

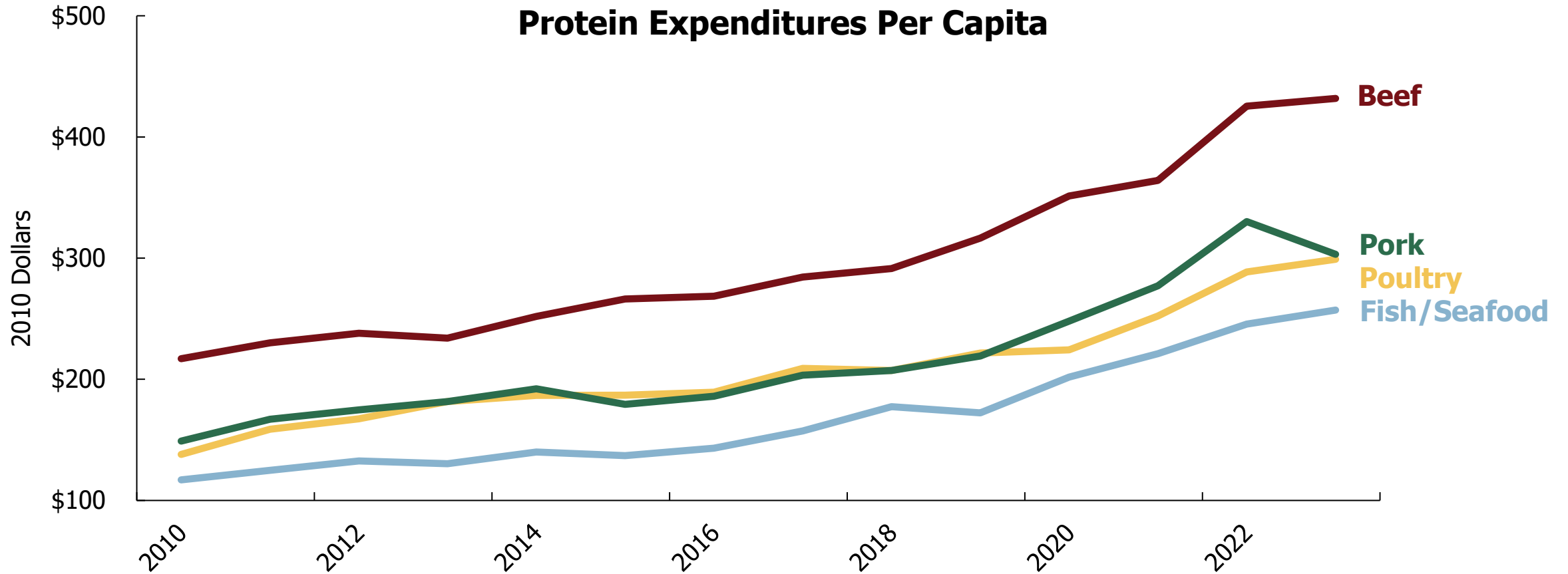
Today's Beef Consumer

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



Real Per Capita Consumer Beef Expenditures

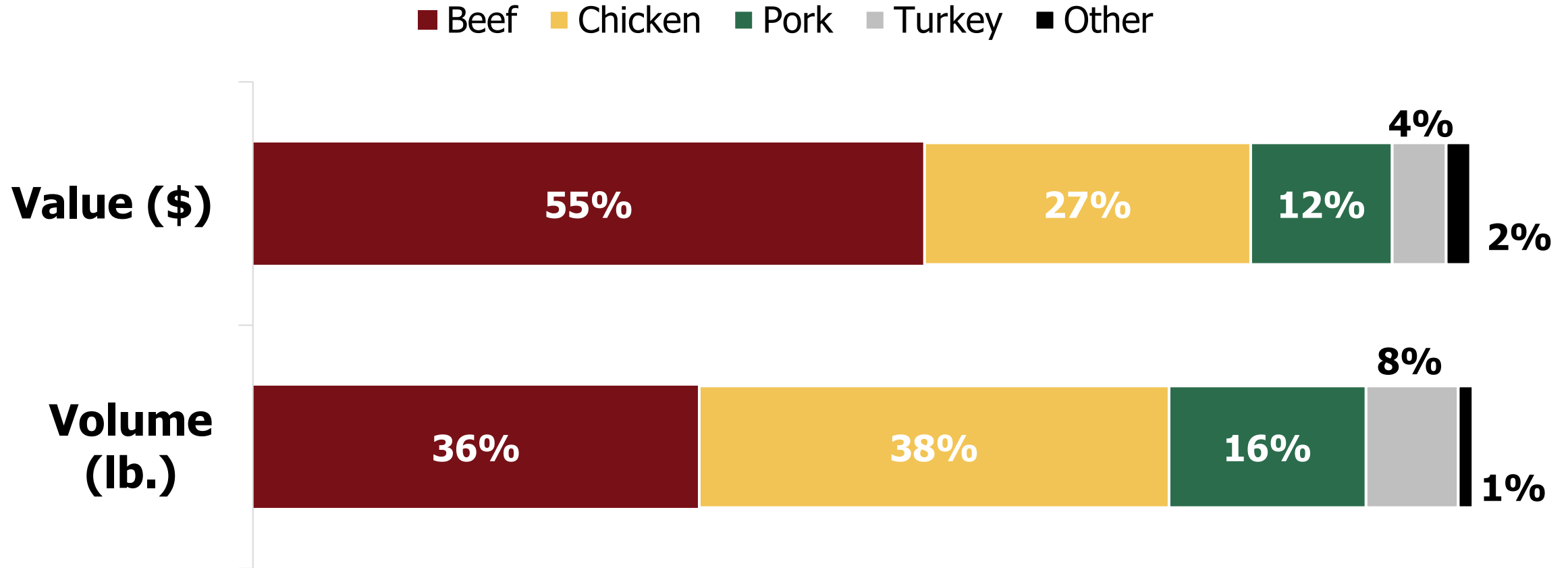
Consumers continue to choose beef. Save for years 2012 to 2013, real expenditures on beef have grown since 2010, up nearly 100%.



Source: U.S. Bureau of Labor Statistics. September 2024.
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

Retail Market Shares by Protein – YTD Ending 12/29/2024

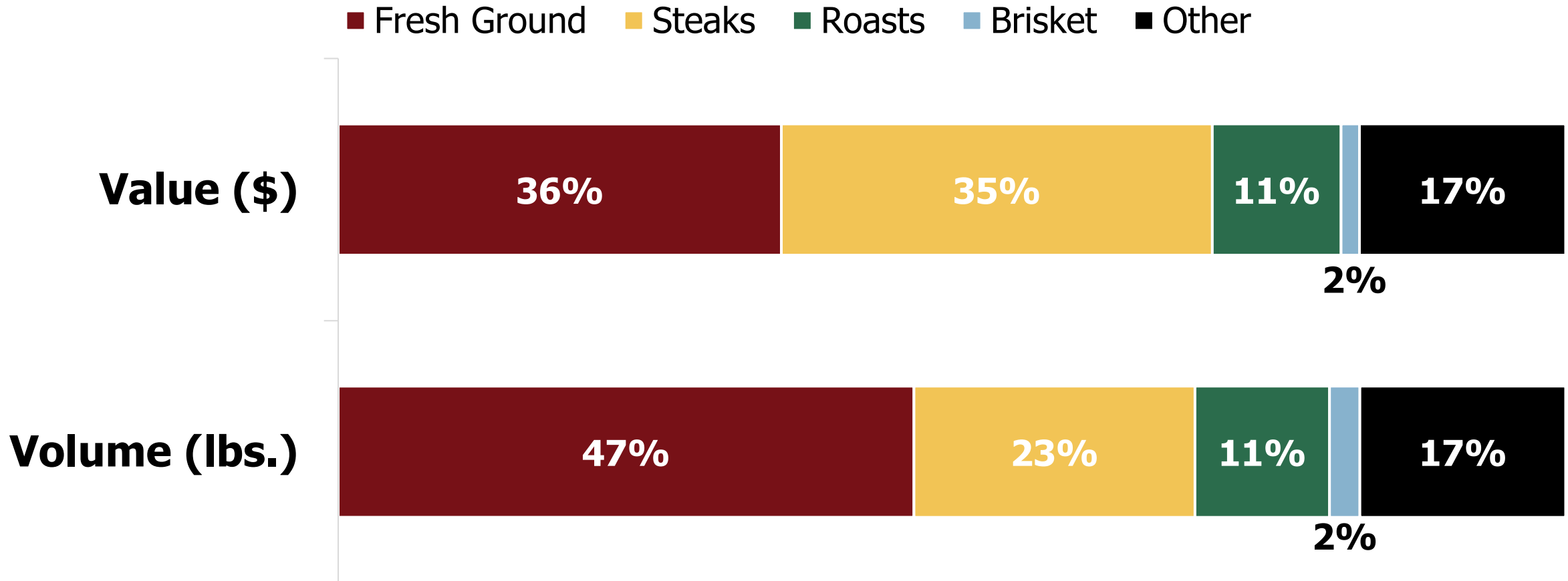
Beef occupies a majority of the retail fresh meat sales in terms of dollars and has one of the largest shares in terms of volume sales.



