BEEF & LAMB

The country of origin and proportions are listed (? = proportions not disclosed). Certain retailers have a defined season for British Lamb, this is listed where known. Only refers to own brand fresh products, excludes ready meals and processed products. All data as of July 2020.

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







United Kingdom



7.7% MARKET SHARE

STANDARD

BEEF 100%

LAMB





BEEF LAMB 14.1%

STANDARD Butcher's Selection

BEEF LAMB



PREMIUM Extra Special

BEEF LAMB 100%



MARKET SHARE

MARKET SHARE

VALUE Simply Value

VALUE

SmartPrice

BEEF LAMB 100% 100%

STANDARD Loved by Us

BEEF LAMB 100% 100%



PREMIUM Truly Irresistable

BEEF **LAMB** 100% 100%





5.9% **MARKET SHARE** **STANDARD**

BEEF 100%

LAMB



M&S EST. 1884

>2.0% **MARKET SHARE** Simply M&S

VALUE

BEEF LAMB 100% 100%

Marks and Spencer

BEEF 100% 100%

Morrisons

10% MARKET SHARE Savers

LAMB BEEF 100% 100%

STANDARD Our Family Butcher

BEEF LAMB 100% 100%

PREMIUM The Best

BEEF **LAMB**

100%

Sainsbury's

MARKET SHARE

VALUE Basics

BEEF LAMB

STANDARD Sainsbury's

BEEF LAMB



PREMIUM Taste the Difference

BEEF LAMB

100% 100%

26.9% **MARKET SHARE** **VALUE**

BEEF **LAMB** **STANDARD** Tesco

BEEF

LAMB

PREMIUM Tesco Finest

BEEF **LAMB**

100%

Waitrose

MARKET SHARE

VALUE

Waitrose Essentials

BEEF 100% LAMB

Waitrose

BEEF



*BRITISH LAMB SEASON