





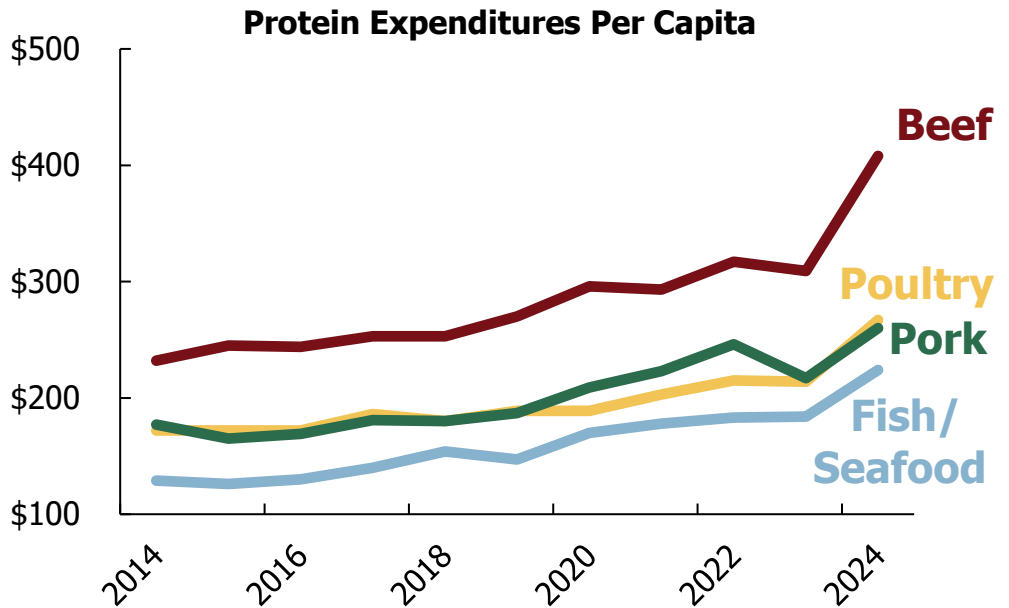
Fresh Meat Retail Sales Insights & Consumer Expenditures

Beef continues its record setting pace as both beef volume and total value of fresh beef sales at retail are up 4.3% and 12.4%, respectively.

Retail Fresh Meat Sales, 2025	\$ 52 wks Ending 12/28 v. YAGO	Lbs. 52 wks Ending 12/28 v. YAGO
+9.1% \$ sales growth	 +12.4% \$45B v. \$40.1B	+4.3% 6.2B v. 6.0B lbs.
+3.0% Lbs. sales growth	 +6.5% \$20.7B v. \$19.4B	+3.2% 6.5B v. 6.3B lbs.
	 +3.3% \$8.72B v. \$8.5B	+1.1% 2.7B v. 2.64B lbs.
	 -11.1% \$223M v. \$262M	-8.8% 34.3M v. 37.6M lbs.

Source: Circana, Fresh Beef Sales by Volume and Value, Data Ending 12/28/2025.
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

Beef expenditures increased over 30% from 2023 to 2024, exceeding year-over-year gains of all other proteins.



Source: U.S. Bureau of Labor Statistics. December 2025.
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.