

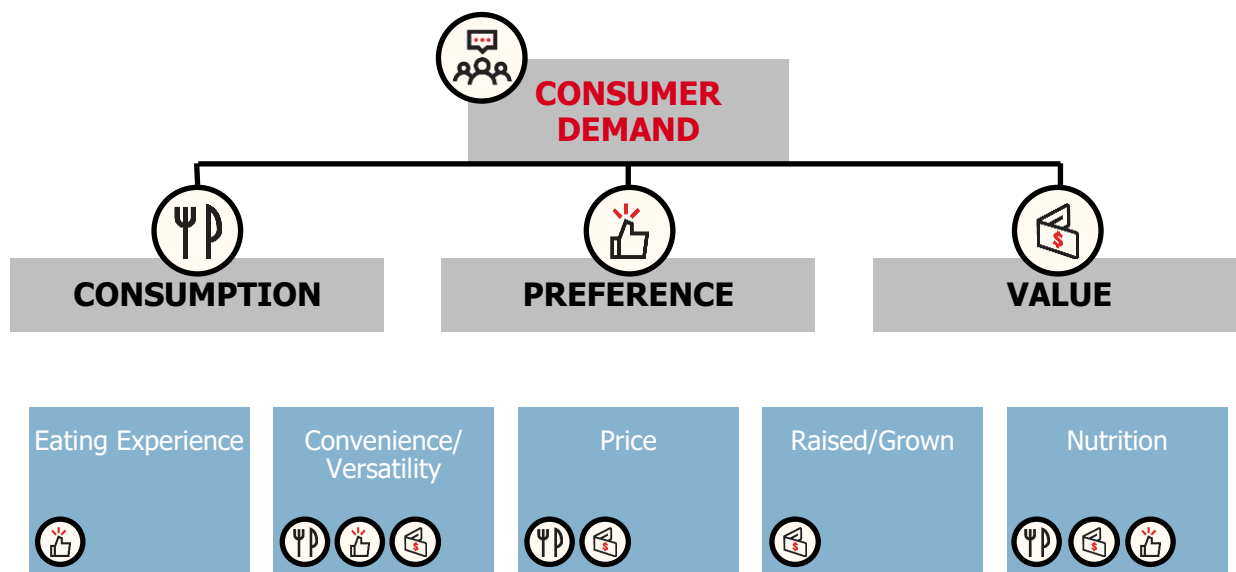
Beef Industry Review and Consumer Insights: February 2025 Edition

Despite high retail beef prices and ongoing economic uncertainty, consumer demand for beef remains strong. In 2024, meat department sales hit new records, with fresh beef retail sales surpassing \$40 billion and accounting for over 55% of all fresh meat sales. As we move into 2025, projections of tighter beef supplies and slightly higher prices, coupled with concerns about the future path of inflation, will continue to challenge consumers' ability and willingness to pay for the superior beef eating experience they have come to value and appreciate.

While beef demand remains robust, consumers are cutting back on discretionary spending, dining out less, and enjoying more meals at home. They are also adjusting their budget priorities and finding ways to maximize their beef purchases. This includes seeking deals and using coupons more frequently, stocking up and freezing items, opting for store or private label brands, shopping at different stores like mass merchandisers, and creatively using leftovers. These strategies align with the value and versatility demand driver and the focus on recipe development at www.beefitswhatsfordinner.com.

Looking ahead, emphasizing beef's competitive advantages — such as being a top source of protein, superior in taste, nutritious, ideal for social gatherings and special occasions, and offering convenience and versatility — will remain crucial.

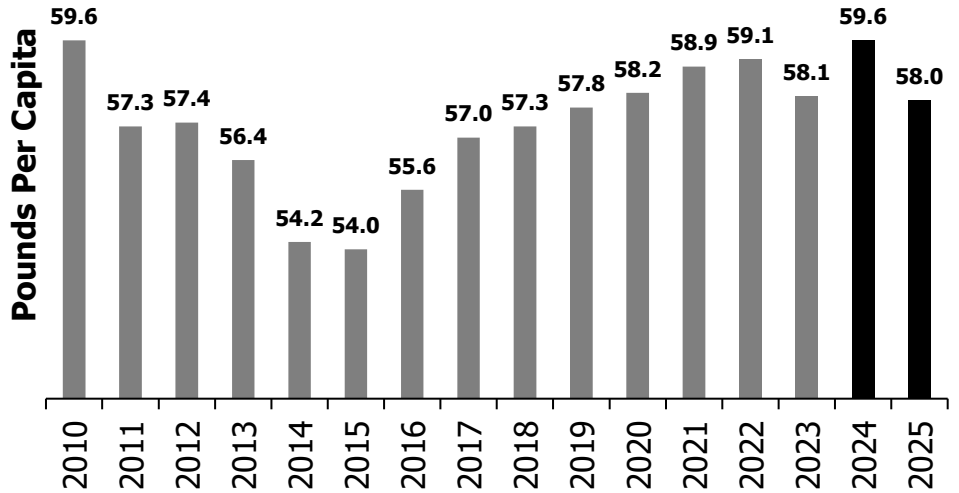
Consumer Demand Drivers are based on self-reported consumer data collected through the Consumer Beef Tracker. These insights help determine what components are driving consumption, the preference of one protein over another, and the value of a protein.



Source: Demand Drivers Report January 1, 2023 – December 31, 2023; N=6000. Independent analysis of self-reported consumer data, commissioned by the National Cattlemen’s Beef Association, a contractor to the Beef Checkoff.

Trends in Beef Availability & Consumer Expenditure

Per Capita Net Beef Availability

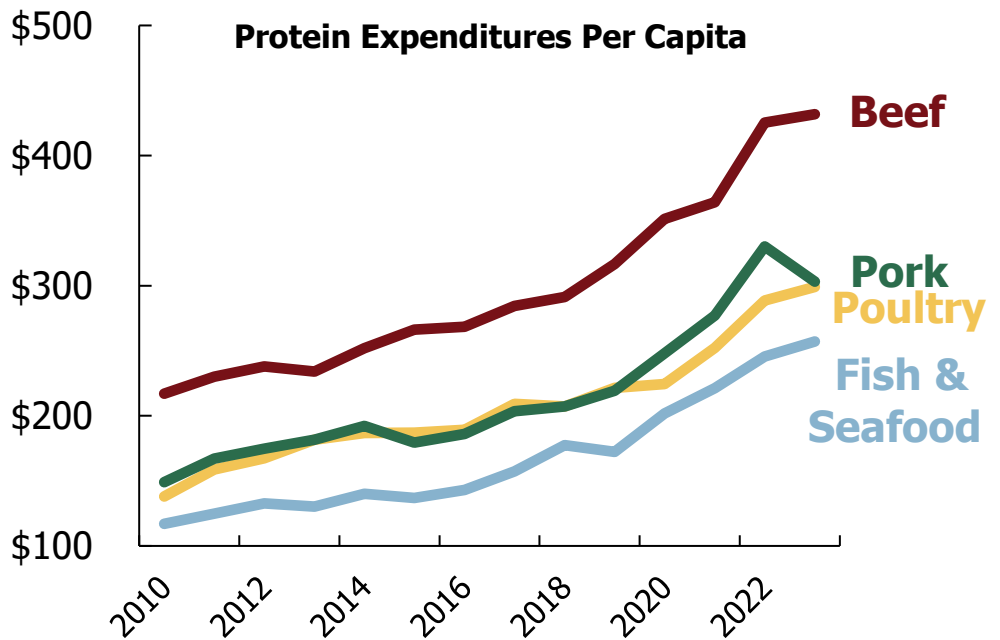


Domestic per capita net beef **availability** (supply) **remained strong** through 2024, in part due to an increase in the amount of beef imported into the U.S. While harvest levels were smaller, the increase in average carcass weights also kept production levels close to 2023 totals. Projections for 2025 suggest supply/availability may decrease with lower harvest levels expected and only a slight increase of imports.

