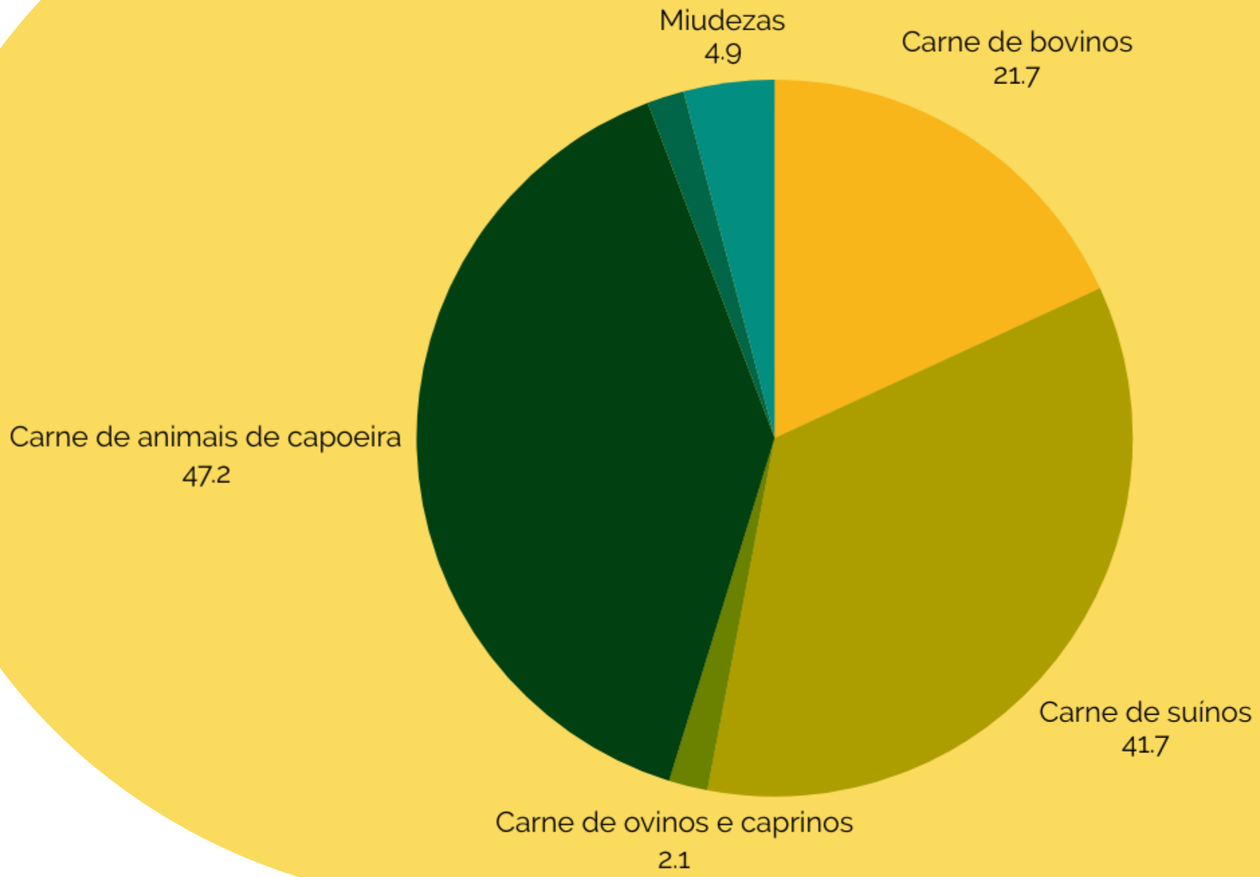

O FUTURO DA CARNE:
QUE CONSUMIDOR QUEREMOS?
Mauro Soares
MC SONAE

O consumo de carne em Portugal



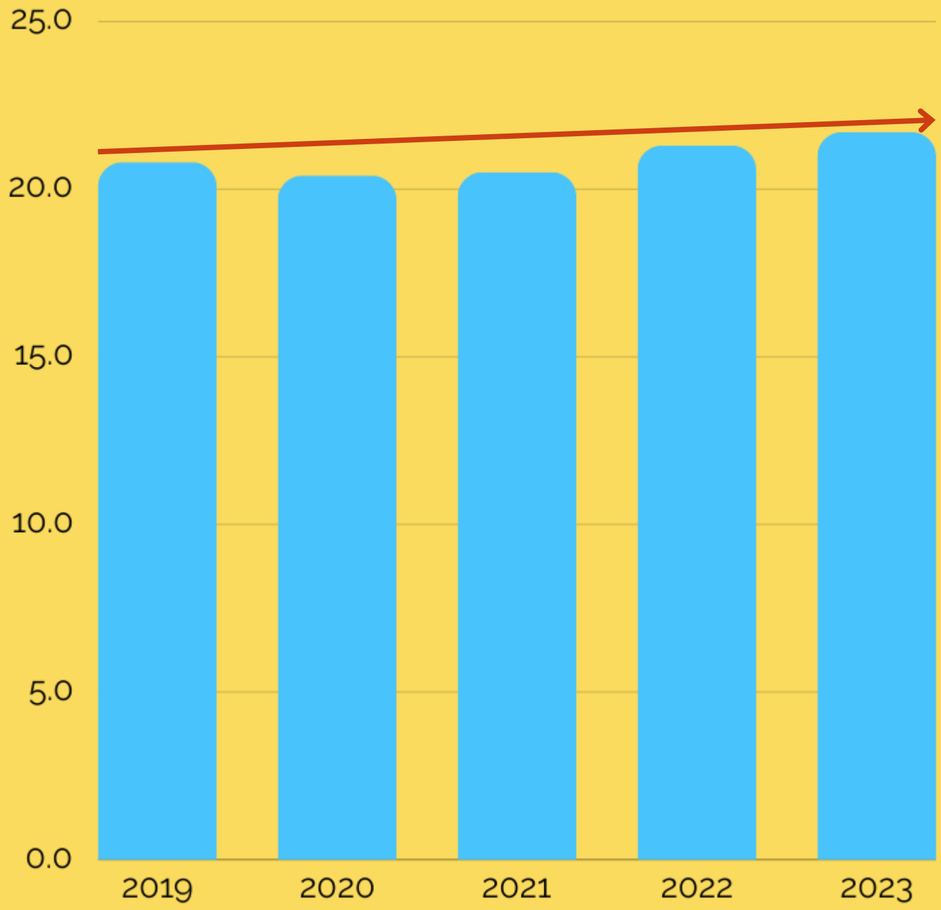