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, Year to Date Retail Protein Sales, year ending 12/29/2024
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

Retail Beef Market Shares by Form – YTD ending 12/29/2024

Fresh ground beef makes up almost 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 (35%) but nearly one-quarter of beef volume (23%).



*Note: The "Other" category is comprised of offals, other beef, ribs, and value-added products.
Source: Circana, Year to Date Retail Protein Sales year to date ending 12/29/2024
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.*

At Home Eating: 2024

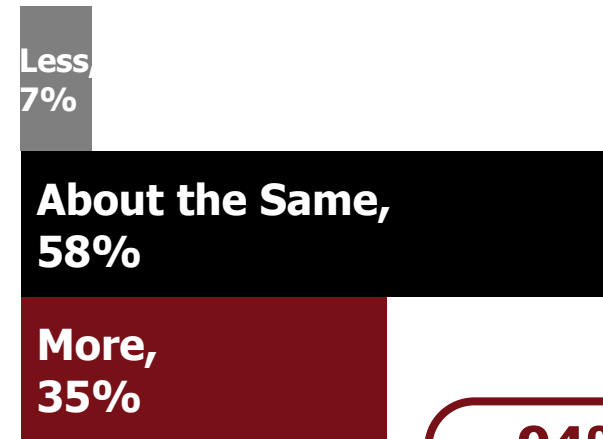
Three-quarters of meals are being cooked at home and 35% anticipate cooking more meals at home (and majority plan to continue doing so).



73%

Prepare or cook meals at home

Change in At-Home Cooking Behavior



94% of consumers cooking more meals at home plan to continue doing so.

Source: Consumer Beef Tracker, January – December 2024. Q3. Thinking about the number of meals you are currently cooking at home; what percentage of your meals do you think you are preparing and/or cooking at home? Q4. Is {Q3/TotalSum} percent of meals prepared and/or cooked at home more, less or about the same as 6 months ago? Q4a. Do you expect to continue preparing and/or cooking more meals at home?

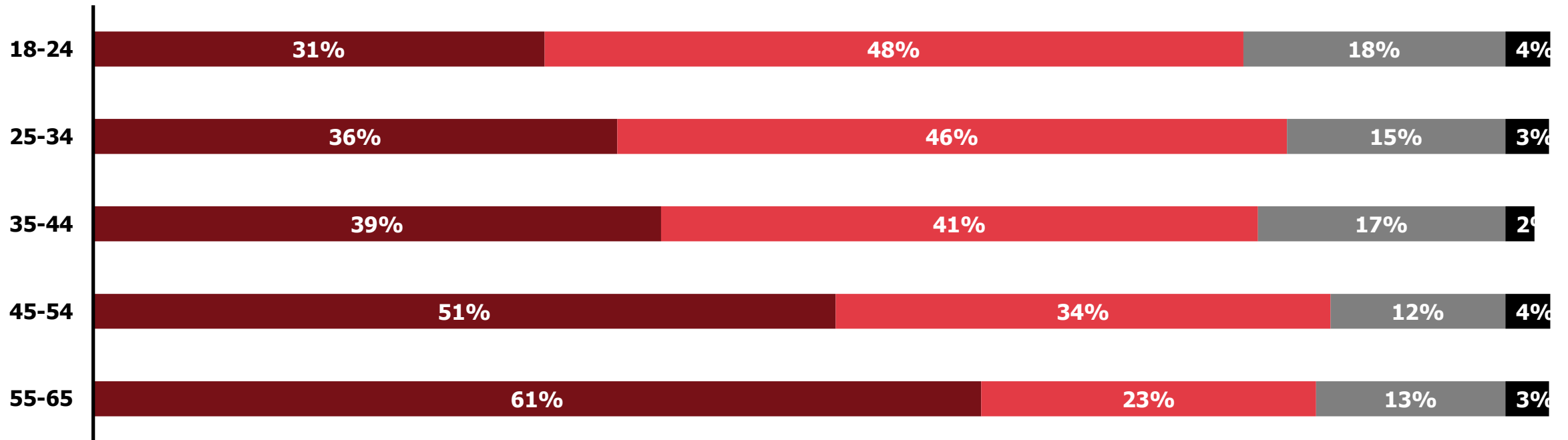
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

In-store and Online Grocery Purchase Behavior

Between 61-69% of shoppers under the age of 45 indicate they do at least some of their grocery shopping online. Of those who grocery shop online, most do so monthly.

U.S. Locations Consumers Purchase Groceries by Age

■ In-store Only ■ Mainly in-store, partly online ■ Mainly online, partly in-store ■ Exclusively online



Note: Rounding may result in variation of the categorical sum for each age group.

Description: According to a survey carried out in the United States in June 2023, overall the majority of each age group usually purchase groceries locally at the brick-and-mortar stores. Older shoppers seemed to shop in-store more than their younger counterparts. Some 61 percent of those aged 55-65 usually did their grocery shopping offline, while four percent of those aged 18-24 and 45-54 shopped exclusively online.

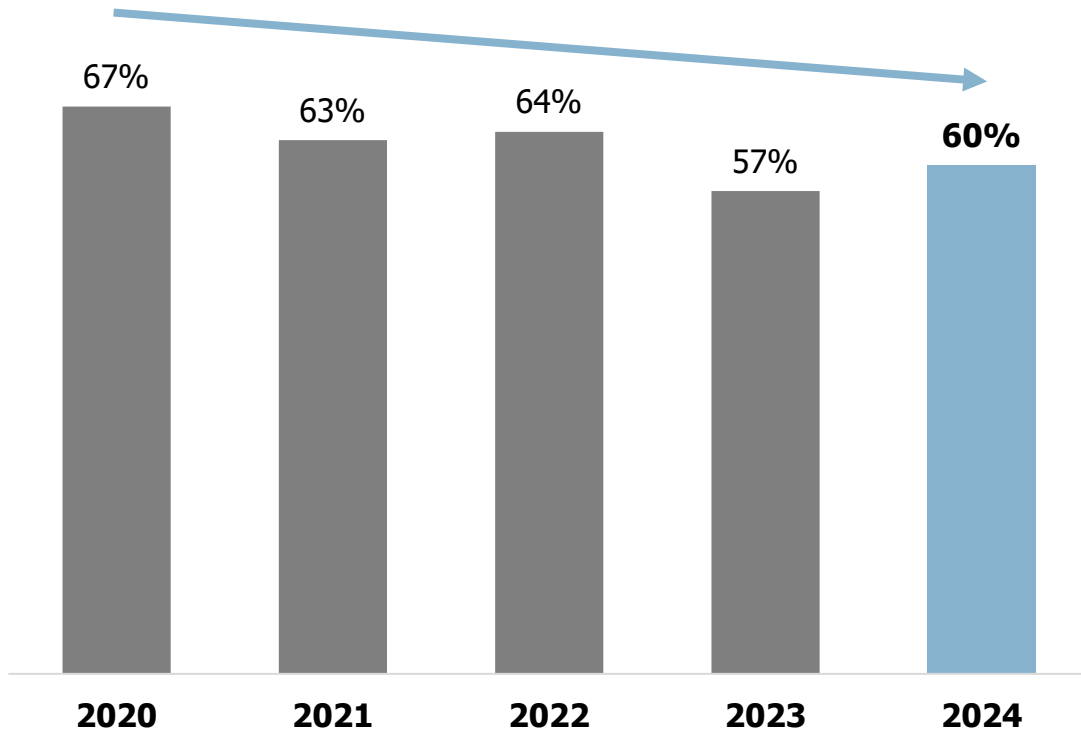
Note(s): United States; June 20 to 29, 2023; 1,000 respondents

Source(s): Appinio ;Consumer Beef Tracker, 2020- 2024. Q15: How often, if ever, do you order groceries online for pick-up/delivery? Q16: Which, if any, of the following online shopping platforms do you actively use to order groceries for pick-up/delivery? Select all that apply.