USDA projection shown in black.

Source: USDA, Office of the Chief Economist, "World Agricultural Supply and Demand Estimates Report: December 2024" and Supporting Materials. Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

Protein Expenditures Per Capita



Aside from 2012 to 2013, real **beef expenditures** per capita on beef have **grown** since 2010, up nearly 100%.

Shown in 2010 Dollars

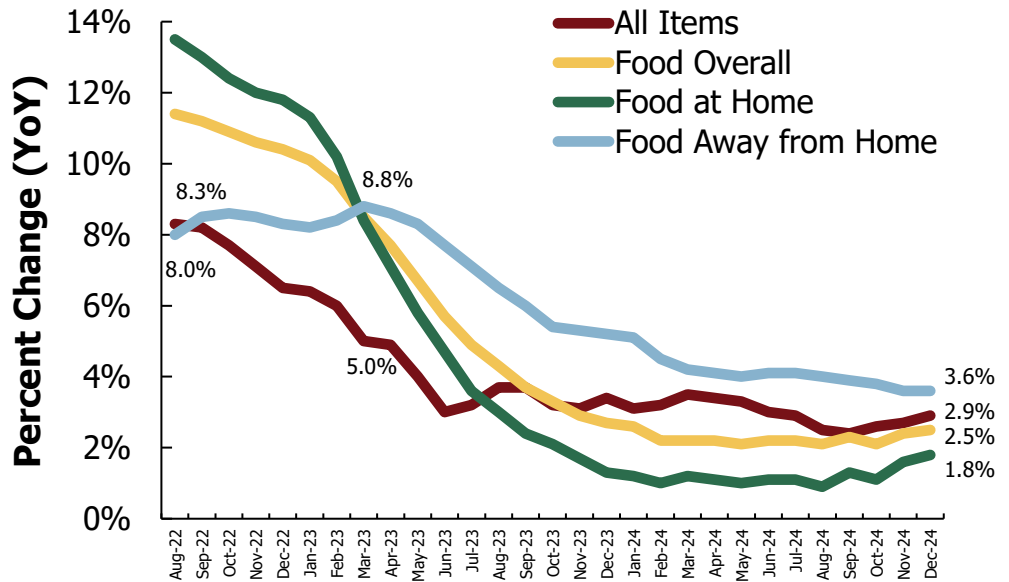
Source: U.S. Bureau of Labor Statistics. September 2024.

Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

U.S. Inflation & Fresh Meat Retail Insights





Food at home inflation has settled between 1 – 2% since January of 2024 after surpassing 12% for several months in 2022.

U.S. Food Inflation Rates vs. Year Ago



Source: U.S. Bureau of Labor Statistics, Consumer Price Index, Not Seasonally Adjusted, December 2024 Release.
 Analysis: National Cattlemen’s Beef Association, a contractor to the Beef Checkoff.

Beef demand is holding strong as the total value of fresh beef sales at retail is up 9.7%, while total pounds of beef sold is showing gains of 4.5%.

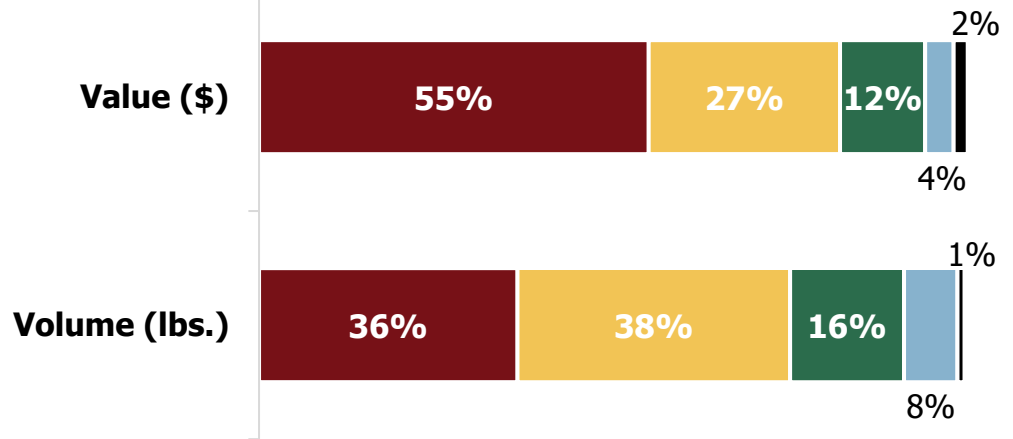
Retail Fresh Meat Sales, 2024	\$ YTD v. YAGO	Lbs. YTD v. YAGO
+6.7% \$ sales growth	 +9.7% \$40.1B v. \$36.6B	+4.5% 6.0B v. 5.7B lbs.
+3.2% \$ sales growth	 +3.9% \$19.5B v. \$18.7B	+2.9% 6.3B v. 6.1B lbs.
	 +3.4% \$8.4B v. \$8.2B	+1.0% 2.65B v. 2.6B lbs.
	 -14.4% \$312M v. \$365M	-17.2% 38M v. 46M lbs.

Source: Circana, Fresh Beef Sales by Volume and Value, Data Ending 12/29/2024.
 Analysis: National Cattlemen’s Beef Association, a contractor to the Beef Checkoff.

Retail Market Insights

Fresh Meat Retail Market Shares by Protein

■ Beef ■ Chicken ■ Pork ■ Turkey ■ Other

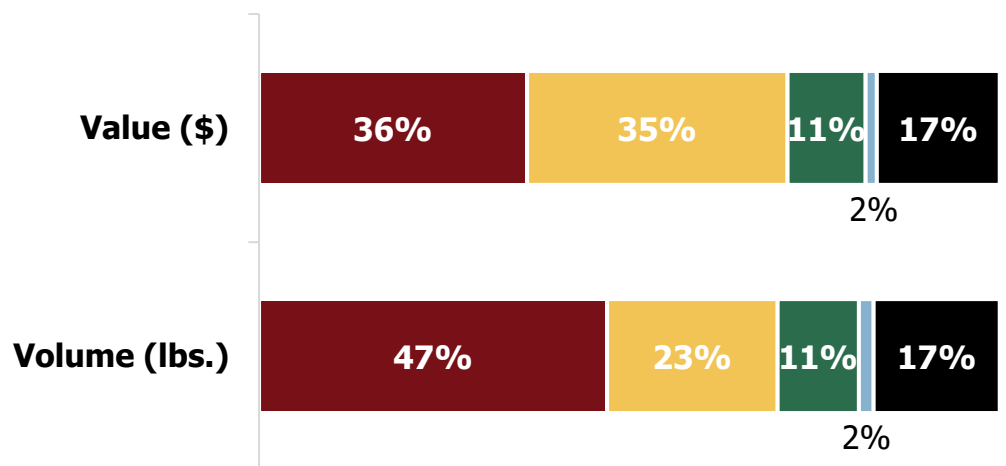


Beef occupies a **majority** of the **retail fresh meat sales** in terms of dollars and has one of the largest shares in terms of volume sales.