Consumo de carne per capita em 2023 (Kgs/hab.)



Fonte: Dados INE 2023

EVOLUÇÃO DO CONSUMO DE CARNE DE BOVINO EM PORTUGAL

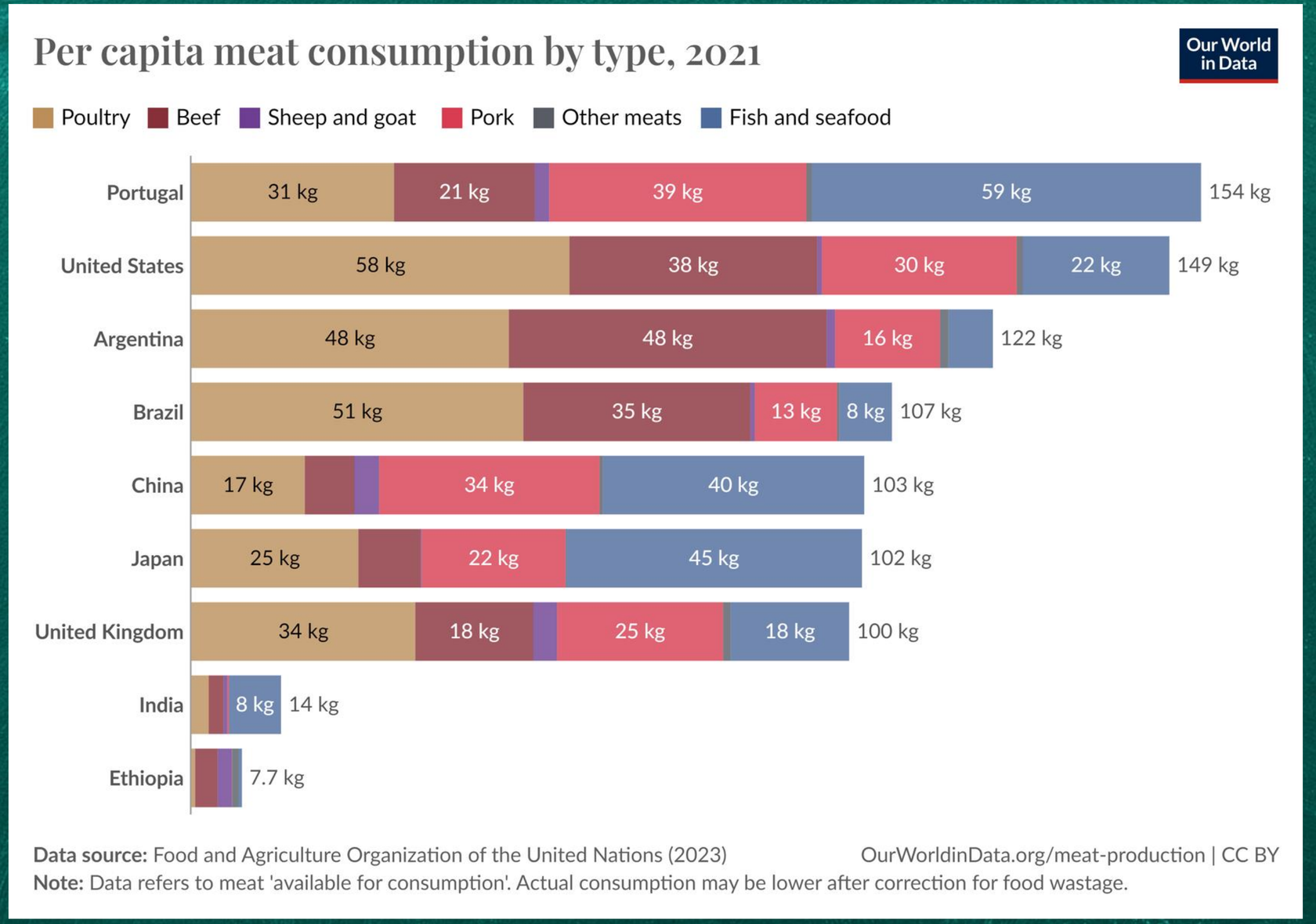
Consumo de carne de bovino per capita
2019 - 2023 (Kgs/hab.)