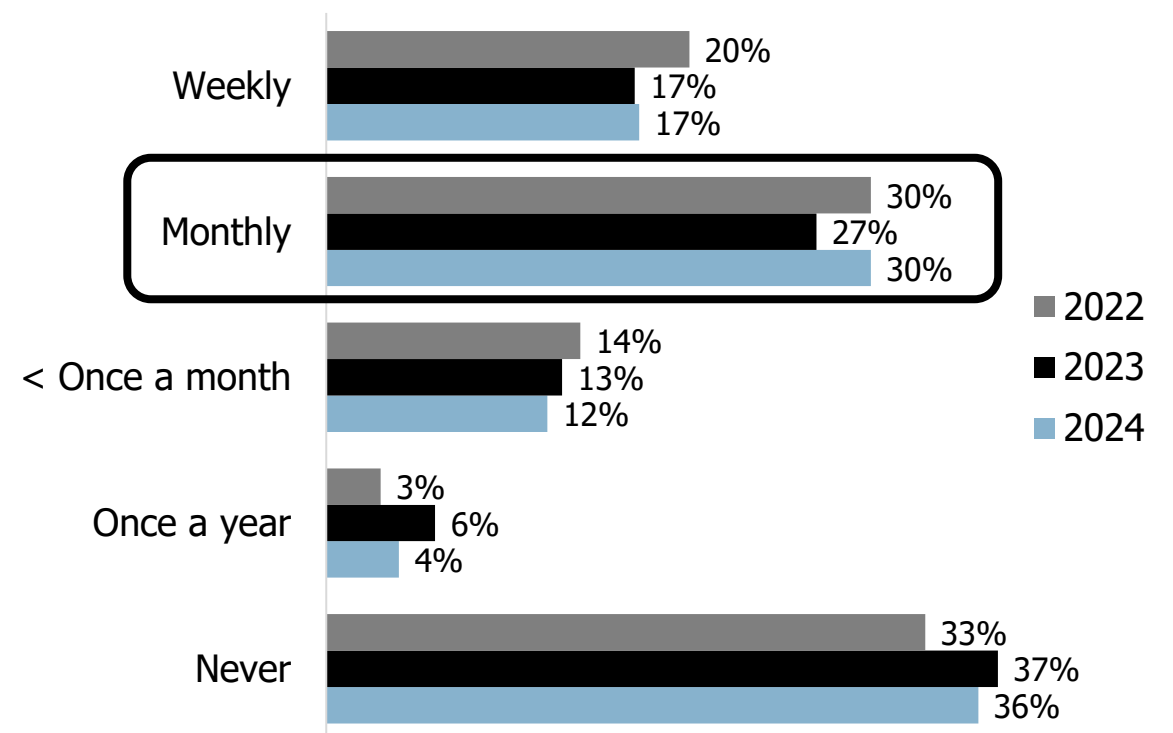
Online Grocery Ordering Trends: 2020 – 2024

Consumer-reported use of online ordering for groceries is moderating. Those who do are most likely to use the grocery website/app and Instacart.

Consumers Actively Ordering Groceries Online



Frequency of Online Grocery Ordering



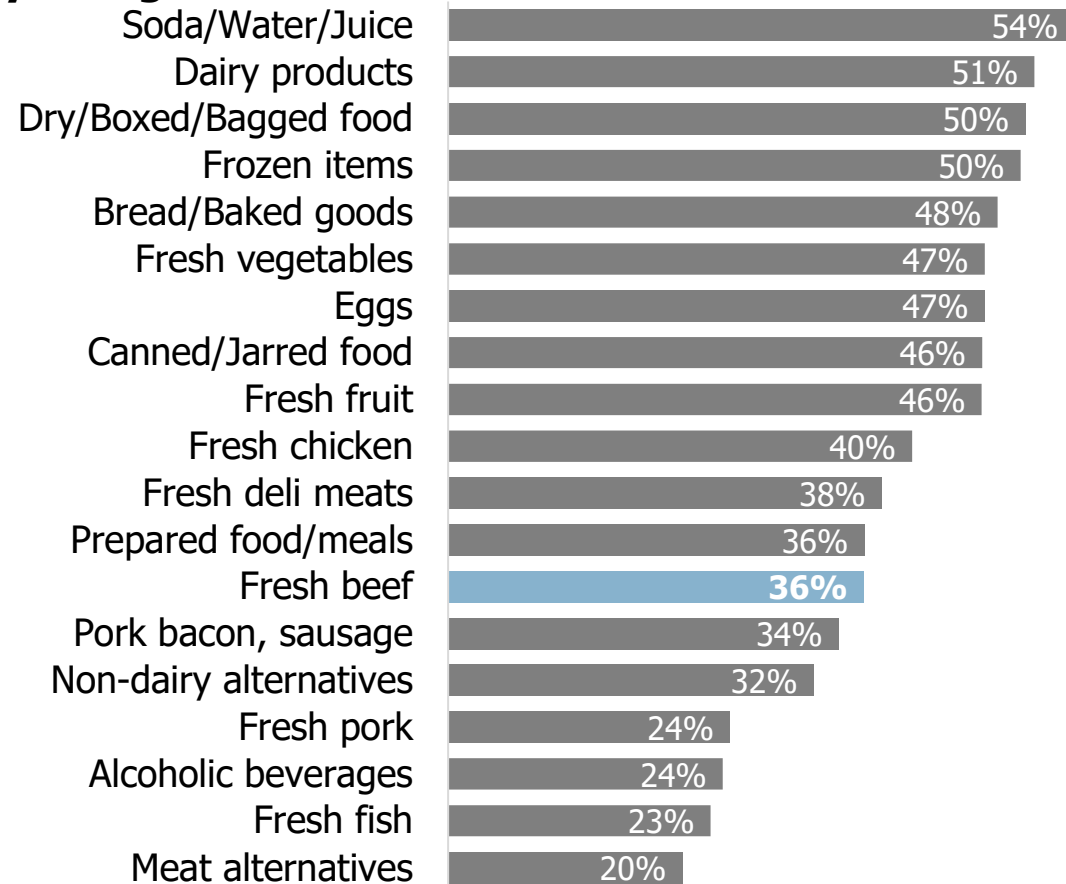
Source: Consumer Beef Tracker, 2020- 2024. Q15: How often, if ever, do you order groceries online for pick-up/delivery? Q16: Which, if any, of the following online shopping platforms do you actively use to order groceries for pick-up/delivery? Select all that apply.

Survey designed and analyzed by National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

Grocery Categories Purchased in the Last Month: 2024

Many frequently purchase shelf-stable items in their online grocery orders, and more than one-third have included beef in these purchases within the last month.

Grocery Categories Purchased Online in the Last Month

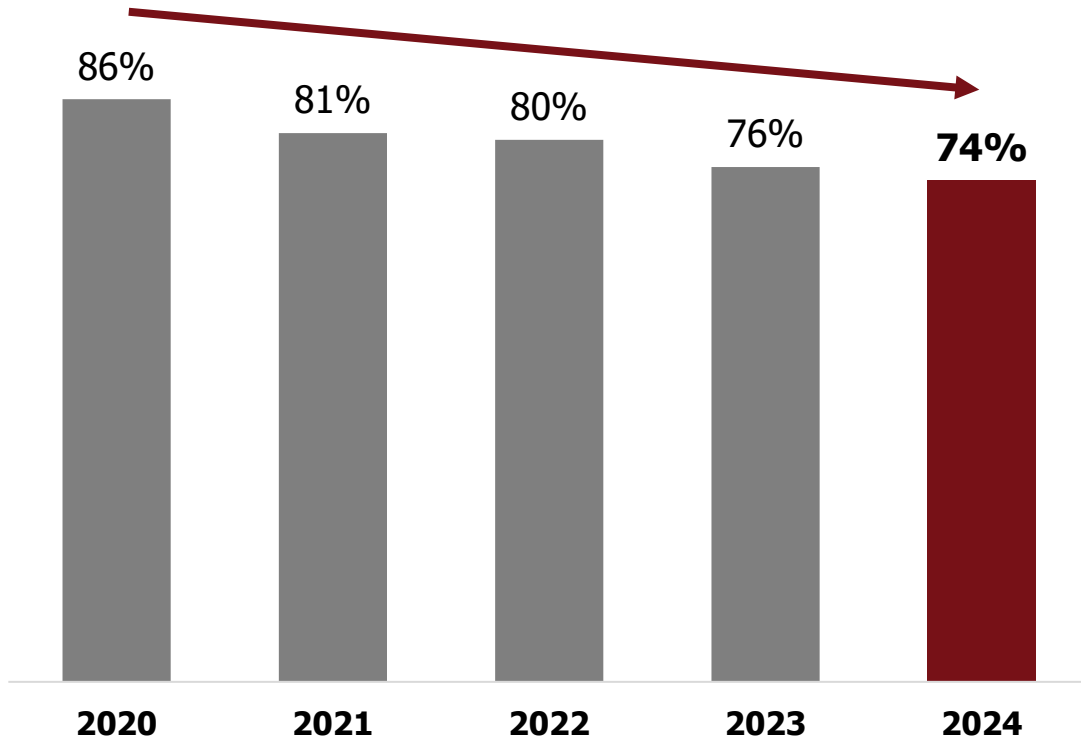


Source: Consumer Beef Tracker, January – December 2024. Q20: For each of the following categories of food, which best describes your order history of groceries for pick-up/delivery? (Purchased online in the last month)
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

