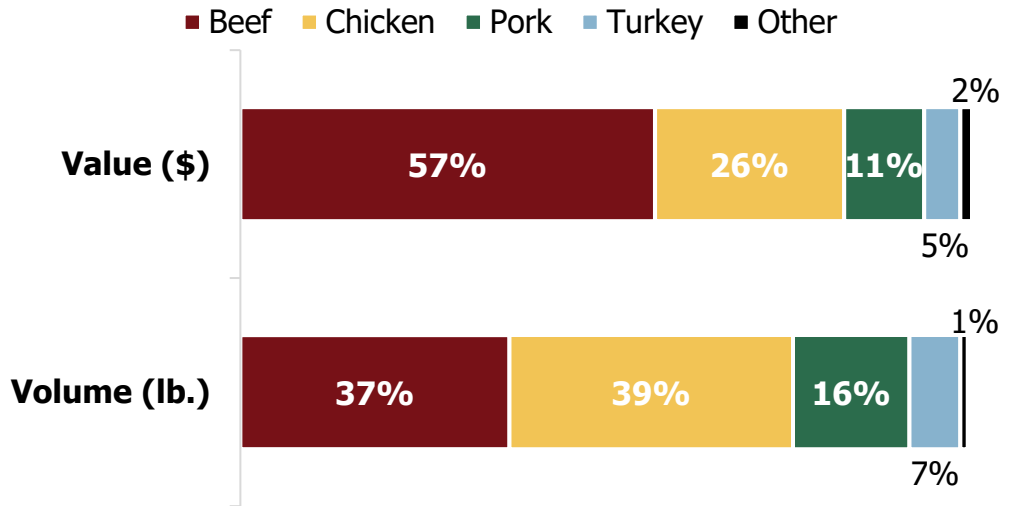


# Retail Market Insights

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.

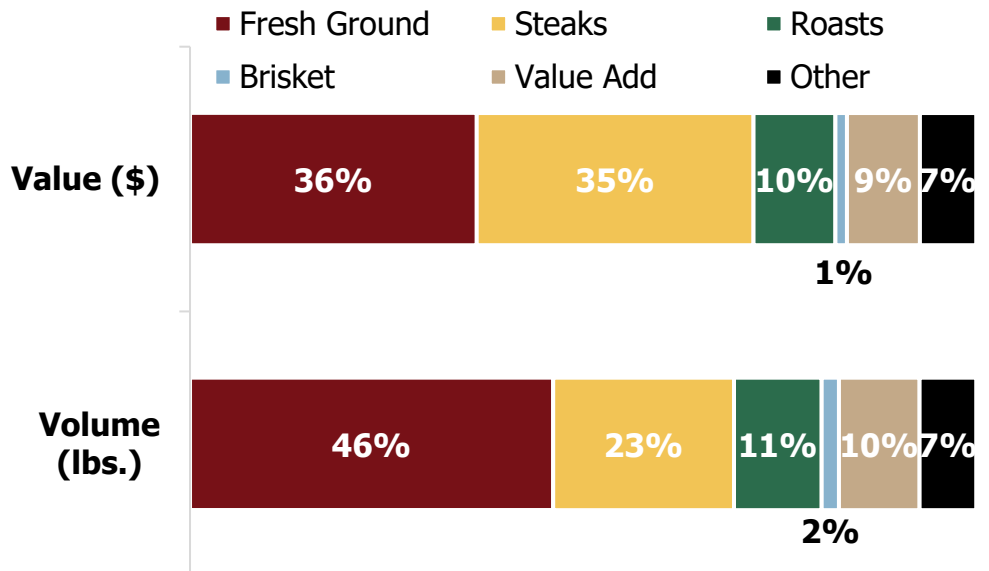
## Fresh Meat Retail Market Shares by Protein



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, Retail Protein Sales, 52 weeks ending 12/28/2025.  
 Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

Both **fresh ground beef** and **steaks** make up **more than 70%** of the total beef **value** while consumers continue to seek value and versatility with fresh ground, roasts and value-added cuts.

## Retail Fresh Beef Market Share by Form



Note: The "Other" category is comprised of offals, other beef, and ribs.  
 Source: Circana, Retail Protein Sales, 52 weeks ending 12/28/2025.  
 Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.