

## **St. Patrick's Day – Expectations for Corned Beef Sales in 2026**

Historical retail corned beef sales summary from the National Cattlemen's Beef Association, a contractor to the Beef Checkoff. Highlights include past corned beef marketplace performance and potential sales insights for 2026.

### **Corned Beef Consumer Trends**

Historical corned beef performance around the St. Patrick's Day holiday shows steady, healthy demand for corned beef brisket, with both dollar sales and average prices increasing, supported by modestly rising volume. Together, these trends indicate that consumers remain committed to purchasing corned beef—even as prices increase, suggesting strong product loyalty and resilient demand.

### **Corned Beef Brisket Historical Value Around St. Patrick's Day**

- **Dollar sales reached \$213.2 million for the four weeks ending 3-23-25**
- **Dollar sales grew +5.1% vs. 2024 and remain above 2- and 3-year ago levels (+8.1% and +5.4%).**

### **Potential Impact of Corned Beef Price Increases for St. Patrick's Day, 2026**

Even in a competitive protein marketplace, consumers are willing to pay more for corned beef, reinforcing its seasonal and cultural importance and showing that price sensitivity is limited. Based on historical trends for corned beef around St. Patrick's Day, data would suggest a steady to moderate sales increases in 2026.

### **Historical Corned Beef Volume Sales Around St. Patrick's Day**

- **Volume sales totaled 49.4 million lbs. for the four weeks ending 3-23-25**
- **Year-over-year volume change is +0.4%, with multi-year gains (+1.3% vs. 2 years ago; +1.0% vs. 3 years ago).**

### **Potential Impact of Price Increases on Volume Sales for St. Patrick's Day, 2026:**

Volume stability indicates that higher prices have not deterred buyers. Consumers continue to purchase similar quantities despite inflationary pressure—an encouraging signal for beef and brisket demand.

### **Rising Prices of Corned Beef Are Driving Value Growth**

- **Price per volume increased to \$4.32 /pound for the four weeks ending 3-23-25**
- **Price growth remains strong: +4.7% vs. last 2024, +6.7% vs. two years ago, and +4.4% vs. three years ago.**

## Overall Trend: Durable, Premium Demand for Corned Beef

The trends—rising dollars, stable volumes, and strong price appreciation—point to a corned beef category that:

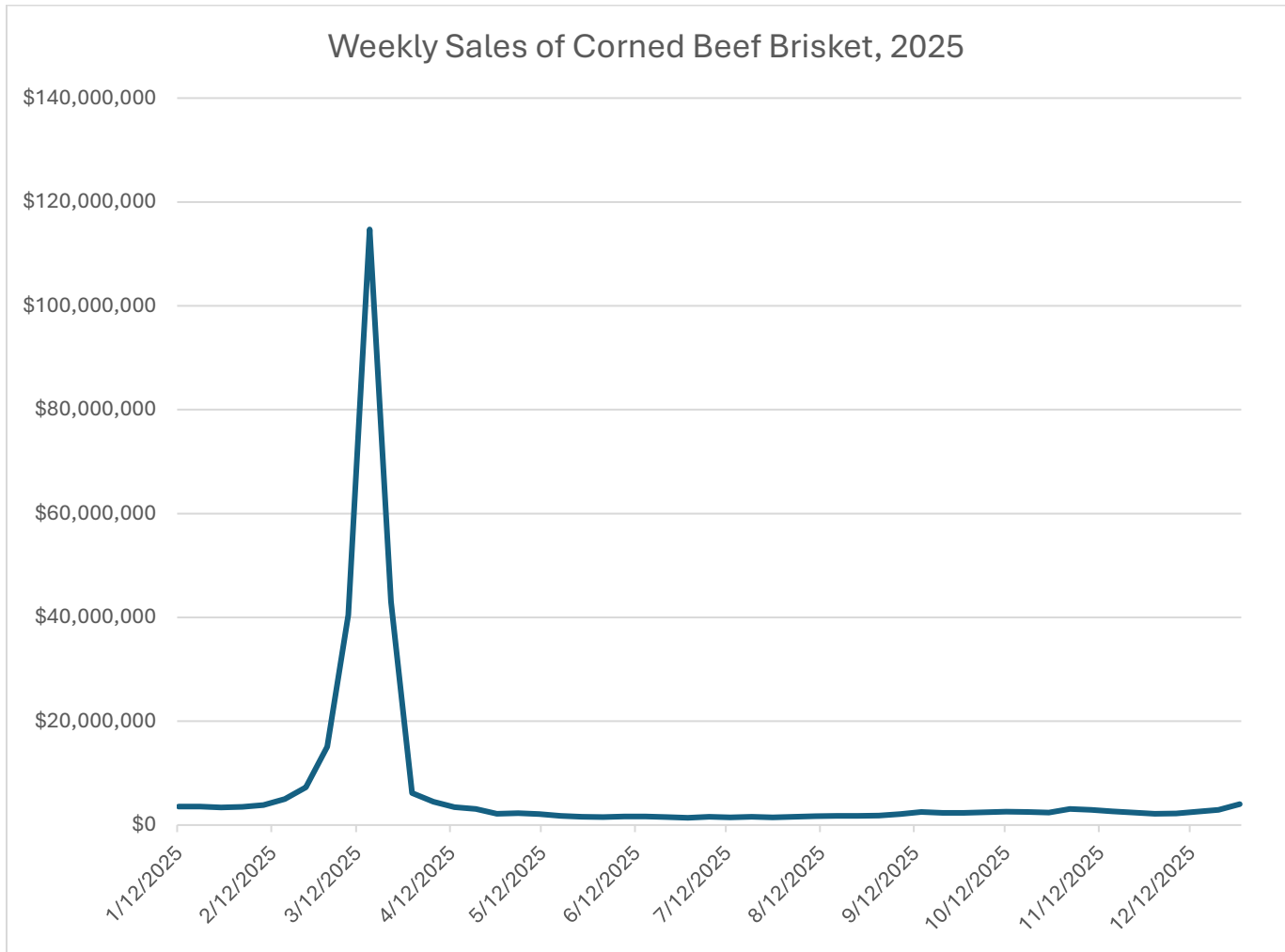
- Remains **highly relevant at retail**.
- Shows **consumer commitment** even as prices rise.
- Continues to be a **value-added outlet for brisket**, supporting carcass optimization.
- Reflects broader patterns of **steady beef consumption** referenced in the table below.