Note: Other is comprised of proteins that alone occupy less than 1% of the market. These include Bison, Fowl, Lamb, Meat Alternatives, Mixed, Veal, and Remaining Protein.
 Source: Circana, YTD Retail Protein Sales ending 12/29/2024.
 Analysis: National Cattlemen’s Beef Association, a contractor to the Beef Checkoff.

Retail Beef Market Shares by Form

■ Fresh Ground ■ Steaks ■ Roasts ■ Brisket ■ Other

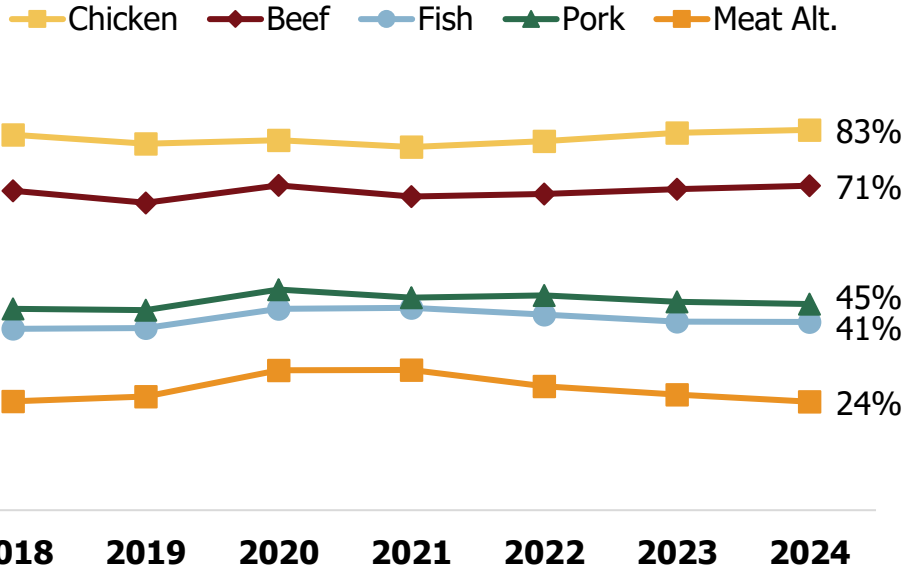


Fresh **ground beef** makes up **half** of beef sales in **volume** at the retail meat case and **36%** of **dollar sales**. Steaks also account for over one-third of dollar sales.

Note: The “Other” category is comprised of offals, other beef, ribs, and value-added products.
 Source: Circana, YTD Retail Protein Sales ending 12/29/2024.
 Analysis: National Cattlemen’s Beef Association, a contractor to the Beef Checkoff.

Consumer Protein Preferences

Weekly+ Protein Consumption



Historically, chicken is the protein the greatest number of U.S. consumers eat weekly. Nearly $\frac{3}{4}$ eat beef at least weekly.

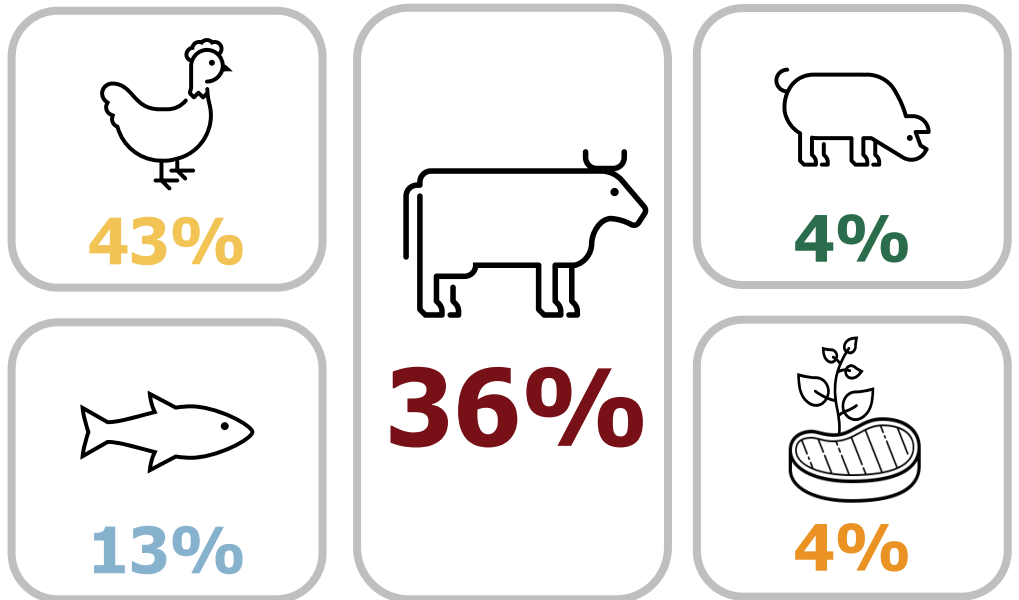
Weekly consumption of meat alternatives has trended down from 31% in 2021 to 24% in 2024.

Source: Consumer Beef Tracker 2018-2024.

Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

Top Protein of Choice

Over $\frac{1}{3}$ of consumers say beef is their top protein of choice.



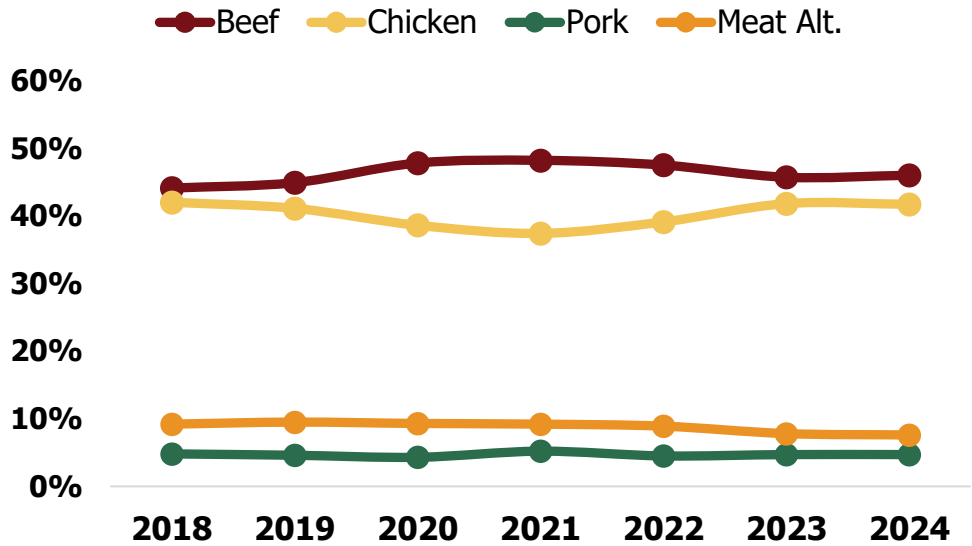
Source: Consumer Beef Tracker, 2024.

Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

Beef Demand Driver: Convenience & Versatility

Beef historically outranks other proteins when consumers consider **versatility**.

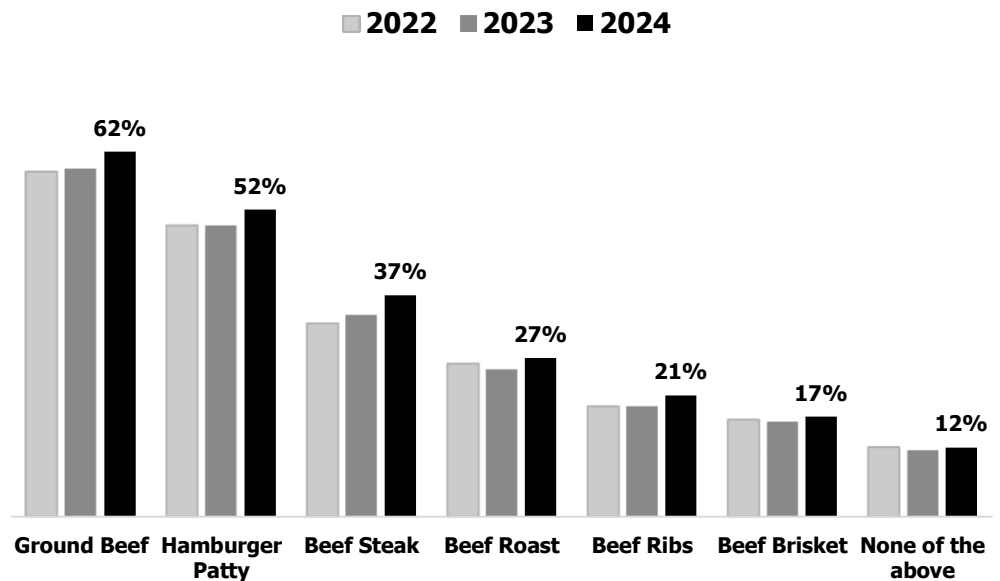
Consumer Perception: Good for Many Types of Meals



Source: Consumer Beef Tracker, 2018 – 2024. (% Ranked First).
Analysis: National Cattlemen’s Beef Association, a contractor to the Beef Checkoff.

Beef Eaten at Home in the Past Week

Beef is a versatile protein which consumers enjoy at home in a variety of ways. A **majority** of respondents indicate they have eaten **ground beef** as an ingredient or a hamburger patty at home in the **past week**.

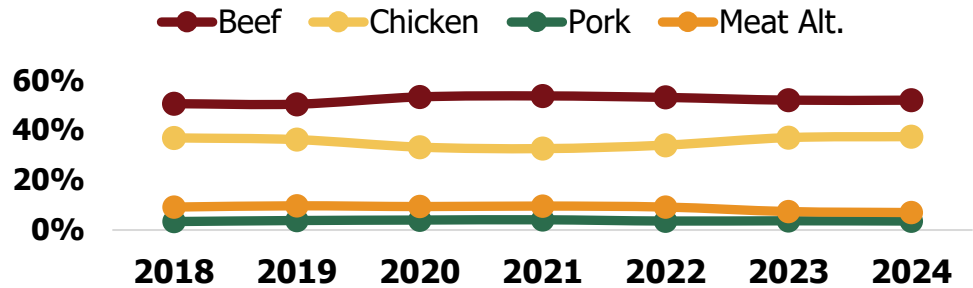


Source: Consumer Beef Tracker, 2020 – 2024.
Analysis: National Cattlemen’s Beef Association, a contractor to the Beef Checkoff.

Beef Demand Driver: Nutrition

Beef is consistently viewed as a **great source of protein** by a margin of at least 15 percentage points over the past 5 years.

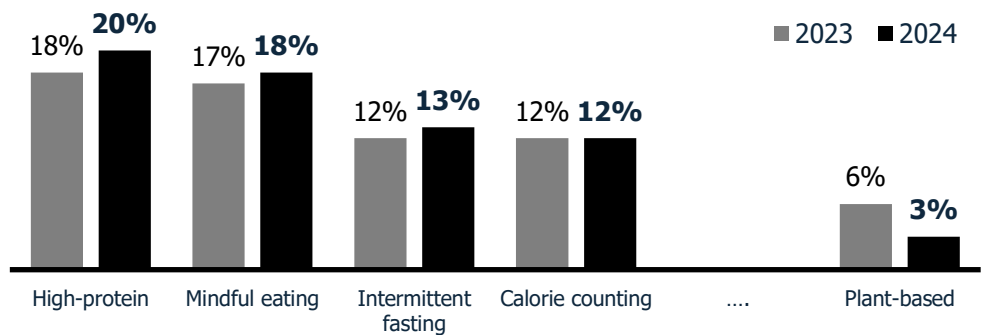
Consumer Perception: Great Source of Protein



Source: Consumer Beef Tracker, 2018 – 2024. (% Ranked First).
Analysis: National Cattlemen’s Beef Association, a contractor to the Beef Checkoff.

In 2023, 52% of Americans reported following some type of diet. Among those following a diet, year-over-year, **high-protein** diets saw an **increase** in popularity in 2024.

Share of diet type followed by Americans



Note(s): United States; March 23 to April 4, 2024; 18-80 years; 1,005 respondents
Source(s): IFIC; Greenwald & Associates; ID 993725.

Protein content is a motivation for those who plan to eat more beef, while perceived negative health and nutritional traits are reasons to eat less.

Reasons to Eat Less Beef 12%

- Price is too expensive
- Other meats are healthier
- Beef has too much fat
- Concern beef will negatively impact long-term health
- Cutting back due to health conditions

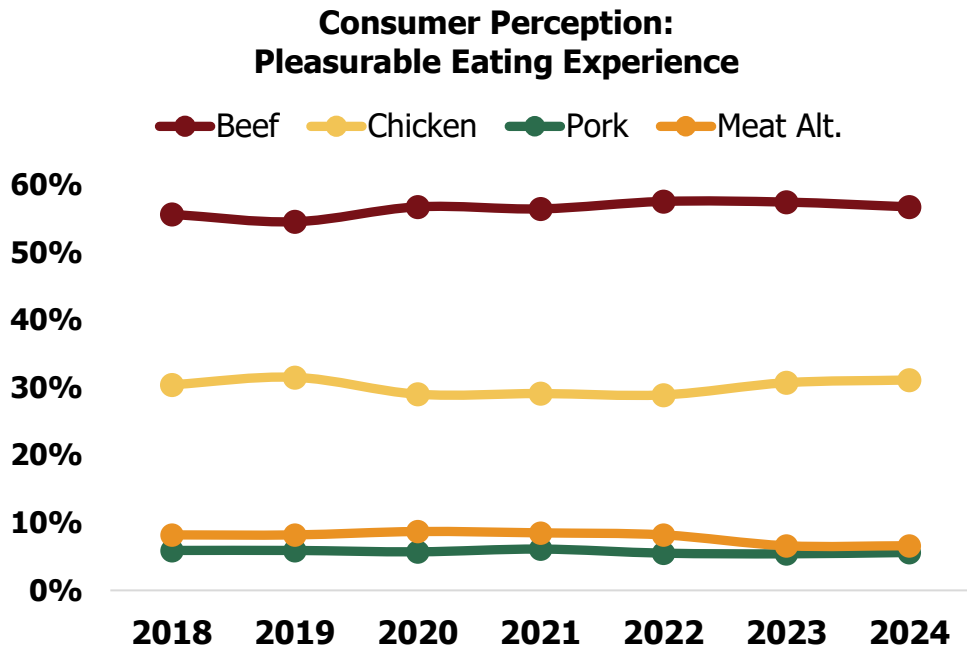
Reasons to Eat More Beef 16%

- Enjoy the taste
- Grilling more
- Beef is quick & easy to prepare
- Adding protein to your diet
- Lean beef fits a healthy diet