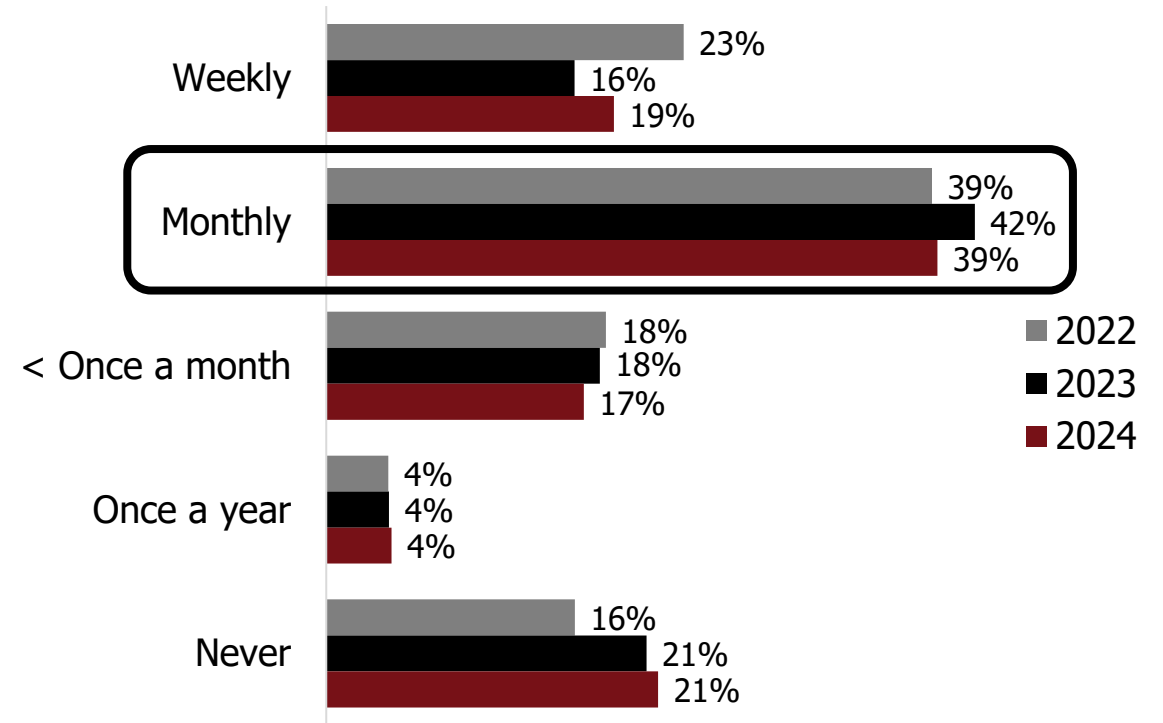
Food Service Online Meal Ordering Trends: 2020 – 2024

A majority – but declining proportion – of consumers are ordering meals online to consume at home at least once per month.

Consumers Actively Ordering Food Service Meals Online



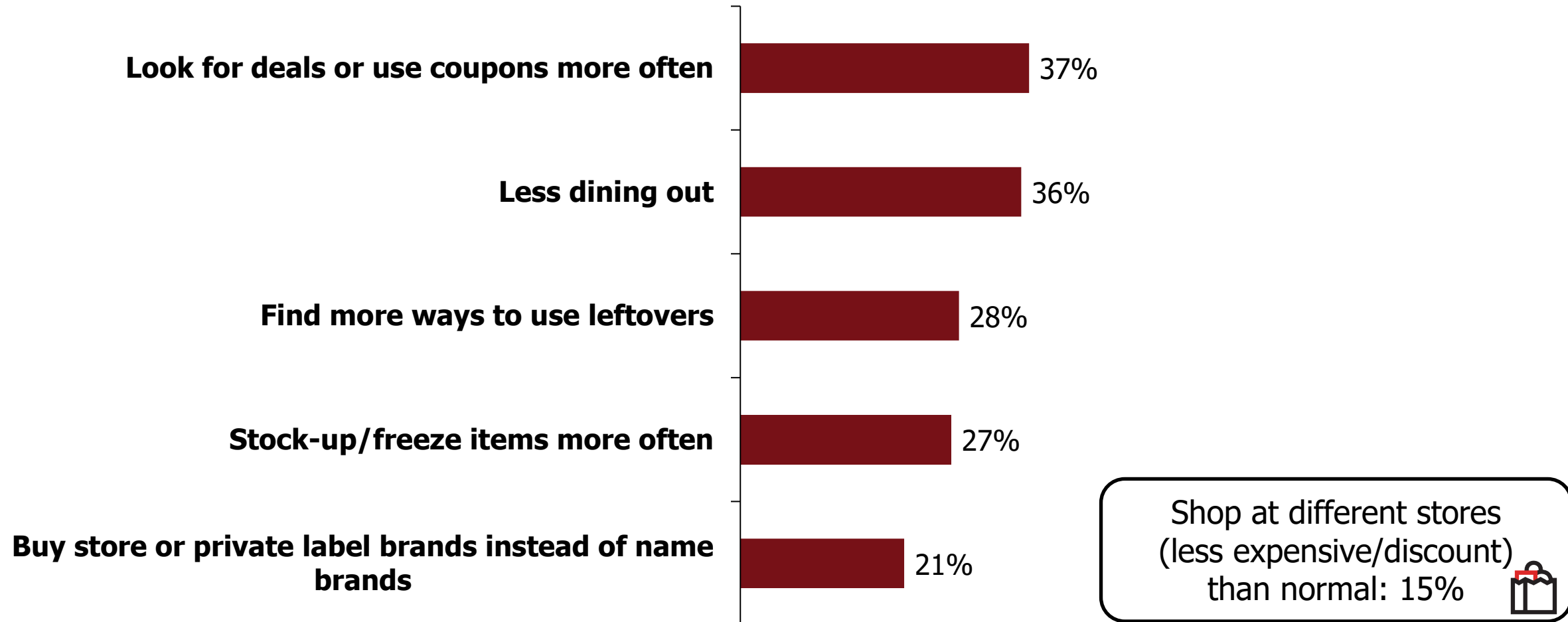
Frequency of Food Service Online Meal Orders



Source: Consumer Beef Tracker, 2020- 2024. Q8: How often, if ever, do you order meals from any form of restaurant online/through an app for delivery or pick-up? Q10: Which, if any, of the following online meal delivery platforms do you actively use to order meals from a restaurant for pick-up or delivery? Select all that apply. Survey designed and analyzed by National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

Top Five Shopping and Dining Habits in the Next Six Months: 2024

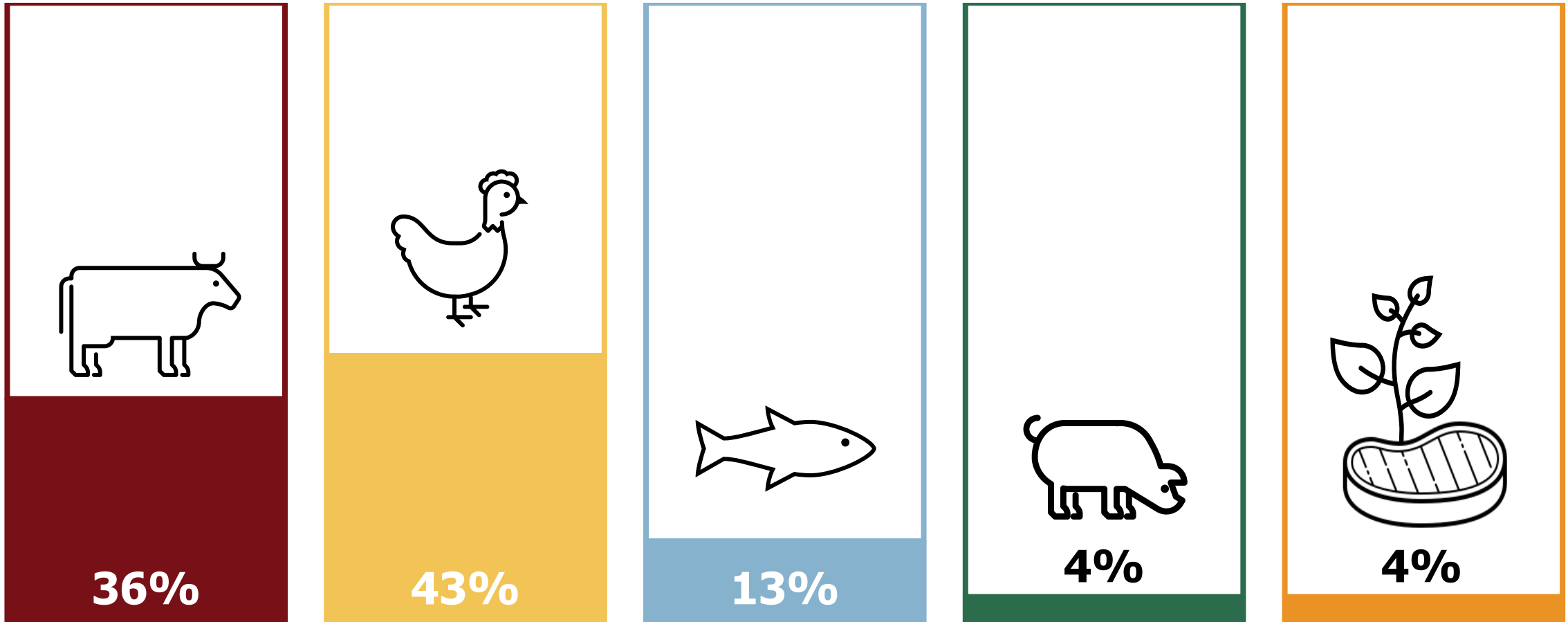
Consumers anticipate changing their behavior in the next six months by looking for deals, dining out less, using leftovers, and stocking up or freezing items more often.



