

Consumer sentiment (how secure consumers are feeling about the future economy) is still 16% lower than a year ago. However, sentiment scores have been increasing over the past few months.

Current Consumer Sentiment

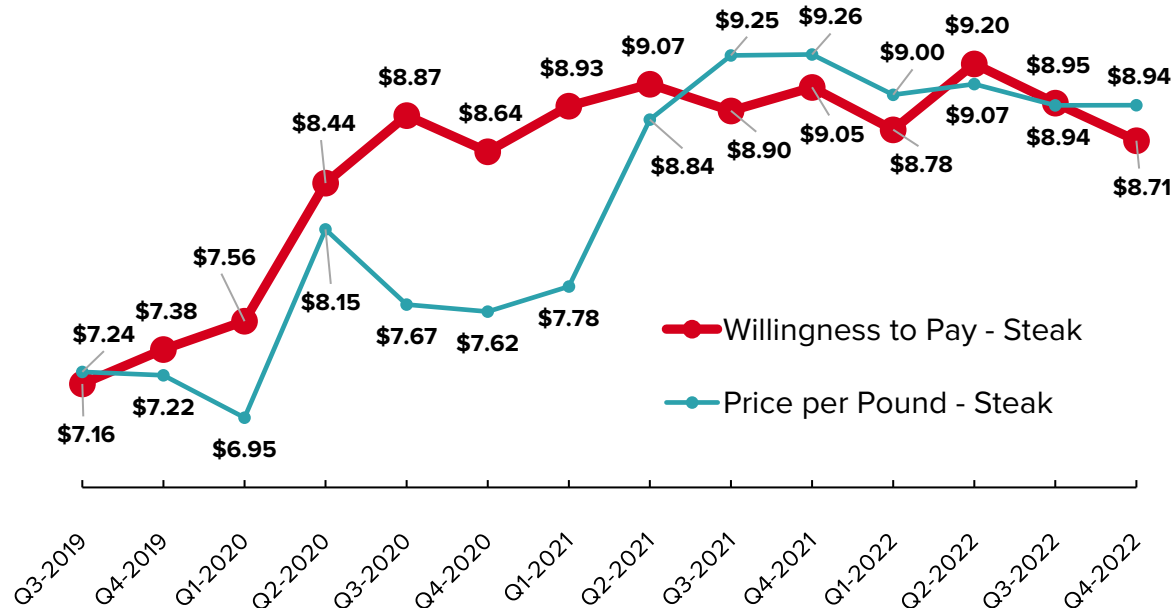


Source: University of Michigan, Consumer Sentiment Index, 2012 – 2022.

Analysis: National Cattlemen's Beef Association, on behalf of The Beef Checkoff.

Willingness to pay has decreased for the previous two quarters in 2022 but remains strong overall.

Beef Steak: Willingness to Pay vs. Average Price Per Pound



Source: Consumer Beef Tracker 2019 – 2022, BB6/7/7A; NielsenIQ, Discover, Steak Sales 2019 – 2022.

Analysis: National Cattlemen's Beef Association, on behalf of The Beef Checkoff