Source: Consumer Beef Tracker, 2024.
*6% report they do not eat beef, 66% do not intend to change their beef consumption.
Analysis: National Cattlemen’s Beef Association, a contractor to the Beef Checkoff.

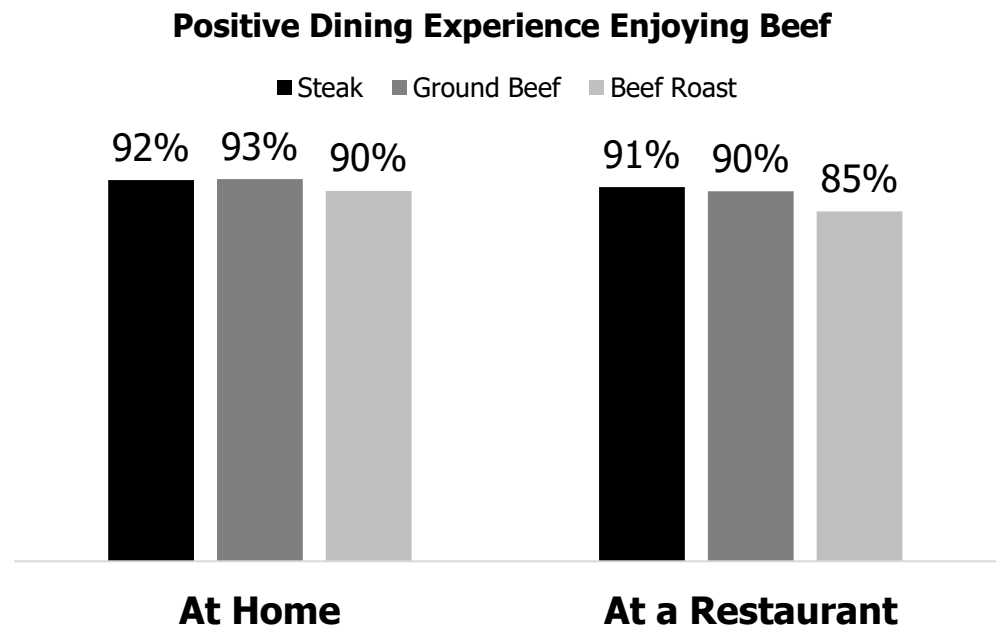
Beef Demand Driver: Eating Experience

Beef far outpaces other proteins when consumers consider which protein provides a **pleasurable eating experience**.



Source: Consumer Beef Tracker, 2018 – 2024. (% Ranked First)
Analysis: National Cattlemen’s Beef Association, a contractor to the Beef Checkoff.

Whether dining out or eating beef at home, consumers consistently report a **positive beef eating experience**.



Source: Consumer Beef Tracker, 2024.
Analysis: National Cattlemen’s Beef Association, a contractor to the Beef Checkoff.

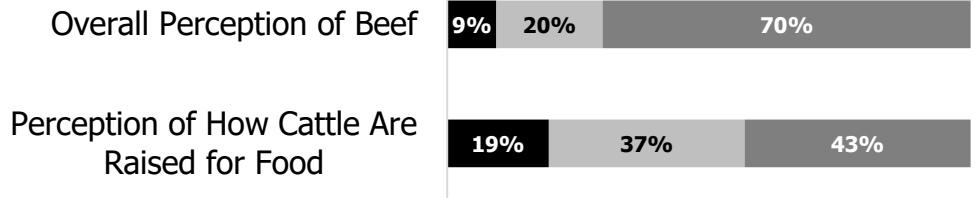
Beef Demand Driver: Raised & Grown

Over **90%** of consumers express a **positive** to neutral **perception** of beef as a protein.

When considering how cattle are raised for food, over **80%** respond **positive** to neutral.

Consumer Perception of Beef

■ Negative ■ Neutral ■ Positive

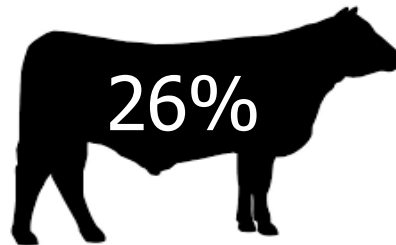


Source: Consumer Beef Tracker, 2024.
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

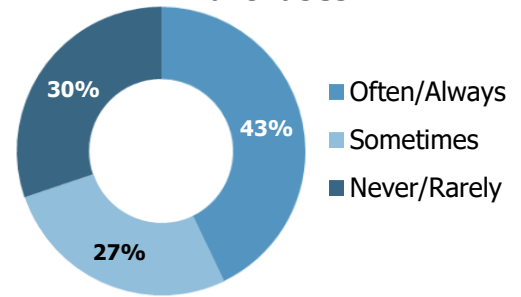
Over 1/4 of consumers feel they know a lot about how cattle are raised for food.

When making purchasing decisions, **70%** consider how an **animal is raised**.

Claim to Know A Lot About How Cattle Are Raised



Consider How Food Was Raised/Grown When Making Purchases

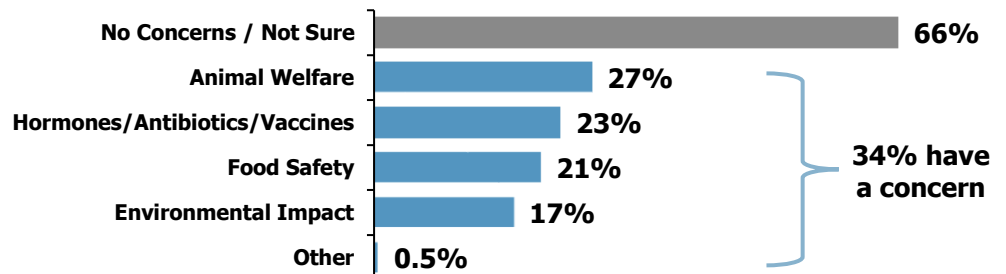


Source: Consumer Beef Tracker, 2024.
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

2/3 of consumers indicate they have **no concerns** about how cattle are raised for food.

Of the 34% who do have a concern, animal welfare is most commonly cited.

