



# Declines in Refrigerated Meat Alternatives Pulled Down Total in May 2022

By Anne-Marie Roerink, President, 210 Analytics LLC

## Total Plant-Based Meat Alternatives

Combined refrigerated and frozen plant-based meat alternatives generated \$118 million in the five May 2022 weeks ending May 29, which moved sales -0.9% behind May 2021 levels. Additionally, dollar gains were boosted by the inflation predominantly seen in frozen (not as much in refrigerated) meat alternatives. In May 2022, meat alternative unit and volume sales were down year on year by -10.0% and -7.3%, respectively.

May 2022	Dollar sales	Change vs. 2021	Unit sales	Change vs. 2021	Volume (lb.) sales	Change vs. 2021
Plant-based meat alternatives fresh and frozen combined	\$118M	-0.9%	22M	-10.0%	15M	-7.3%

Source: IRI, Integrated Fresh, Total US, MULO

## Refrigerated Plant-Based Meat Alternatives

Refrigerated plant-based meat alternatives, commonly merchandised in the meat or produce departments, saw accelerated sales growth pressure in May 2022. The five-week period saw \$41.8 million in sales, down -16.1% versus a year ago and -16.3% versus two years ago.

The average items per store selling in May 2022 were down -5.0% versus a year ago, at 16.8 unique items. Additionally, prices were relatively flat (see below), which means refrigerated plant-based meat alternative sales did not get an inflation-related boost either.

Refrigerated meat alternatives/substitutes dollars	Dollar sales	Dollar change vs. YA	Dollar vs. 2YA
Latest 52 weeks ending 5/29/2022	\$459M	-6.3%	+27.6%
Q1 2021	\$120M	+14.5%	+156.5%
Q2 2021	\$128M	+1.1%	+115.7%
Q3 2021	\$124M	-3.1%	+74.0%
Q4 2021	\$108M	-5.1%	+38.8%
Q1 2022	\$112M	-7.2%	+6.7%
<b>May 2022 (5 weeks)</b>	<b>\$41.8M</b>	<b>-16.1%</b>	<b>-16.3%</b>

Source: IRI, Integrated Fresh, Total US, MULO

## Price per pound

Prices for refrigerated plant-based meat alternatives were up a mere 1% to 2% in May 2022 versus the same weeks last year. On the other hand, animal protein, in both meat and seafood, had significant levels of inflation.

Refrigerated meat alternatives/substitutes prices	Price	Change vs. YA	Change vs. 2YA
May 2022 price per pound	\$8.28	+2.4%	+1.2%
May 2022 price per unit	\$5.29	+2.1%	-2.1%

Source: IRI, Integrated Fresh, Total US, MULO



Pound sales for refrigerated plant-based meat alternatives in May 2022 reached 5.1 million, which was down -18.1% year on year. The latest 52-week ending May view was also down, at -6.8% versus a year ago.

Refrigerated meat alternatives/substitutes volume	Volume sales	Lb. change vs. YA	Lb. change vs. 2YA
Latest 52 weeks ending 5/29/2022	56M	-6.8%	+23.0%
Q1 2021	15M	+9.2%	+85.4%
Q2 2021	16M	+0.8%	+124.4%
Q3 2021	15M	-3.3%	+69.5%
Q4 2021	13M	-5.5%	+31.7%
Q1 2022	14M	-7.6%	+1.4%
<b>May 2022 (5 weeks)</b>	<b>5M</b>	<b>-18.1%</b>	<b>-17.3%</b>

Source: IRI, Integrated Fresh, Total US, MULO

Most meat substitute forms were down year on year in both dollars and pounds. A few of the newer, smaller forms grew, but they were unable to offset the losses in the bigger forms.

May 2022 Meat alternative forms	Dollar sales	Change vs. YA	Volume (lb.) sales	Change vs. YA
Dinner sausage substitutes	\$13M	-6.8%	1.8M	-11.7%
Ground substitutes	\$9M	-26.0%	1.0M	-26.4%
Patty substitutes	\$9M	-37.3%	896K	-38.4%
Lunchmeat substitutes	\$3M	+6.1%	269K	-4.3%
Strip/Cutlet substitutes	\$2M	+11.0%	177K	+7.5%
Meatball substitutes	\$1M	-26.8%	115K	-37.1%
Ingredient cut substitutes	\$1M	+9.1%	122K	+8.2%
Nugget substitutes	\$0.3M	+8.5%	21K	+4.4%
Breakfast sausage substitutes	\$0.2M	-51.2%	40K	-47.0%

Source: IRI, Integrated Fresh, Total US, MULO

## Frozen Meat, Chicken and Seafood Alternatives

Frozen meat, poultry and seafood alternatives sales reached \$76 million in May 2022. This is about \$34 million more than refrigerated alternatives in addition to being an increase of 10.1% versus a year ago. However, frozen alternatives' sales were a fraction of the \$1.7 billion in combined frozen meat, poultry and seafood sales in May 2022. Dollar sales for frozen plant-based meat alternatives were boosted by inflation, while units and volume were down year on year. The sales patterns in frozen meat and frozen meat alternatives were very similar.

May 2022	Frozen meat, poultry and seafood	Frozen meat, poultry and seafood alternatives
Dollar sales	\$1.7B	\$76.1M
Dollar sales growth vs. YA	+6.0%	+10.1%
Dollar sales growth vs. 2YA	-9.3%	+0.6%
Unit sales	181M	14.1M
Unit sales growth vs. YA	-10.2%	-4.8%
Unit sales growth vs. 2YA	-23.2%	-14.4%
Volume sales	308M	10.3M
Volume sales growth vs. YA	-10.1%	-0.8%
Volume sales growth vs. 2YA	-26.4%	-10.1%

Source: IRI, Integrated Fresh, Total US, MULO



**IRi**  
Growth delivered.



**Date ranges:**

2019: 52 weeks ending 12/28/2019  
2020: 52 weeks ending 12/27/2020  
Q1 2021: 13 weeks ending 3/28/2021  
Q2 2021: 13 weeks ending 6/27/2021  
Q3 2021: 13 weeks ending 9/26/2021  
Q4 2021: 13 weeks ending 12/26/2021  
Q1 2022: 13 weeks ending 3/27/2022  
January 2022: 5 weeks ending 1/30/2022  
February 2022: 4 weeks ending 2/27/2022  
March 2022: 4 weeks ending 3/27/2022  
April: 4 weeks ending 4/24/2022  
May: 5 weeks ending 5/29/2022