

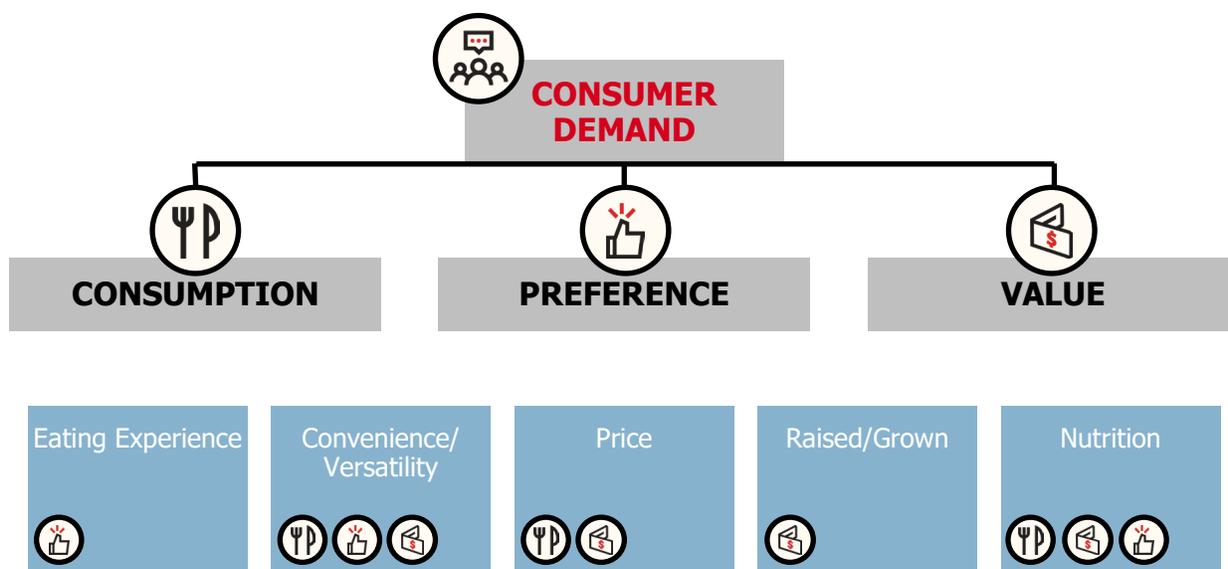
Beef Industry Review and Consumer Insights: February 2025 Edition

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.