

PORK

The country of origin and proportion of shelf facings are listed. Includes branded and own brand fresh pork, bacon, sausages and ham.

Data source: industry PorkWatch surveys conducted in-store by independent analysts. Data correct as of July 2020.

For full details please visit: www.countrysideonline.co.uk/backbritishfarming

 Other EU countries

 United Kingdom



7.7%
MARKET SHARE

PORK
100%


BACON
51%

49%




HAM
43%

57%


SAUSAGE
100%




14.1%
MARKET SHARE

PORK
63%

37%


BACON
70%

30%


HAM
54%

46%


SAUSAGE
20%



80%






7%
MARKET SHARE

PORK
100%


BACON
100%



HAM
1%

99%


SAUSAGE
14%

86%




5.9%
MARKET SHARE


PORK
100%


BACON
63%

37%


HAM
68%

32%


SAUSAGE
4%


96%




>2.0%
MARKET SHARE

PORK
100%


BACON
100%


HAM
5%

95%


SAUSAGE
100%




10%
MARKET SHARE



PORK
100%


BACON
50%

40%


HAM
40%

60%


SAUSAGE
22%

78%




15%
MARKET SHARE



PORK
100%


BACON
59%

41%


HAM
6%

94%


SAUSAGE
13%

87%




26.9%
MARKET SHARE

PORK
36%

64%


BACON
61%

39%


HAM
31%

69%


SAUSAGE
15%

85%




5.0%
MARKET SHARE

PORK
100%


BACON
100%


HAM
7%

93%


SAUSAGE
100%
