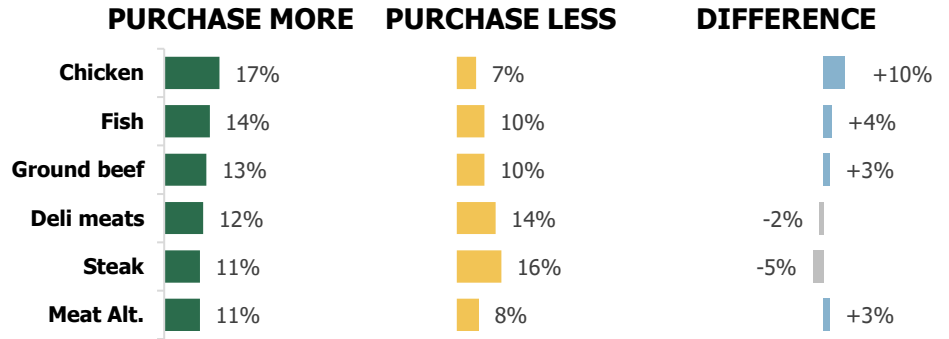


Consumer Behavior Trends

Future Protein Purchasing Plans

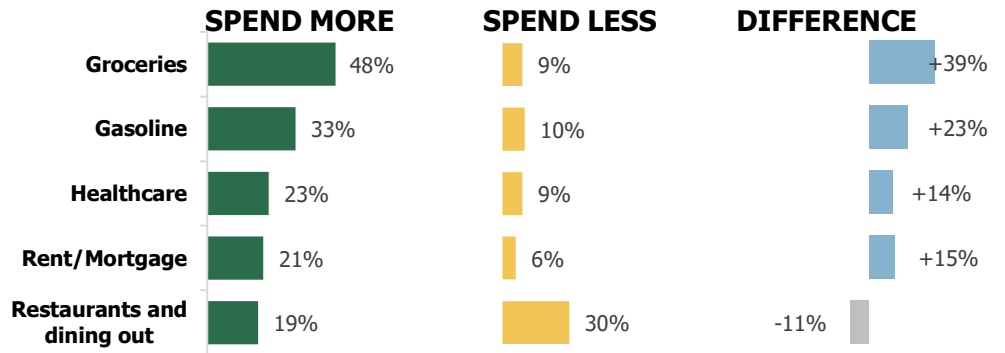
Consumers indicate they plan to purchase more chicken, **more ground beef**, while cutting back on higher-priced cuts of beef such as steak compared to last year.



Source: Consumer Beef Tracker, 2024.
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

Spending Compared to 6 Months Ago

Over the past six months, consumers are **spending more** on essential items like **food** and gas but less on non-essentials such as dining out, clothing, and entertainment.



Source: Consumer Beef Tracker, 2024.
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

Shopping & Dining Habits: Next 6 Months

Consumers anticipate changing their behavior in the next six months by **looking for deals**, dining out less, using leftovers, and stocking up, or freezing items more often.



Source: Consumer Beef Tracker, 2024.
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.