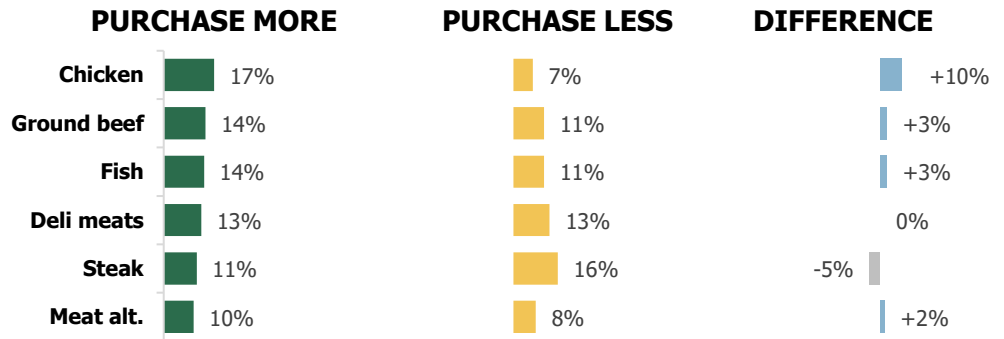


# Consumer Behavior Trends

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

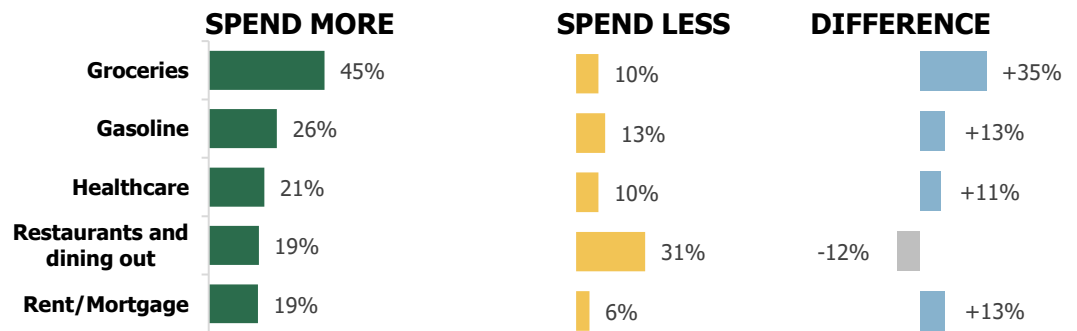
## Future Protein Purchasing Plans



Source: Consumer Beef Tracker, January – December 2025.  
Analysis: National Cattlemen’s Beef Association, a contractor to the Beef Checkoff.

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

## Spending Compared to 6 Months Ago



Source: Consumer Beef Tracker, January – December 2025.  
Analysis: National Cattlemen’s Beef Association, a contractor to the Beef Checkoff.

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.

## Shopping & Dining Habits: Next 6 Months



Source: Consumer Beef Tracker, January – December 2025.  
Analysis: National Cattlemen’s Beef Association, a contractor to the Beef Checkoff.