Fonte: Dados INE 2019 - 2023

Portugal teve uma queda no consumo per capita durante o periodo do Covid mas recuperou e encontra-se em níveis máximos dos últimos 5 anos

CONSUMO DE PORTUGAL VS OUTROS PAÍSES

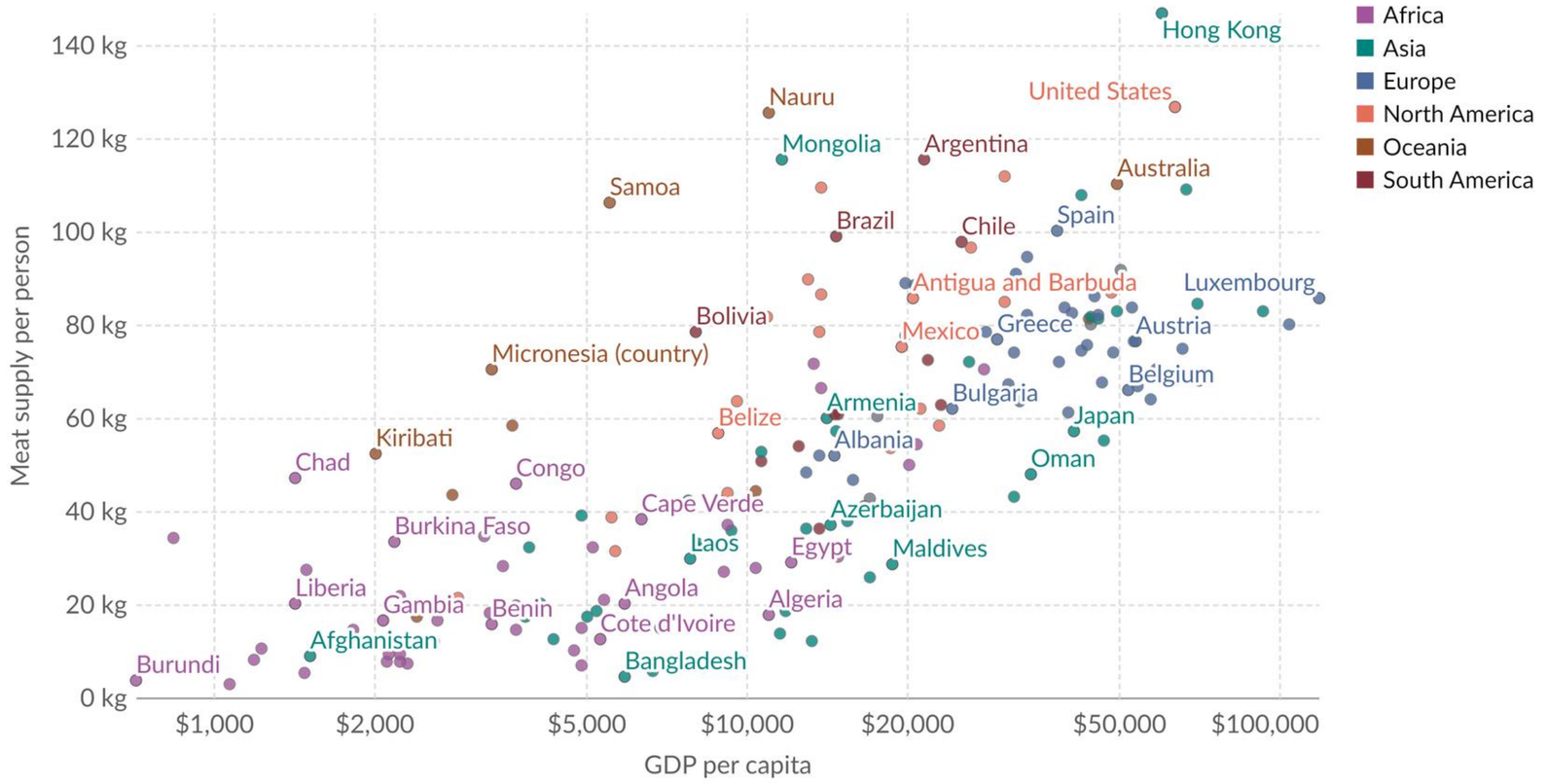


CONSUMO DE CARNE VS PIB

Meat supply vs. GDP per capita, 2021

Our World in Data

Average meat supply per capita, measured in kilograms per year versus gross domestic product (GDP) per capita measured in constant international-$. International-$ corrects for