Source: Consumer Beef Tracker, January – December 2024. Q24: Thinking about your current shopping and dining habits, in which ways, if any, do you see them changing in the next 6 months? Select all that apply.
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

Consumer's Overall Top Protein of Choice: 2024

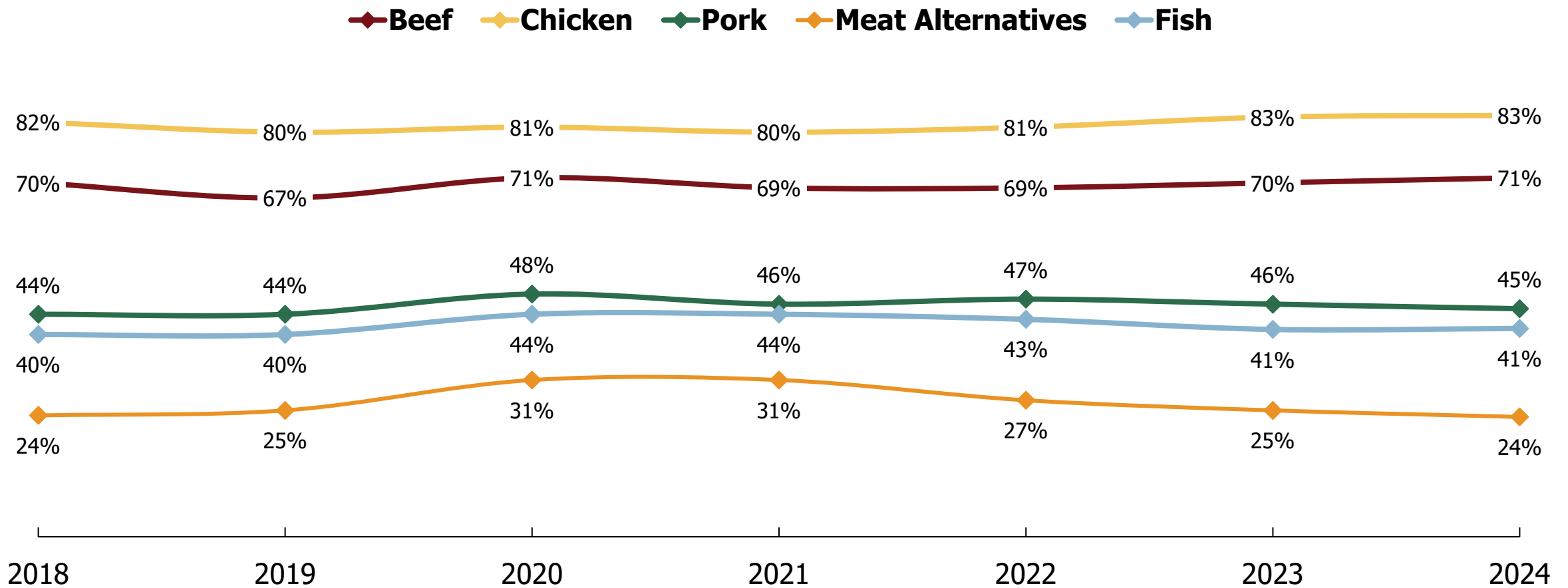
When asked to indicate their overall top protein of choice from the below proteins, 43% of consumers choose chicken and 36% of consumers choose beef.



Source: Consumer Beef Tracker, January – December 2024. S12 Now, please tell us which one of the following proteins would be your first choice/number one protein of choice?
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

Weekly+ Protein Consumption: 2018 – 2024

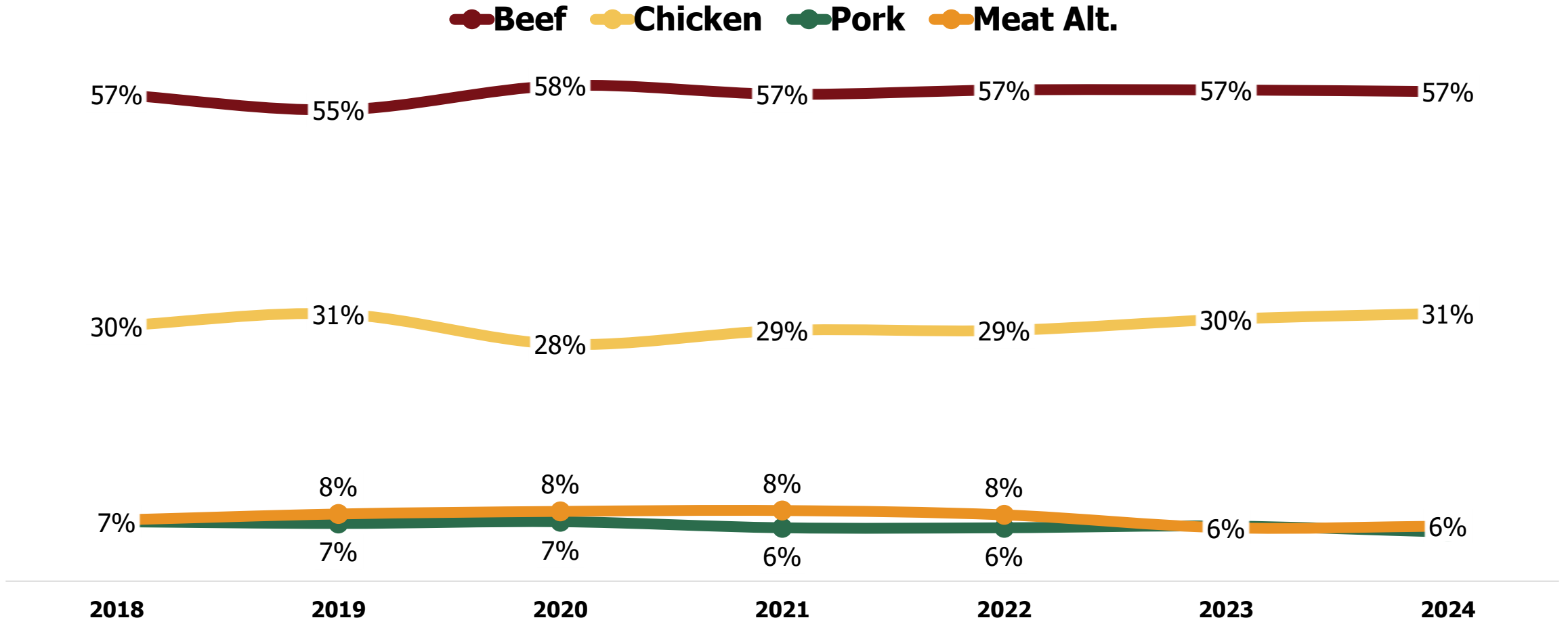
Beef and chicken are the proteins most likely to be consumed at least weekly.



Source: Consumer Beef Tracker, 2018 – 2024. Q1: "Thinking about all of your meals – breakfast, lunch, dinner and snacks – how frequently do you eat each of the following types of food?"
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

Protein Attributes: Great Tasting (% Ranked 1st)

Beef bests chicken by over 25 percentage points when consumers consider taste.