Consumer Concerns with How Cattle are Raised for Food (Aided)

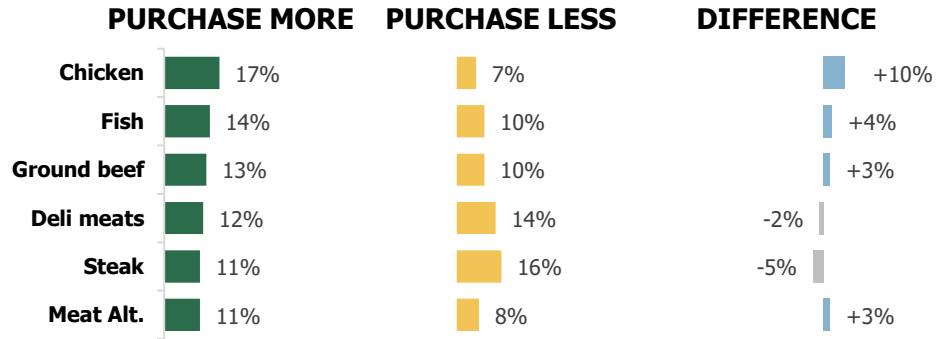


Source: Consumer Beef Tracker, 2024.
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

Consumer Behavior Trends

Future Protein Purchasing Plans

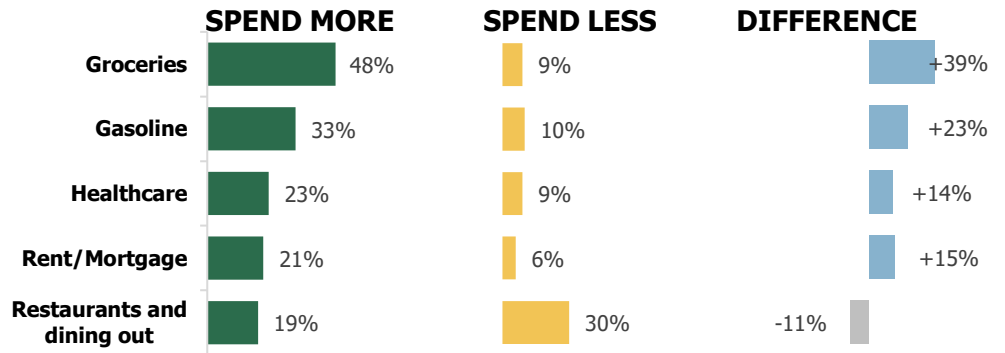
Consumers indicate they plan to purchase more chicken, **more ground beef**, while cutting back on higher-priced cuts of beef such as steak compared to last year.



Source: Consumer Beef Tracker, 2024.
Analysis: National Cattlemen’s Beef Association, a contractor to the Beef Checkoff.

Spending Compared to 6 Months Ago

Over the past six months, consumers are **spending more** on essential items like **food** and gas but less on non-essentials such as dining out, clothing, and entertainment.



Source: Consumer Beef Tracker, 2024.
Analysis: National Cattlemen’s Beef Association, a contractor to the Beef Checkoff.

Shopping & Dining Habits: Next 6 Months

Consumers anticipate changing their behavior in the next six months by **looking for deals**, dining out less, using leftovers, and stocking up, or freezing items more often.

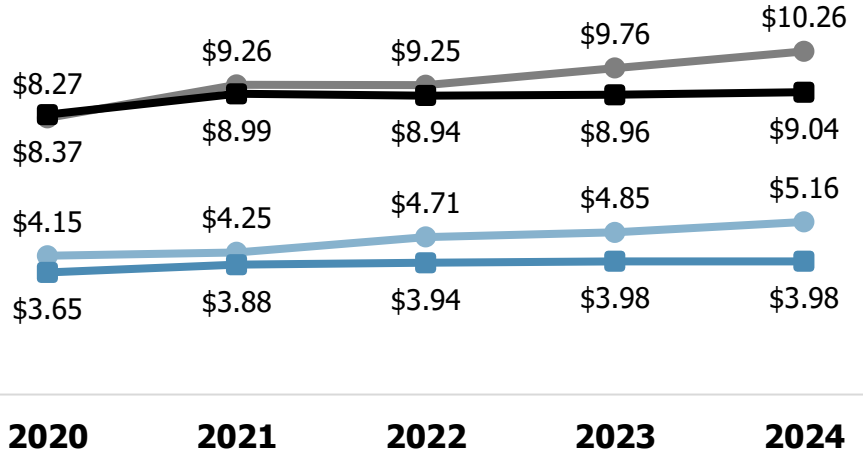


Source: Consumer Beef Tracker, 2024.
Analysis: National Cattlemen’s Beef Association, a contractor to the Beef Checkoff.

Consumer Perception of Beef Prices

● Avg. Price - Steak ■ WTP - Steak
● Avg. Price - Ground Beef ■ WTP - Ground Beef

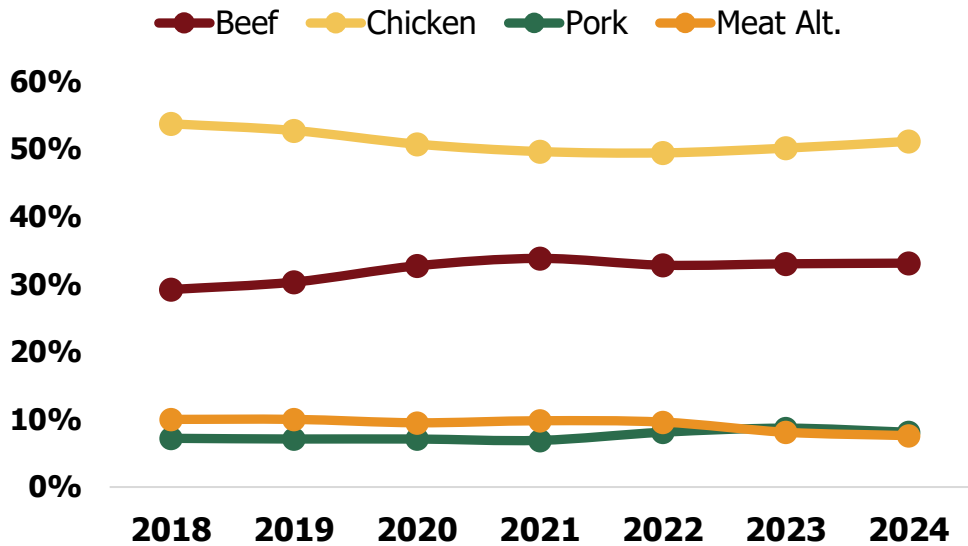
The price per pound consumers indicate they are **willing to pay** for ground beef and steak is **not keeping pace** with average retail prices.



Source: Consumer Beef Tracker 2020 – 2024. Circana, Retail Protein Sales ending 12/29/2024; Analysis: National Cattlemen’s Beef Association, a contractor to the Beef Checkoff.

Consumer Perception: Good for Value for the Money

When consumers consider which protein has **good value** for the money, chicken and beef score highest.

