

BEEF PERFORMANCE AT RETAIL

A higher price per pound has helped keep beef dollar sales increasing despite a decline in beef volume sales over the past few quarters.

Retail Fresh Meat Sales, 2022 - 2023

+0.8%





\$ sales growth

-2.0%

Lbs. sales decline

Beef Sales at Retail

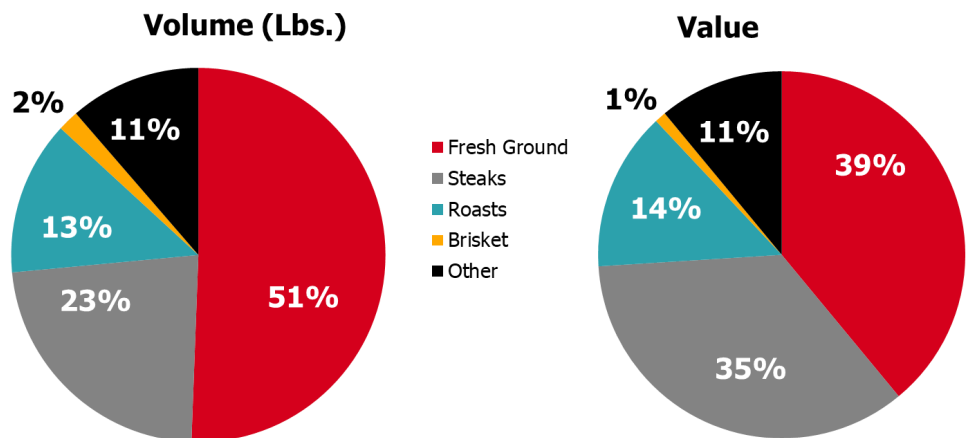
Fresh Meat \$61.4 Billion in 2023

	\$ '23 v. '22	Lbs. '23 v. '22
	+2.1% \$33.2B v. \$32.5B	-3.3% 5.3B v. 5.5B lbs.
	+1.6% \$16.2B v. \$16.0B	+1.3% 5.34B v. 5.27B lbs.
	-4.3% \$7.7B v. \$8.0B	-4.7% 2.3B v. 2.4B lbs.
	-29.6% \$125M v. \$178M	-28.3% 13.8M v. 19.3M lbs.

Source: NielsenIQ, Discover, 2021 - 2023. January – December Fresh Beef Sales by Volume and Value, Data Ending 12/30/2023

Fresh ground beef made up a majority of beef pound sales and occupies the largest share of beef dollar sales in 2023.

Retail Market Share by Primal



Note: The "Other" category is comprised of offals, other beef, ribs, and value-added products.
Source: NielsenIQ, Discover, Year to Date Retail Protein Sales 52 weeks ending 12/30/2023