price differences across countries. Figures do not include fish or seafood.



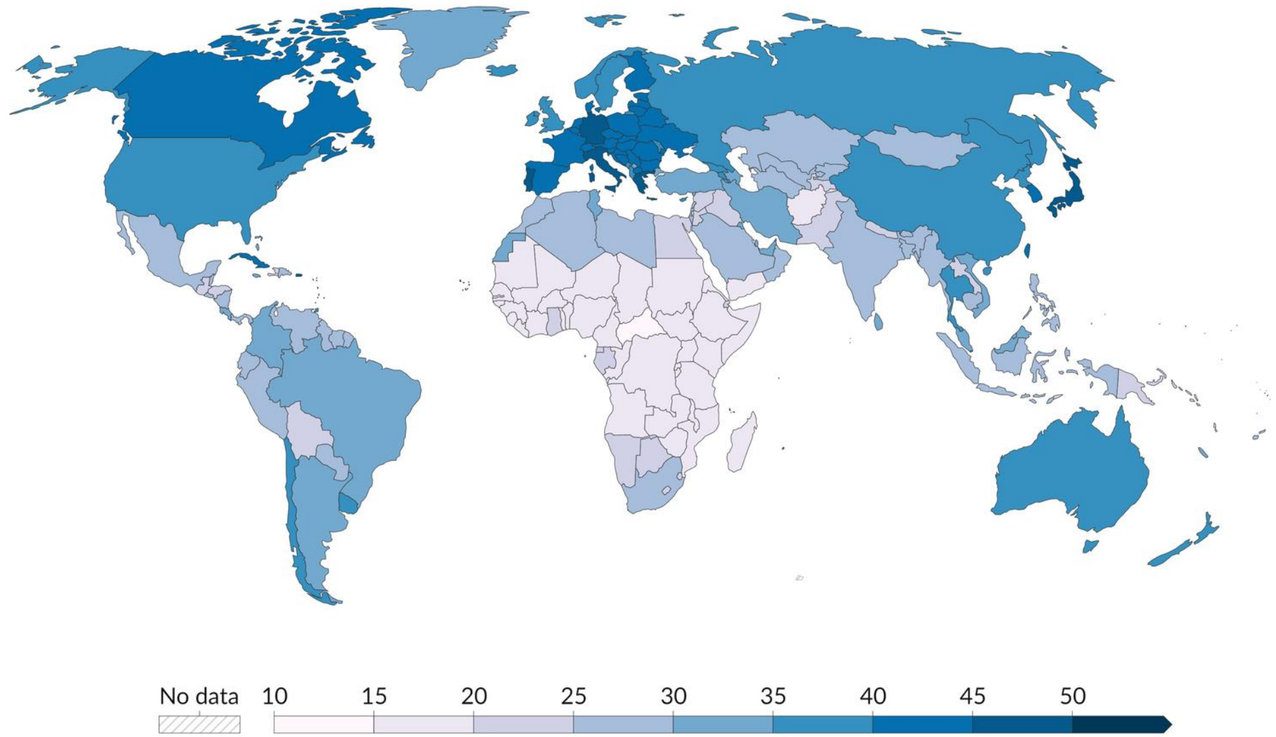
Data source: Food and Agriculture Organization of the United Nations (2023); World Bank (2023)
OurWorldinData.org/meat-production | CC BY

IDADE MÉDIA DA POPULAÇÃO MUNDIAL

Median age, 2023

Our World in Data

The median age splits the population into two equal groups, with as many people older than it as people younger than it. Future projections are based on the UN medium scenario[1].



