Refrigerated Non-Sliced Lunchmeat, Top 20 Brands

	Dollar Sales	% Chg YAgo	Dollar Share	Unit Sales	% Chg YAgo	Avg Price Per Unit	Chg vs. YAgo
FARMLAND	$26,790,260	7.05	11.35	3,990,458	1.72	$6.71	$0.33
FIORUCCI	$19,578,254	45.88	8.30	3,090,620	72.04	$6.33	$(1.14)
JOHN MORRELL	$14,371,458	1.02	6.09	4,994,995	2.18	$2.88	$(0.03)
PRIVATE LABEL	$10,419,257	(0.36)	4.42	3,453,059	1.77	$3.02	$(0.06)
HEBREW NATIONAL	$8,875,872	(3.80)	3.76	1,256,378	(5.62)	$7.06	$0.13
OSCAR MAYER	$8,484,668	(11.47)	3.60	2,447,412	(15.12)	$3.47	$0.14
BOARS HEAD	$7,220,950	1.37	3.06	1,055,559	0.38	$6.84	$0.07
CLOVERDALE MEATS	$6,383,758	11.00	2.71	881,980	7.50	$7.24	$0.23
JENNIE O TURKEY STORE	$5,738,561	(12.64)	2.43	891,826	(13.85)	$6.43	$0.09
HORMEL	$5,315,515	(7.03)	2.25	499,286	(28.10)	$10.65	$2.41
NEESES	$4,659,412	(1.20)	1.97	1,855,830	(2.30)	$2.51	$0.03
INDUVECA	$4,549,389	7.43	1.93	547,710	8.95	$8.31	$(0.12)
CORN KING	$4,545,339	(39.02)	1.93	551,893	(46.11)	$8.24	$0.96
KRETSCHMAR	$4,519,357	(0.73)	1.92	1,570,645	(2.67)	$2.88	$0.06
KAHNS	$4,450,818	(5.40)	1.89	1,357,216	(7.22)	$3.28	$0.06
HIGUERAL	$4,289,070	(12.74)	1.82	512,094	(12.06)	$8.38	$(0.07)
BAR S	$3,911,492	1.95	1.66	600,066	2.03	$6.52	$(0.01)
ARMOUR	$3,530,104	2.48	1.50	829,037	(0.54)	$4.26	$0.13
HATFIELD	$3,146,151	10.21	1.33	476,399	8.18	$6.60	$0.12
JONES	$3,077,578	7.22	1.30	1,221,902	6.68	$2.52	$0.01
TOTAL	**$235,994,416**	**1.84**	**100.00**	**52,189,720**	**(0.10)**	**$4.52**	**$0.09**

Source: IRI, a Chicago-based market research firm (@iriworldwide)
Latest 52 weeks ending July 13, 2014. , Total U.S. Multi-Outlet (Supermarkets, Drugstores, Mass Market Retailers, Military Commissaries and Select Club & Dollar Retail Chains)
Editor's note: Rankings of top brands are NOT totaled brand listings (e.g. all UPCs or brand extensions rolled up into a single figure, such as Total Crest Toothpaste), but are rather individual brand listings.

Black Forest Ham — they are packaged in a pouch and then placed in an air-tight plastic container to keep the meat fresher. The end result, Kosaraju says, is a product that contains the longer shelf life of sliced deli meats while featuring the cleaner, simpler label that shoppers want.

"That is the definition of health that we are seeing more and more in our engagement with consumers, and that is the area we have focused on," he says.

Taste still matters

Although consumers may be changing their priorities in their food-shopping habits, their desire for great-tasting food hasn't gone away. In fact, shoppers are looking for ways to elevate their sandwich experiences with new flavors and bolder tastes.

Lieszkovszky says that, once again, the desire for increased flavor favors the deli counter.

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