

AT-HOME DINING INSIGHTS

Meals Cooked at Home

73% OF MEALS ARE COOKED AT HOME

Future At-Home Cooking Behavior

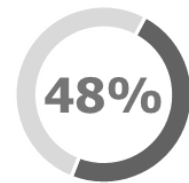
More



Less



About the Same



Nearly $\frac{3}{4}$ of consumers are cooking their meals at home while nearly 90% say they plan to cook the same or more meals at home.

Source: State of the Consumer Survey, 2023.

Top 10 Protein Considerations When Dining At Home



*All considerations except "good for social gatherings and special occasions" somewhat less important when dining out.

When deciding what protein to have with a meal at home, consumers prioritize taste, value for the money, and their budget.

Source: Consumer Beef Tracker, 2023