Data source: UN, World Population Prospects (2024)

OurWorldinData.org/age-structure | CC BY

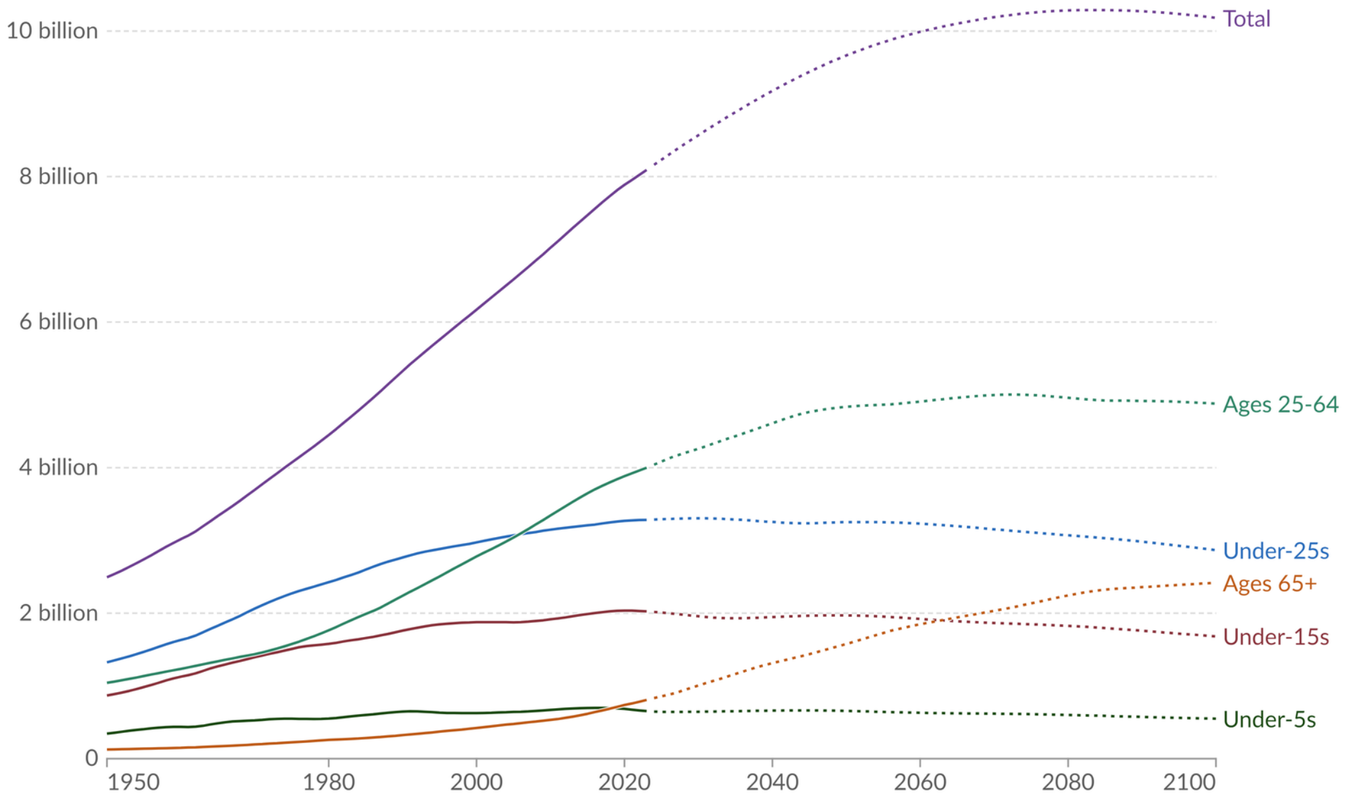
1. UN projection scenarios: The UN's World Population Prospects provides a range of projected scenarios of population change. These rely on different assumptions in fertility, mortality and/or migration patterns to explore different demographic futures. Read more: Definition of Projection Scenarios (UN)

A POPULAÇÃO MUNDIAL EM 2100

Population by age group, World

Historic estimates from 1950 to 2023, and projected to 2100 based on the UN medium scenario[1].