<b>CORNED BEEF BRISKET</b>			
Dollar Sales	Dollar Sales % Change vs YA	Dollar Sales % Change vs 2 YA	Dollar Sales % Change vs 3 YA
\$213,233,874	5.1%	8.1%	5.4%
Volume Sales	Volume Sales % Change vs YA	Volume Sales % Change vs 2 YA	Volume Sales % Change vs 3 YA
49,412,592	0.4%	1.3%	1.0%
Price per Volume	Price per Volume % Change vs YA	Price per Volume % Change vs 2 YA	Price per Volume % Change vs 3 YA
\$4.32	4.7%	6.7%	4.4%

Source: Circana Multi-Market retail performance, 4 weeks ending 3-23-2025

## Reflecting the power of corned beef around St. Patrick's Day, corned beef value increases more than 1500% compared to weekly norms in 2025

- Corned beef consistently demonstrates its seasonal versus promotional value around the St. Patrick's Day holiday.
- Corned beef is event-driven and price resistant, seeing value peak two weeks prior to St. Patrick's Day before returning to weekly norms following the holiday.



Source: Total US - Multi-Market+, Corned Beef Brisket, calendar year ending 12-28-2025

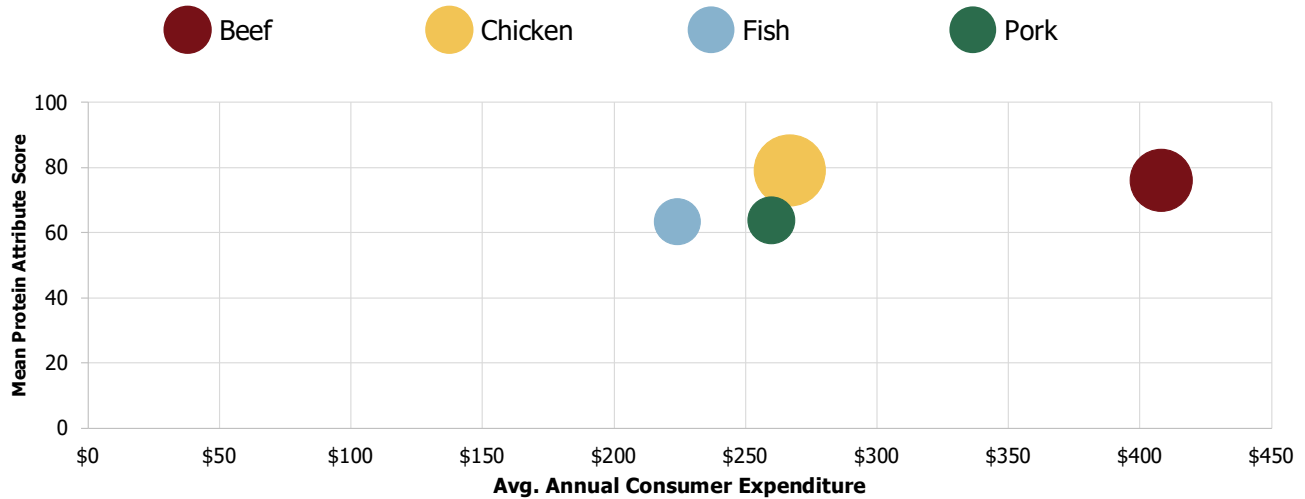
## Beef is the top choice for holidays, as the week of St. Patrick's Day is among the top 10 weeks for beef sales across the calendar year

- **Beef owns the “special occasion” space.** Positioned as the protein most associated with social gatherings and celebrations—reinforcing why corned beef performs so well around St. Patrick's Day and as well as other beef cuts around event-driven moments.
- **Beef captures the largest household dollars.** Higher “special-occasion” appeal, and high-spend -supporting a premium, value-added role for brisket/corned beef.

**Leveraging the holidays:** Lean into the **celebration positioning** (meal kits, family packs, and festive displays), maintain **premium price integrity** during the holiday window, and coordinate **promotions + cross-merch** (cabbage, potatoes, rye, mustards) to widen baskets.

### Protein Attributes: Good for Social Gatherings or Special Occasions (Mean Score)

Both beef and chicken noted as “good for social gatherings and special occasions”.



Source: Consumer Beef Tracker, January–December 2025. Q11: For the statement shown, please rate each protein based on your experiences. You can rate each protein anywhere from Agree Completely to Disagree Completely... The scale is set up so that no two proteins can have exactly the same rating, so you will need to place them in the order that you intend them to be.; Consumer Expenditure Surveys 2024, data raised December 19, 2025.  
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.