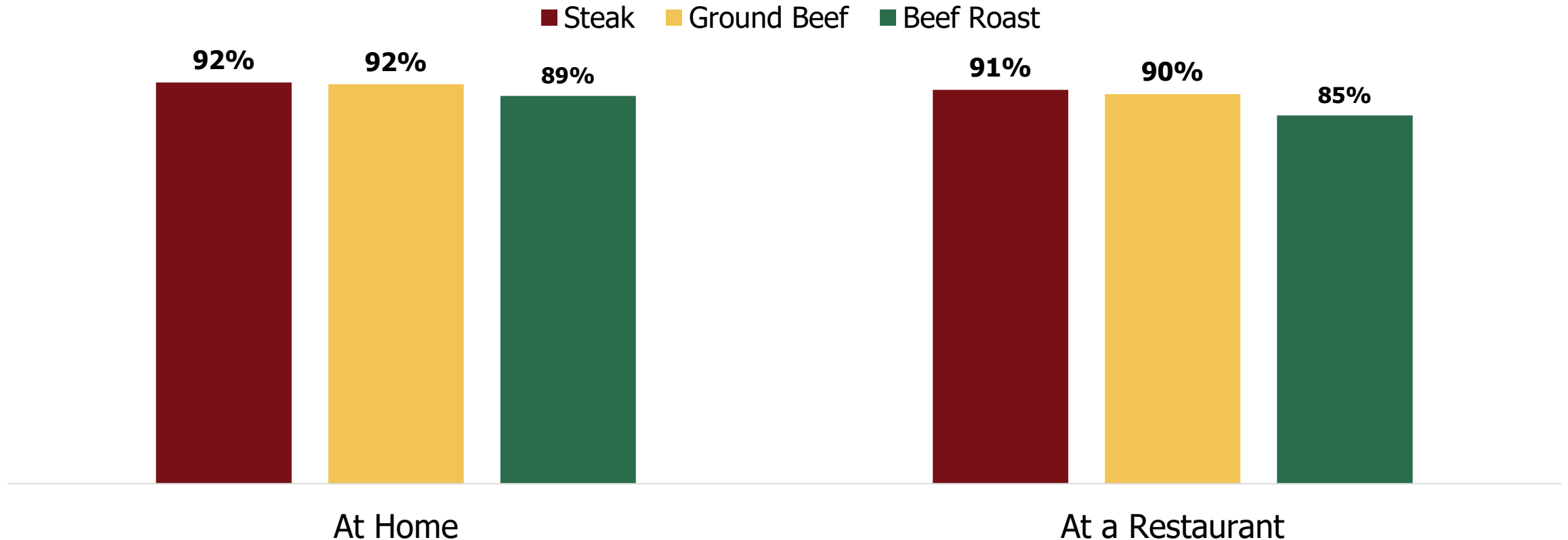


Source: Consumer Beef Tracker, 2018 – 2024. Q11: For the statement shown, please rate each protein based on your experiences. You can rate each protein anywhere from Agree Completely to Disagree Completely... The scale is set up so that no two proteins can have exactly the same rating, so you will need to place them in the order that you intend them to be.
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

Eating Experience – Beef at Home & at a Restaurant in 2024 (T2B)

Whether at home or a restaurant, ~90% of consumers report a satisfying eating experience when they choose beef.

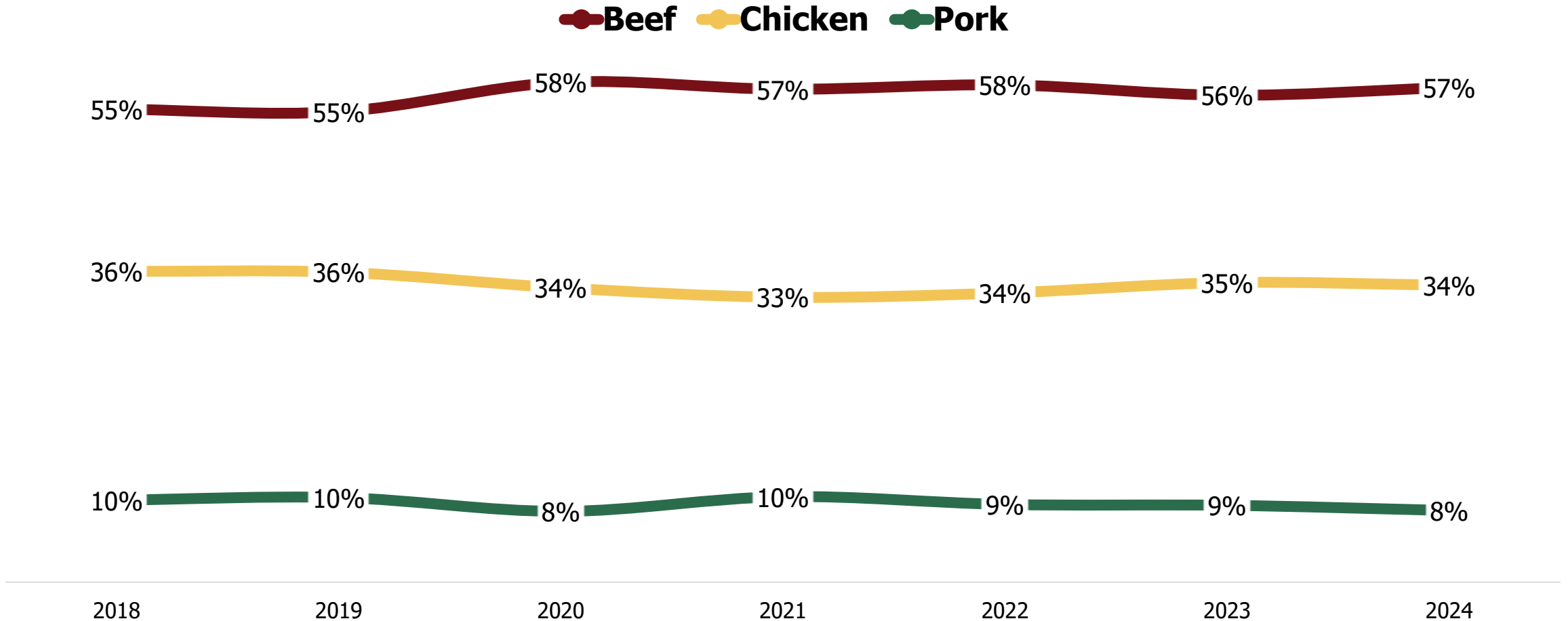
Positive Dining Experience Enjoying Beef



Source: Consumer Beef Tracker January – December 2024. BB15/16 You mentioned you ate the following type(s) of beef at home/at a restaurant this past week, how satisfying was this eating experience? (Select one response for each row where 1 star is very dissatisfying and 5 stars is very satisfying.)
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

Protein Attributes: Trust the People that Raise the Animals (% Ranked 1st)

When considering the people who raise animals for food, consumers indicate a higher level of trust in beef farmers and ranchers compared to other proteins.



Source: Consumer Beef Tracker, 2018 – 2024. Q11: For the statement shown, please rate each protein based on your experiences. You can rate each protein anywhere from Agree Completely to Disagree Completely... The scale is set up so that no two proteins can have exactly the same rating, so you will need to place them in the order that you intend them to be.
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

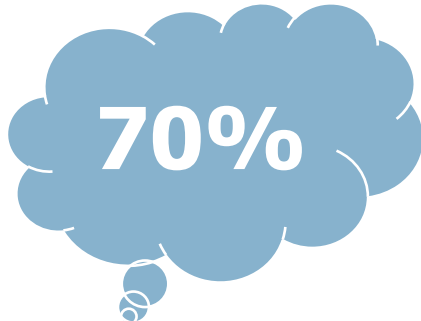
Consumer Production Knowledge & Concerns: 2024

A quarter of consumers are familiar with how cattle are raised for food, over 2/3 claim to consider how the animal was raised when purchasing meat, with the top priority being animal welfare.

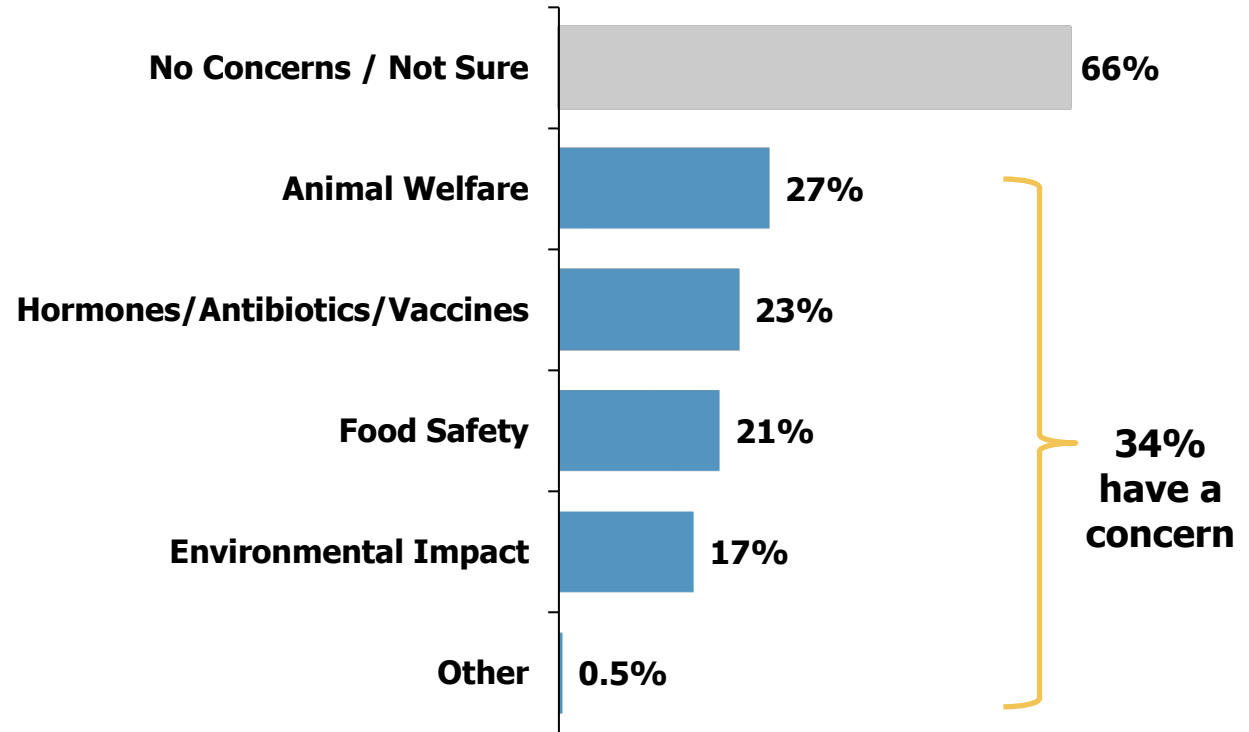
Claim to Know A Lot About How Cattle Are Raised