Our World in Data



Data source: UN, World Population Prospects (2024)

OurWorldinData.org/population-growth | CC BY

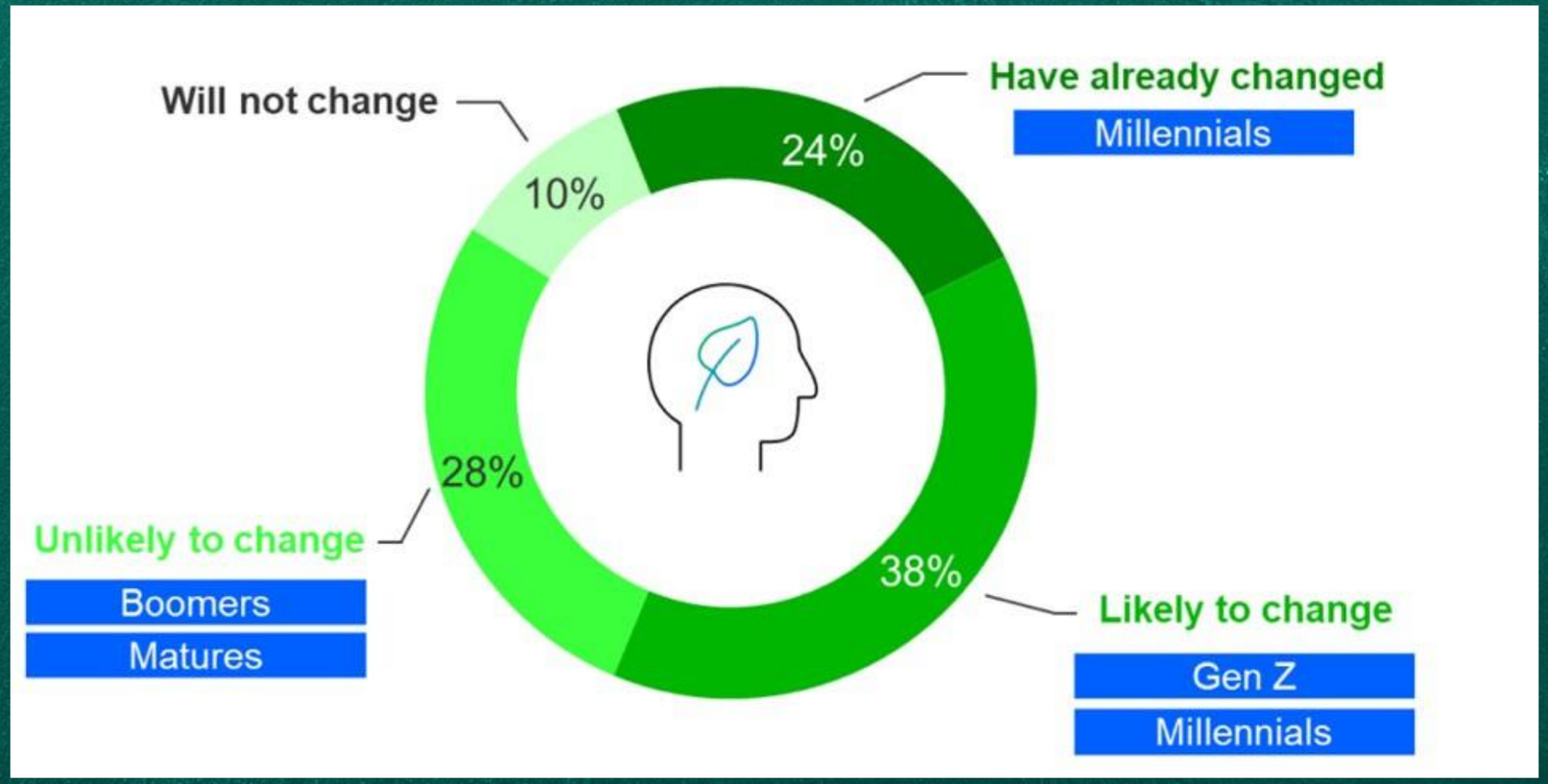
1. UN projection scenarios: The UN's World Population Prospects provides a range of projected scenarios of population change. These rely on different assumptions in fertility, mortality and/or migration patterns to explore different demographic futures. Read more: Definition of Projection Scenarios (UN)

QUAL É A TUA GERAÇÃO?

Generation Baby Boomer	Generation X	Generation Y	Generation Z
			
1946-1964	1965-1980	1980-1996	1997-2015
they care about health, wealth, quality	they are anti, busy and cynical	they've grown up with technology	they are born digital

Fonte: https://medium.datadriveninvestor.com/who-are-boomers-gen-x-gen-y-and-gen-z-d1784f02d25d

ALTERAÇÃO NO COMPORTAMENTO DE COMPRA DEVIDO A QUESTÕES AMBIENTAIS



Fonte: Kantar, ShopperScape Sightlines Deep Dive, Q1 – Q# 2023/

COMO É QUE AS DIFERENTES GERAÇÕES GASTAM DINHEIRO NA COMIDA?

