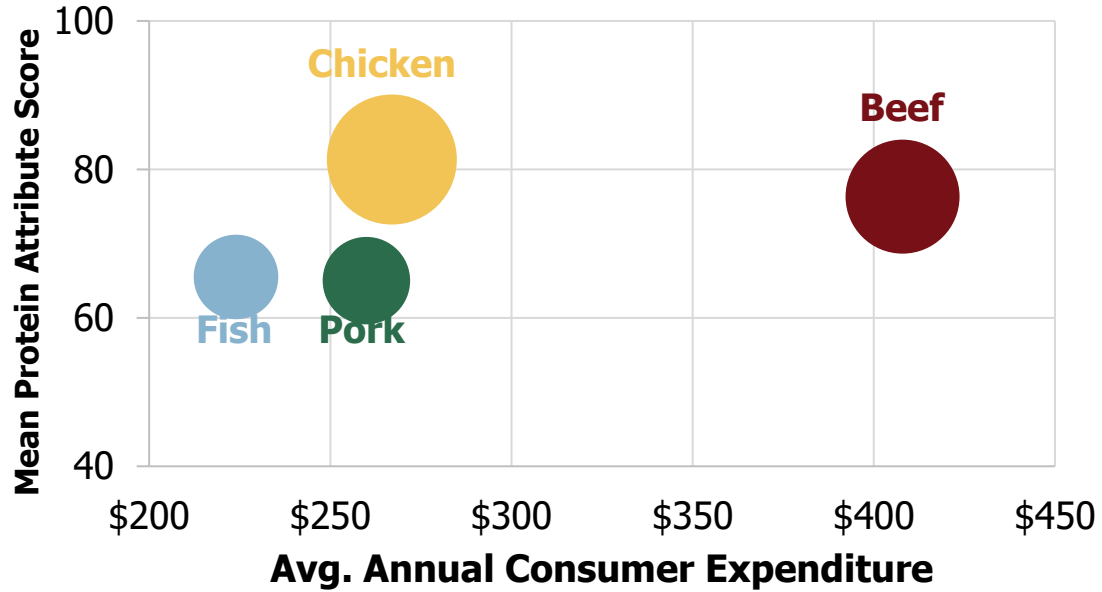


Beef Demand Driver: Convenience & Versatility

Beef and chicken noted as top choices for “Good for Many Types of Meals”.

Good For Many Types of Meals by Expenditure

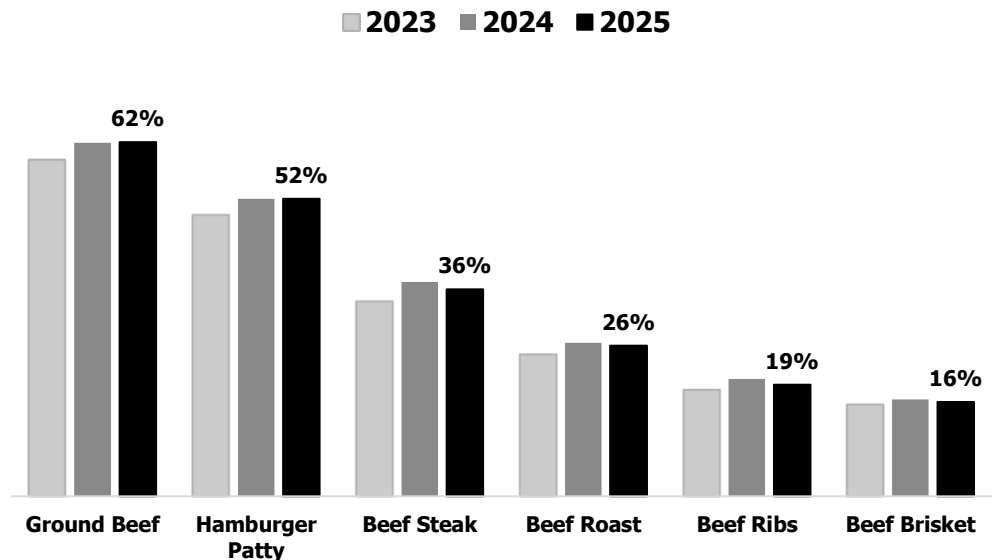


How to read: Vertical Axis – mean score for 0-100, good for many types of meals; Horizontal Axis – annual per capita expenditure on protein; bubble size – reflects weekly+ consumption of protein.

Source: Consumer Beef Tracker, January – December 2025. Consumer Expenditure Surveys 2024, data released December 19, 2025.
Analysis: National Cattlemen’s Beef Association, a contractor to the Beef Checkoff.

Beef is a versatile protein which consumers enjoy at home in a variety of ways. A majority of respondents indicate they have eaten ground beef as an ingredient or a hamburger patty at home in the past week.

Beef Eaten at Home in the Past Week



Source: Consumer Beef Tracker, 2023 – 2025.
Analysis: National Cattlemen’s Beef Association, a contractor to the Beef Checkoff.