Sometimes/Often/Always
Consider How Food Was Raised/Grown
When Making Purchases



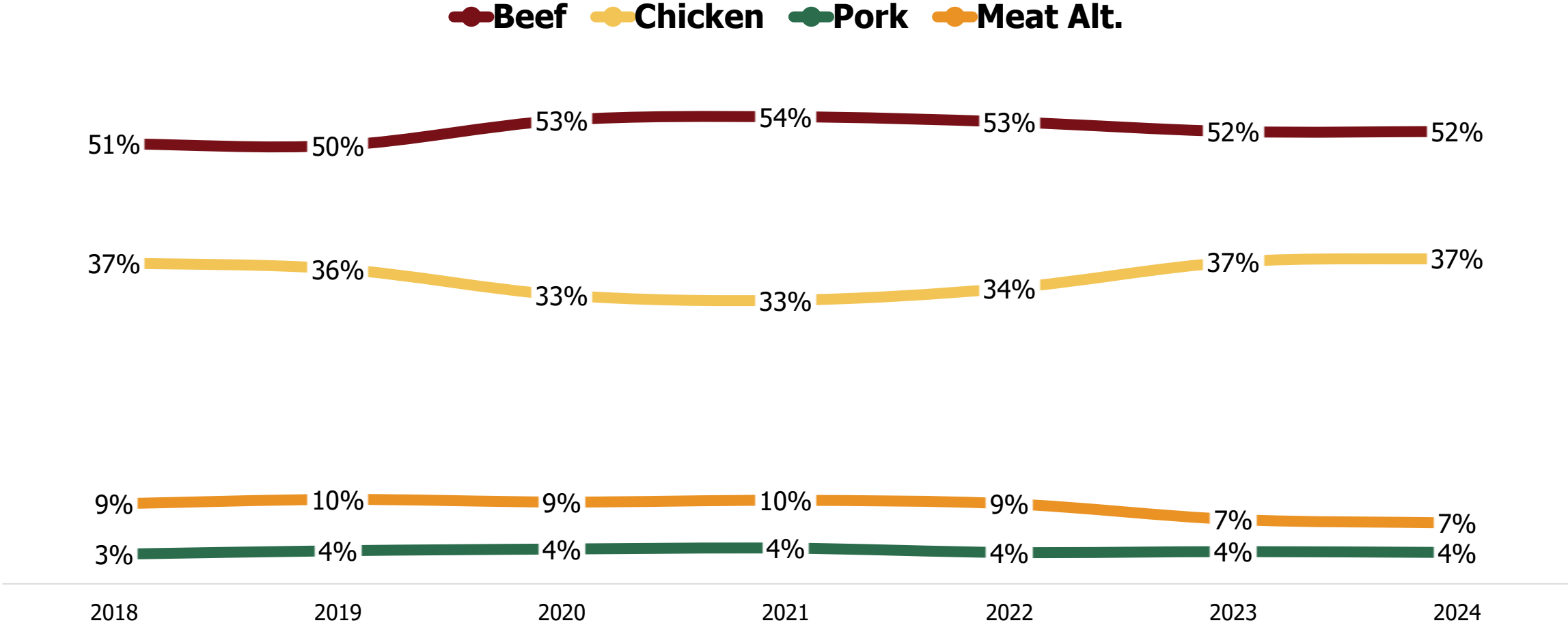
Consumer Concerns with How Cattle are
Raised for Food (Aided)



Source: Consumer Beef Tracker January – December 2024. CR1r1: Please indicate how knowledgeable you are about each of the following.; Q9: How much do you consider each of the following when you are deciding to have a meal at home with beef, chicken, pork, fish, meat alternatives, or some other source of protein.; CR2d: Do you have any concerns about how cattle are raised for food? ; CR3bb: Continuing to think about how cattle are raised for food, we would like you to choose the top 3 areas, if any, you are most concerned about from the list below. Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

Protein Attributes: Is a Great Source of Protein (% Ranked 1st)

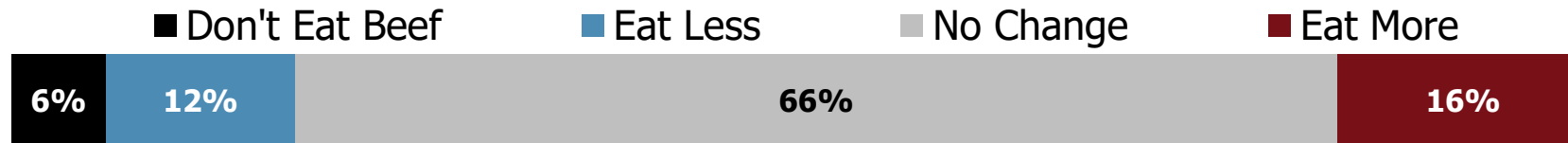
Consumers consistently perceive beef to be a great source of protein.



Source: Consumer Beef Tracker, 2018 – 2024. Q11: For the statement shown, please rate each protein based on your experiences. You can rate each protein anywhere from Agree Completely to Disagree Completely... The scale is set up so that no two proteins can have exactly the same rating, so you will need to place them in the order that you intend them to be.
Analysis: National Cattlemen’s Beef Association, a contractor to the Beef Checkoff.

Future Consumption of Beef

More than 80% of consumers plan to eat more or maintain their beef consumption levels. Consumers who plan to eat more beef are most motivated by the taste. Of those who plan to eat less beef, price sensitivity and health concerns are the greatest motivators.



Reasons to Eat Less Beef

- 💰 Price is too expensive
- 👤 Other meats are healthier
- 🥩 Beef has too much fat
- 👤 Concerned beef negatively affects health
- 🌱 Trying to eat more plant-based protein

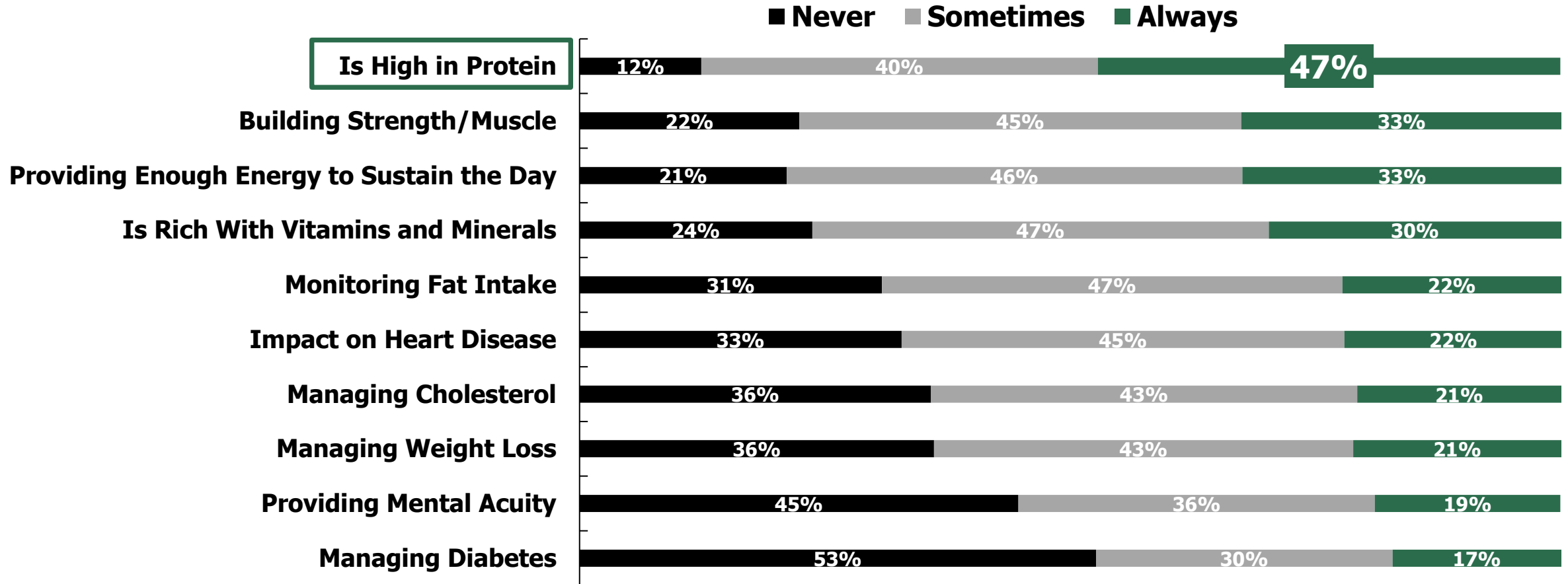
Reasons to Eat More Beef

- 👍 Enjoy the taste of beef
- 🔥 Grilling more often
- 👉 Beef is quick and easy to prepare
- 👤 Adding protein to your diet
- 🥩 Lean beef fits in a healthy diet

Source: Consumer Beef Tracker January – December 2024. Q3 Looking forward, do you plan to eat more, less, or about the same amount of each of the following? (Beef); Q13/Q14: "Earlier you mentioned that you plan to eat more/less beef. Which of the following statements are reasons why you plan to eat more/less beef in the future? (Select up to 5 statements)
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

Health Considerations When Choosing Meals With Beef: 2024

Protein is a top priority when choosing meals with beef in 2024 followed by muscle growth, energy, vitamin & mineral content as well as fat. Lower levels of concern around specific health conditions when choosing a meal with beef.