Geração Z (1997 - 2015)

Total carne - 467$ (18.6%)
Carne Bovino - 187$ (7.4%)

Millennials (1980 - 1996)

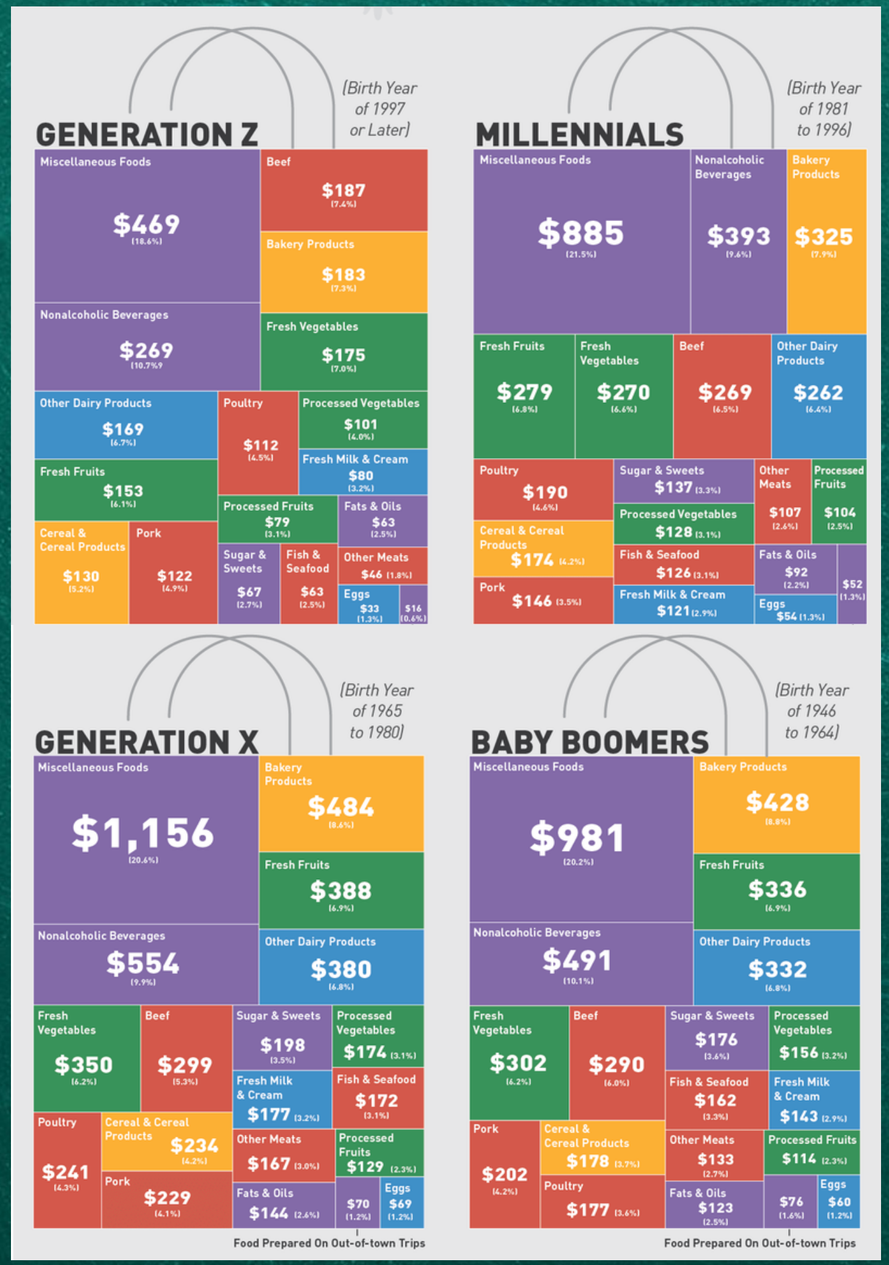
Total carne - 712$ (17.2%)
Carne Bovino - 269$ (6.5%)

Geração X (1965 - 1980)

Total carne - 936$ (16.7%)
Carne Bovino - 299$ (5.3%)

Baby Boomers (1946 - 1964)

Total carne - 802$ (16.5%)
Carne Bovino - 290$ (6.0%)



Fonte: https://www.howtocook.recipes/how-do-different-generations-spend-their-money-on-food/


QUE GERAÇÃO
DEVEMOS ESCOLHER?



GERAÇÕES DIFERENTES..

PROCURAM EXPERIÊNCIAS DIFERENTES..



