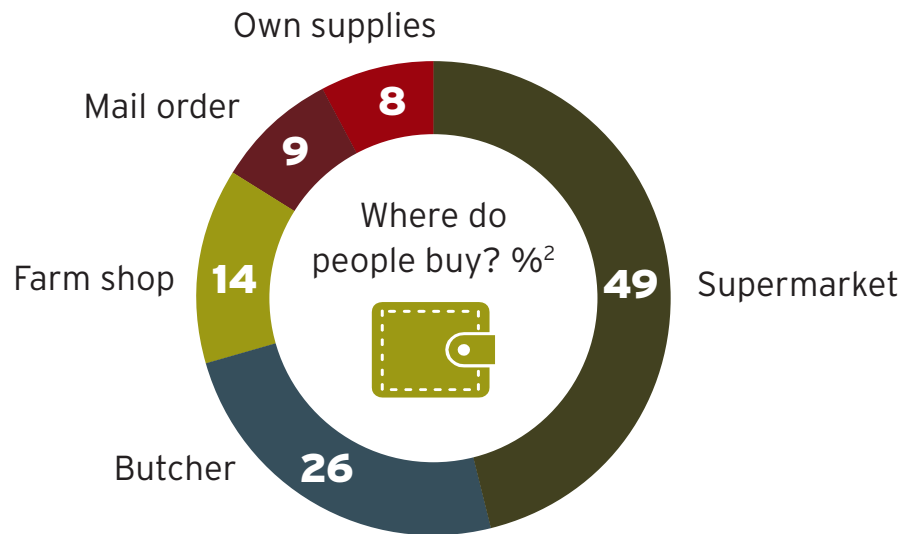


*Mid October 2019 to mid January 2020

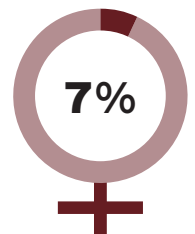
Venison shopper is more likely to be older, live in Scotland 13% (Edinburgh 16%) or London and be more affluent²



65+ consume 30% of all venison



10% men consumed venison in the last three months and 7% of women (8% overall)²



Venison is regularly eaten to mark special occasions

31%

ate it to celebrate Christmas, a birthday or other family event

27%

during a special meal with family, friends or colleagues²

5x

more likely to be had as a treat and

2x

more likely to be eaten for health reasons (versus red meat). Over indexes on lower in fat/salt/sugar¹

Sources:

1: Kantar Worldpanel purchase data - 52 weeks/ ending 23 February 2020

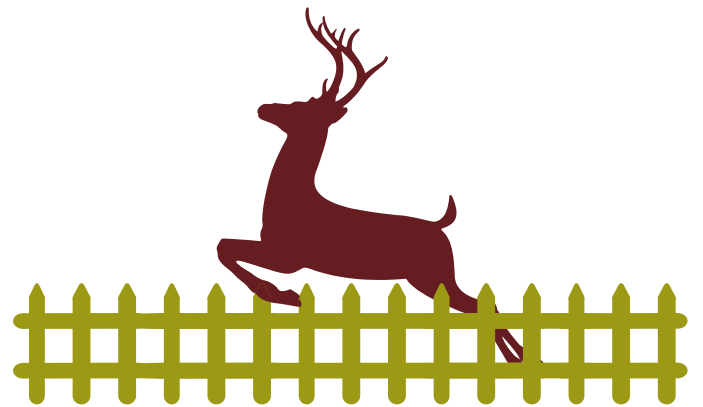
1: Kantar Worldpanel usage data - 104 weeks/ ending 1 December 2019

2: 56 Degree Insight - Populus Omnibus 15-20 January 2020

Venison has been consumed in the following %²

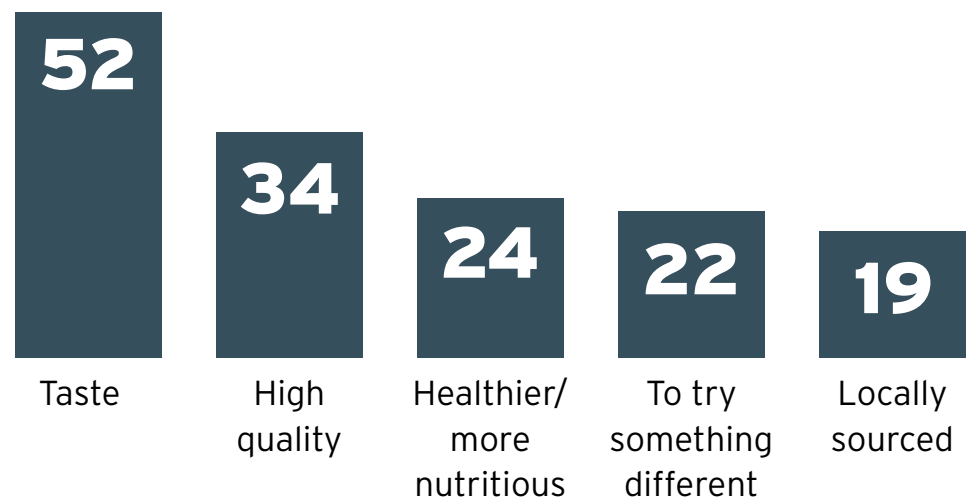


Barriers to buying include



Cost, availability (shops and restaurants), never considered it, don't know where to buy and don't know how to cook it²

Why consumers choose venison %²



With thanks to the Scottish Government for their help in supporting this research



Scottish Government
Riaghaltas na h-Alba
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