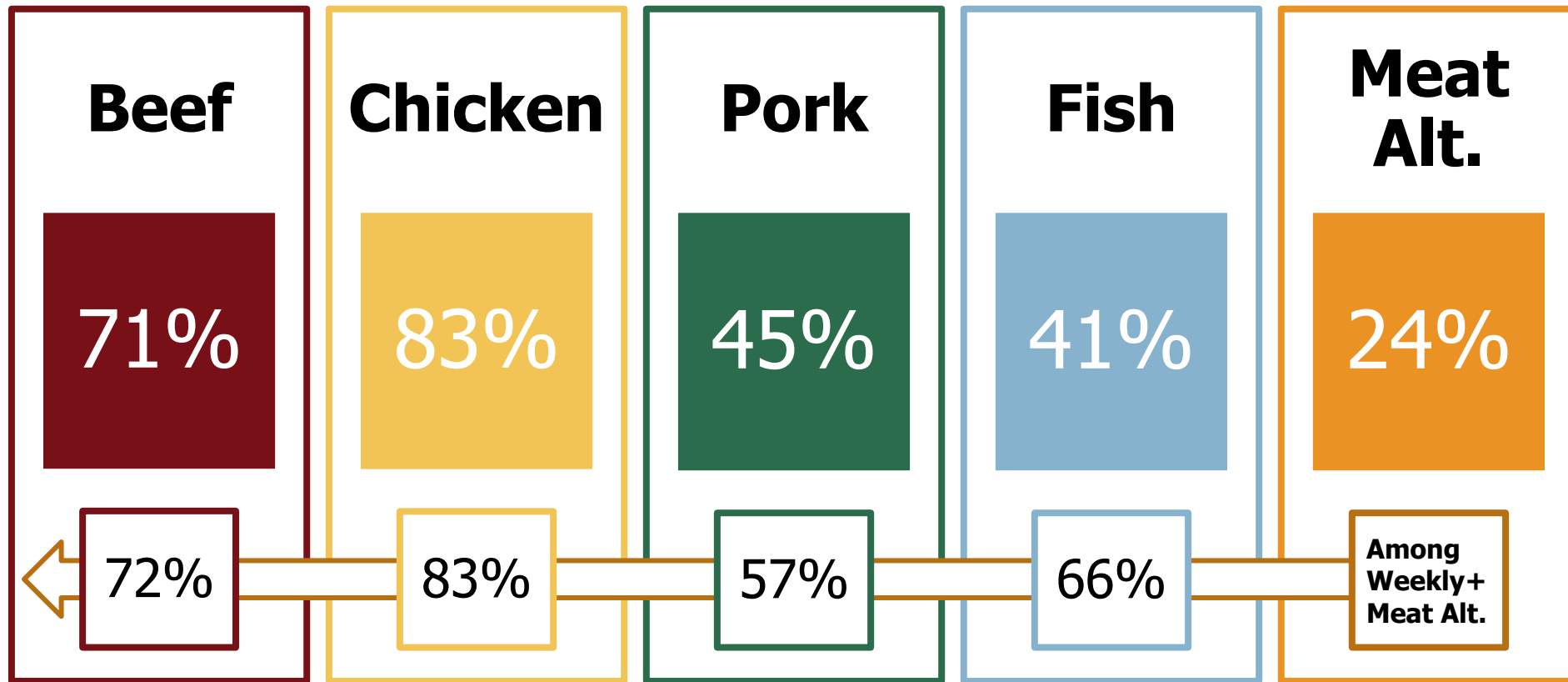
Source: Consumer Beef Tracker January – June 2024. BB14r1: How often do you think about each of the following when choosing a meal with beef? (Select one response for each row.)
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

Consumers of Meat Alternatives Still Eat Other Proteins

Consumers who eat meat alternatives weekly are more likely to eat other proteins at least weekly.

Note: Since 2021,
Beef up 2 pts.,
Chicken up 3 pts.,
Meat Alt. down 7 pts.

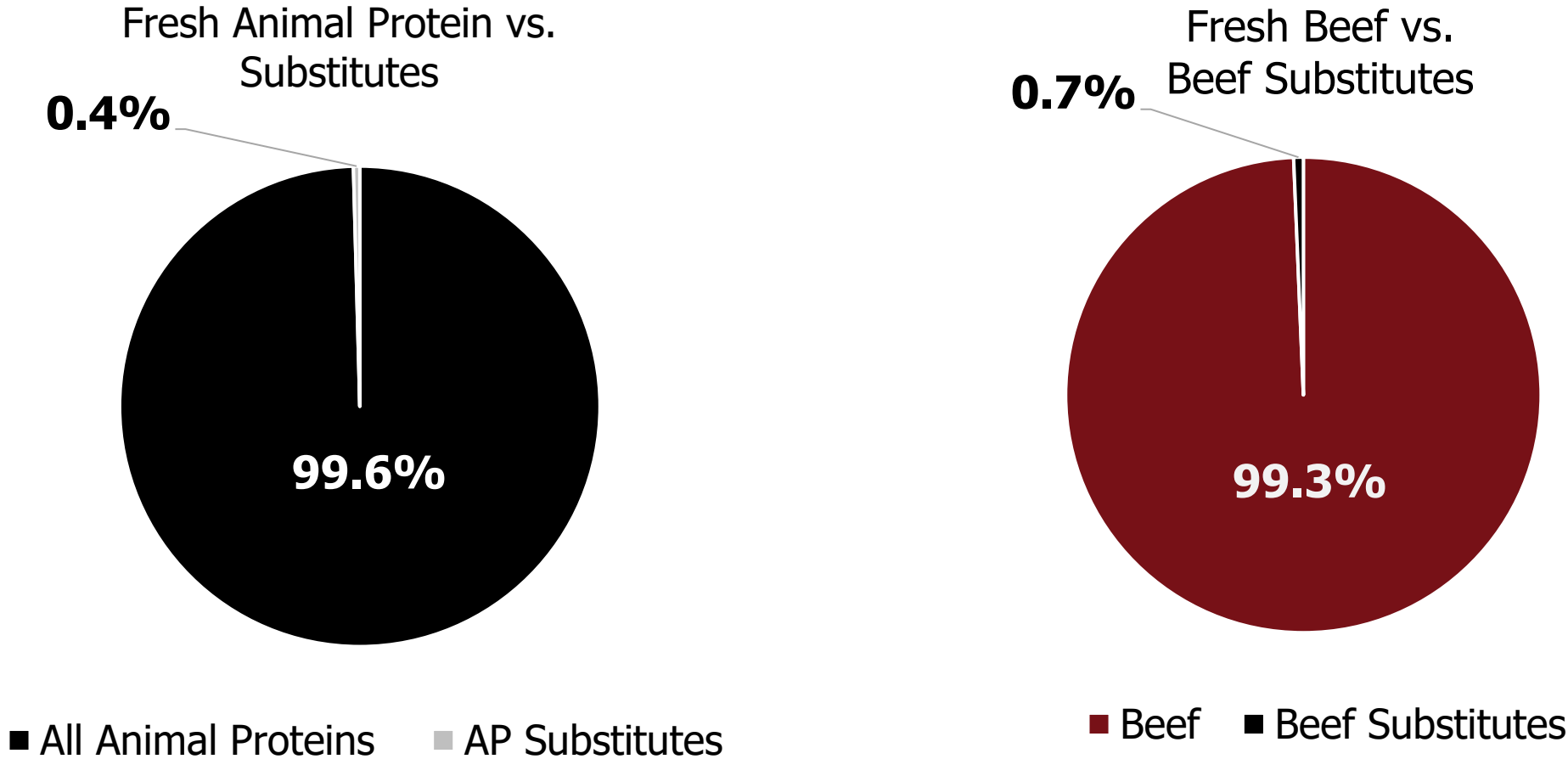
Percent (%) of Consumers Eating Each Protein Weekly+



Source: Consumer Beef Tracker, January – December 2024. Q1: "Thinking about all of your meals – breakfast, lunch, dinner and snacks – how frequently do you eat each of the following types of food?"
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

2024 Market Share of Fresh Meat and Beef Substitutes (Dollars Sold)

Meat and beef substitutes represent a small percentage of the fresh meat and beef markets.



*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. 2024 YTD Retail Protein Sales, ending 12/29/2024.
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.*

Thank you.