TENDÊNCIAS DIGITAIS

IDENTIDADE

INOVAÇÃO

CAUSAS SOCIAIS



SUSTENTABILIDADE

FOODIES

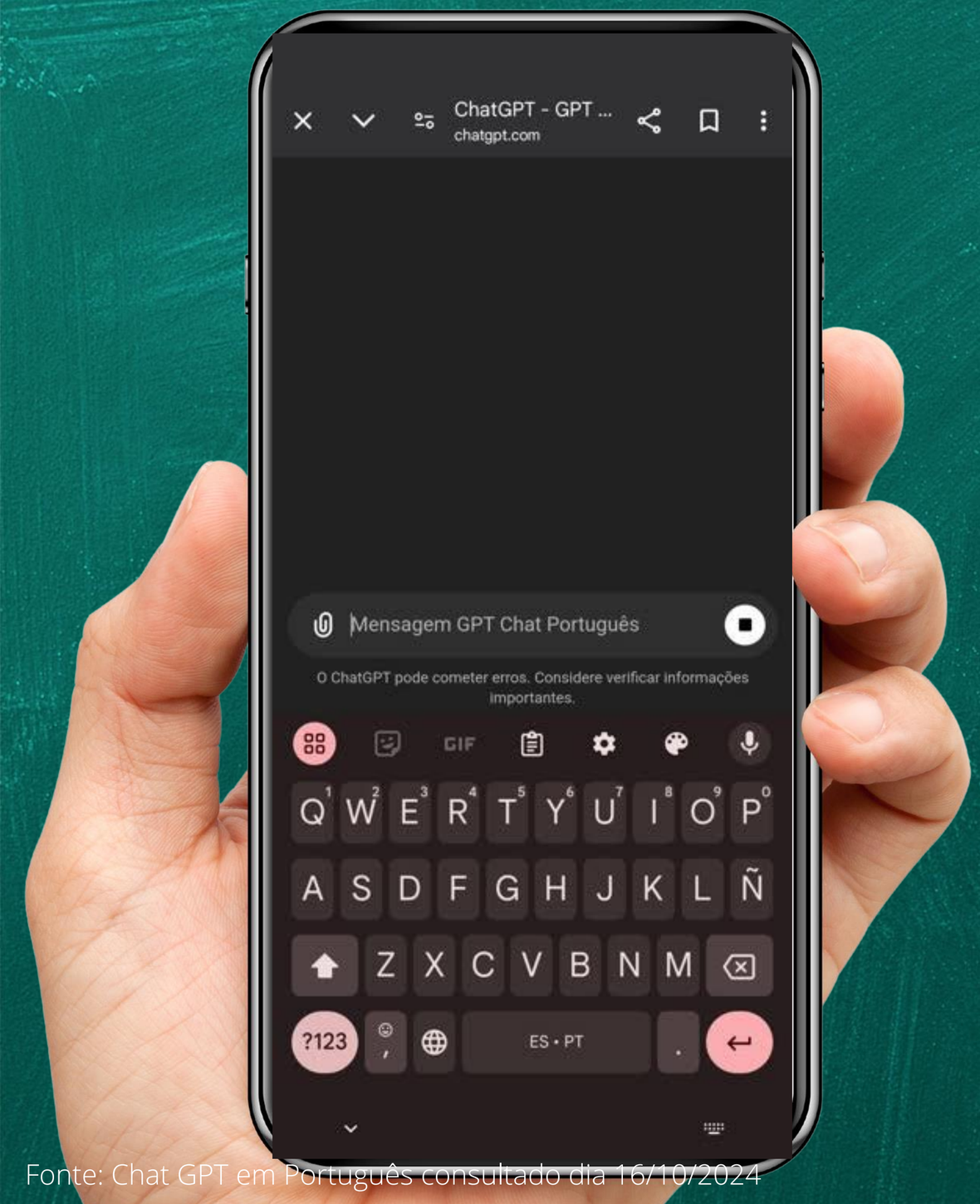
FLEXITARIANOS

CONVENIÊNCIA

Fonte: https://in-sight.symrise.com/article/feeding-gen-z-during-quarantine-and-beyond | https://midanmarketing.com/blog/gen-z-consumers-shaping-the-future-of-meat/

QUAL É O FUTURO DO MERCADO DA CARNE?





SEGUNDO O CHATGPT:

"O futuro do mercado da carne está em transição, com um equilíbrio entre produção tradicional e a inovação. A procura por produtos mais sustentáveis e saudáveis está a impulsionar a mudança, ao mesmo tempo que novas tecnologias oferecem oportunidades para reduzir o impacto ambiental.
Apesar das incertezas económicas e dos desafios climáticos, o setor está a daptar-se para se manter relevante e atender às nova exigências dos consumidores."

Fonte: Chat GPT em Português consultado dia 16/10/2024

CONTACTOS:

SONAE MC

O PONTO CERTO DA CARNE

OBRIGADO!