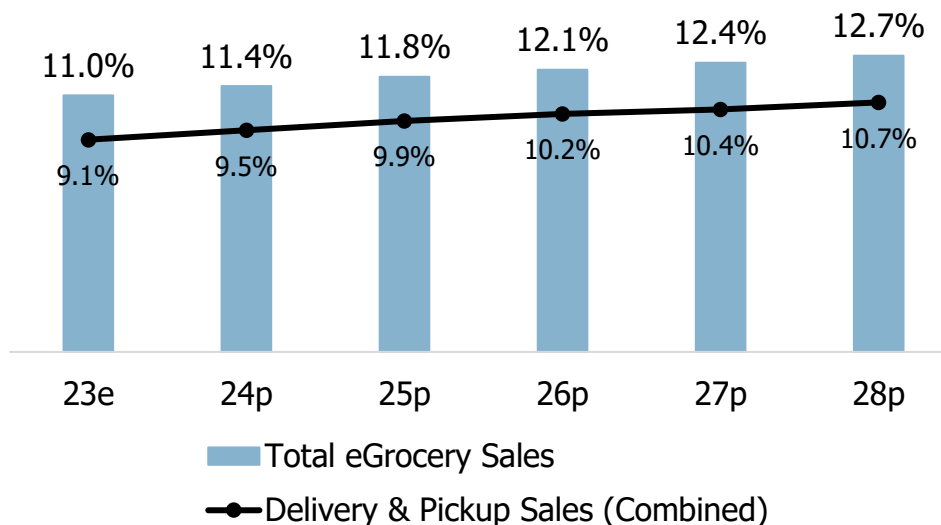


Source: Consumer Beef Tracker, 2018 – 2024. (% Ranked First). Analysis: National Cattlemen’s Beef Association, a contractor to the Beef Checkoff.

Consumer Grocery Online Shopping Trends

Share of U.S. Grocery Sales Going Online: 2023-2028

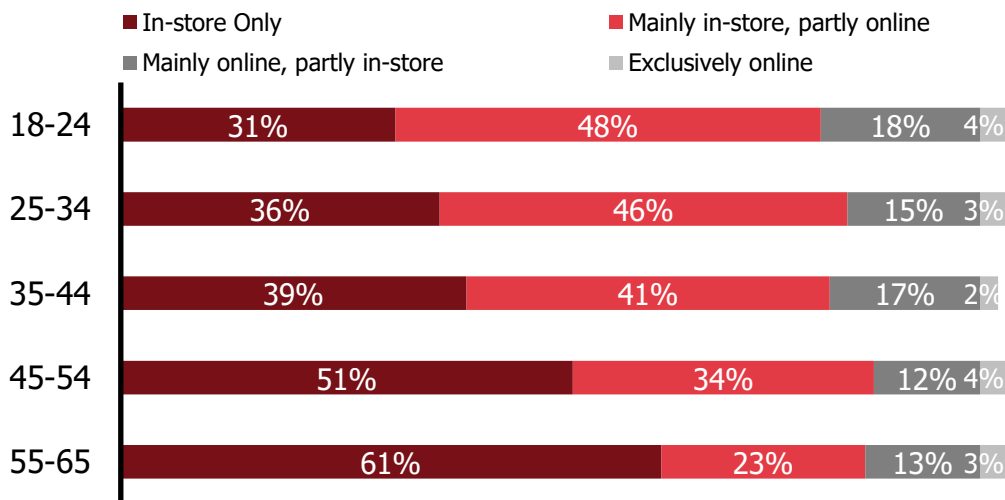
In the next few years, the value of **online grocery sales** are projected to increase and stabilize at roughly **12-13% of total** U.S. grocery sales.



Note: Delivery & Pickup includes both first and third-party service providers. e=Estimate, p=Projection.
Source: Brick Meets Click/Mercatus 5-Year eGrocery Sales Forecast, 4/24/24

U.S. Locations Consumers Purchase Groceries by Age

Between **61-69%** of shoppers under the age of 45 indicate they do at least some of their **grocery shopping online**.

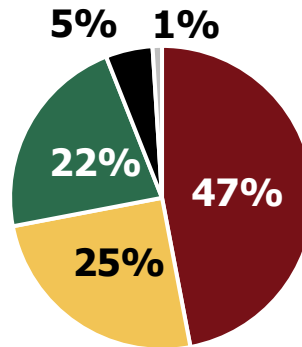


Note: Rounding may result in variation of the categorical sum for each age group. Source: Appinio. (August 3, 2023). Where consumers usually purchase groceries in the United States in June 2023, in Statista.

Foodservice: Beef Sales

In 2024, **beef** is expected to occupy the **largest** foodservice market share in terms of value.

2024 Foodservice Protein Value (\$)

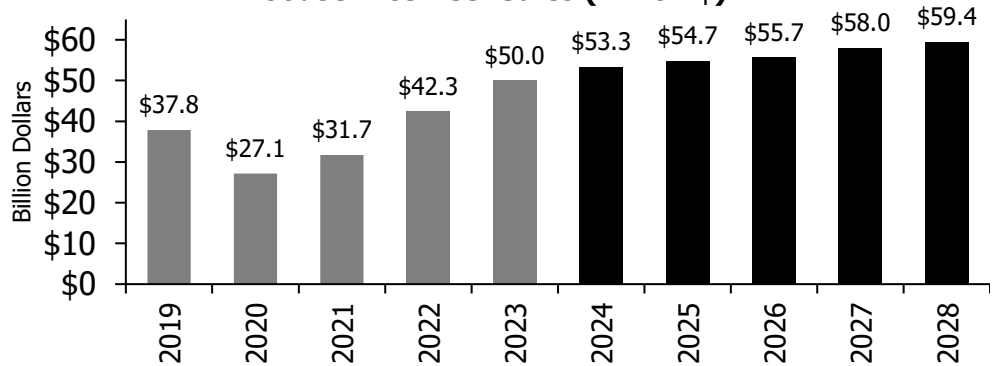


- Beef
- Chicken
- Pork
- Turkey
- Lamb, Goat, Other

Source: GlobalData, Protein Product by Channel, 2024 Projection.
Analysis: National Cattlemen's Beef Association, on behalf of The Beef Checkoff.

The **value** of beef sales in dollars is projected to **increase** through 2028.

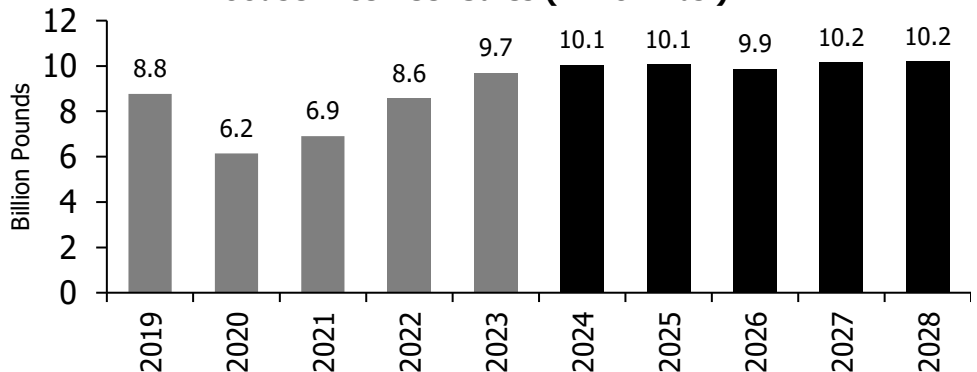
Foodservice Beef Sales (Billion \$)



Note: Projections in black
Source: GlobalData, Beef Product by Channel in U.S., 2019 – 2028.
Analysis: National Cattlemen's Beef Association, on behalf of The Beef Checkoff.

The **volume** of beef sales in foodservice is projected to hold **steady** through 2028.

Foodservice Beef Sales (Billion Lbs.)

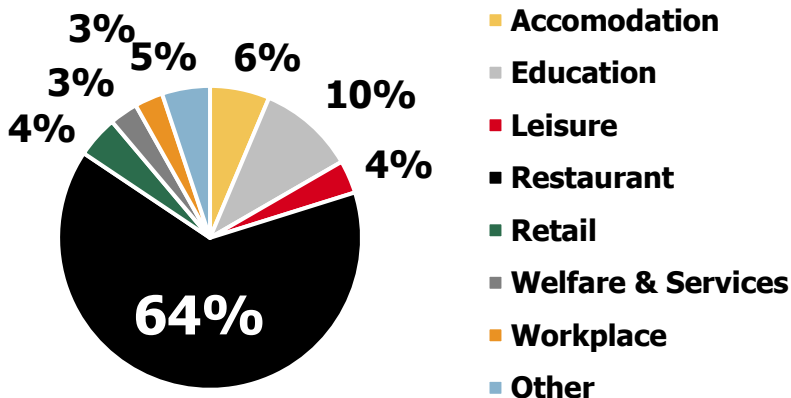


Note: Projections in black
Source: GlobalData, Beef Product by Channel in U.S., 2019 – 2028.
Analysis: National Cattlemen's Beef Association, on behalf of The Beef Checkoff.

Foodservice: Restaurant Insights

Restaurants make up a majority of foodservice beef sales, followed by educational institutions.

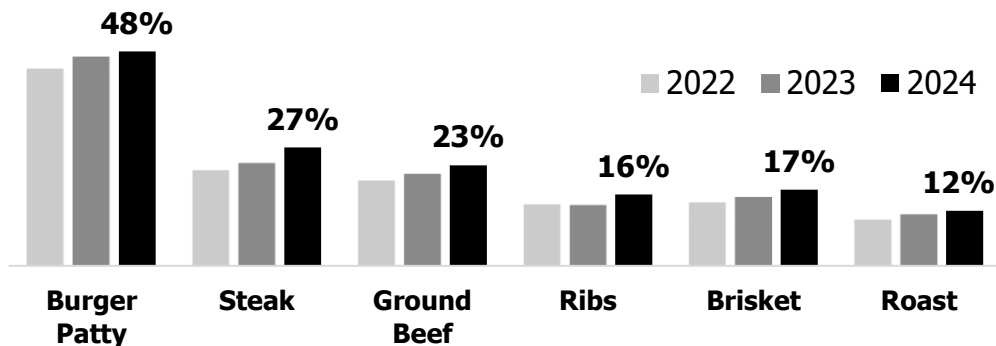
Market Share of Beef Sales (\$)



Source: GlobalData, Protein Product by Channel in U.S.
Analysis: National Cattlemen's Beef Association, on behalf of The Beef Checkoff.

Beef Eaten in Past Week at a Restaurant

Nearly half of consumers reported eating a beef burger patty at a restaurant in the past week in 2024, followed by nearly 1/4 who ordered steak



Source: Consumer Beef Tracker 2022 – 2024.
Analysis: National Cattlemen's Beef Association, a contractor to The Beef Checkoff.

Beef has a commanding presence on menus across the U.S. Beef pairs well with a variety of ingredients and flavor, as demonstrated by these pairings gaining popularity on casual dining menus. Recipes featuring these ingredients and more are featured on beefitswhatsfordinner.com.

Beef
Appears on
88%
of All Menus
in the U.S.

Menu Trends: Ingredients to Pair with Beef

- Gochujang
- Pepper Relish
- Garlic Mayonnaise
- Adobo
- Ginger

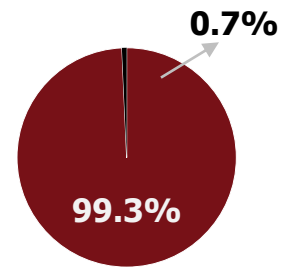
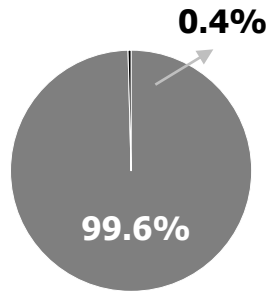
Source: Technomic, Ignite, National Food Trends, 2024.
Analysis: National Cattlemen's Beef Association, a contractor to The Beef Checkoff.

Meat Alternatives

2024 Market Share (Dollars Sold)

Fresh Animal Protein vs. Substitutes

Fresh Beef vs. Beef Substitutes



■ All Animal Proteins
■ AP Substitutes

■ Beef
■ Beef Substitutes

Meat and beef substitutes represent a small percentage of the fresh meat and beef markets when considering dollars sold.

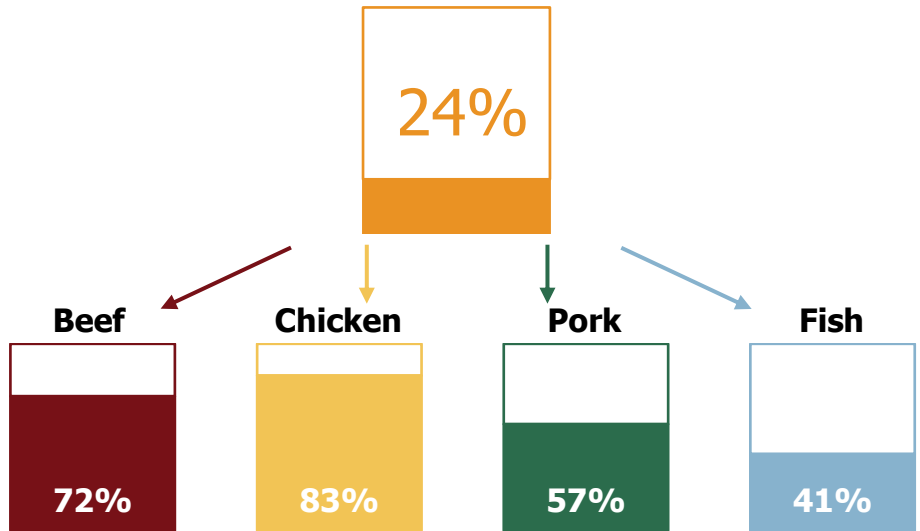
Note: Beef substitute forms include chubs, ground, and patties. Animal protein constitutes beef, bison, chicken, fowl, lamb, pork, turkey, and veal. Only fresh products were included in calculations.

Source: Circana. YTD Retail Protein Sales, ending 12/29/2024.

Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

Weekly+ Meat Consumption Among Meat Alternative Consumers

Weekly+ consumption of meat alternatives is trending down (7 percentage points since 2021). Consumers who eat meat alternatives at least once per week still frequently eat a variety of other meat proteins, including beef.



Source: Consumer Beef Tracker, 2024.

Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

This report was compiled and analyzed by the National Cattlemen's Beef Association (NCBA), a contractor to the Beef Checkoff.

To learn more, visit www.BeefResearch.org.