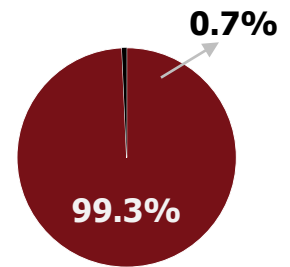
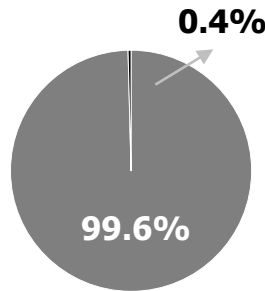


Meat Alternatives

2024 Market Share (Dollars Sold)

Fresh Animal Protein vs. Substitutes

Fresh Beef vs. Beef Substitutes



■ All Animal Proteins
■ AP Substitutes

■ Beef
■ Beef Substitutes

Meat and beef substitutes represent a small percentage of the fresh meat and beef markets when considering dollars sold.

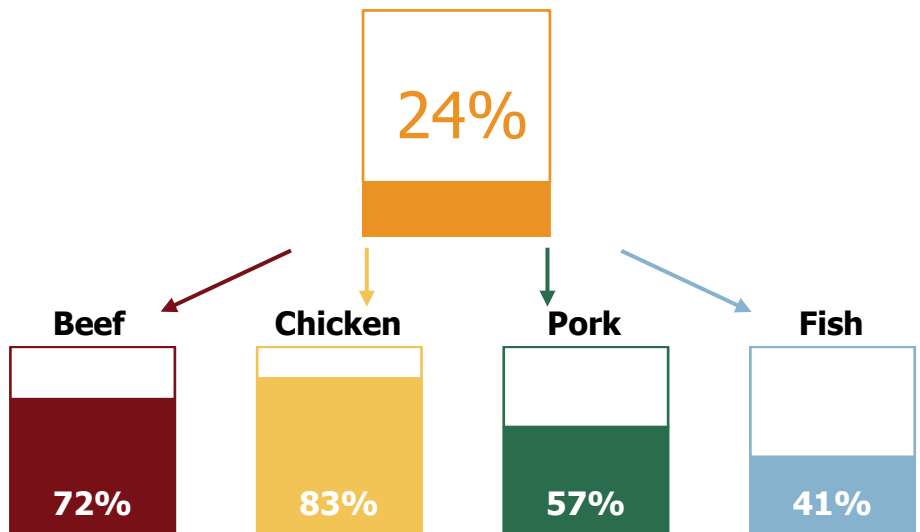
Note: Beef substitute forms include chubs, ground, and patties. Animal protein constitutes beef, bison, chicken, fowl, lamb, pork, turkey, and veal. Only fresh products were included in calculations.

Source: Circana. YTD Retail Protein Sales, ending 12/29/2024.

Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

Weekly+ Meat Consumption Among Meat Alternative Consumers

Weekly+ consumption of meat alternatives is trending down (7 percentage points since 2021). Consumers who eat meat alternatives at least once per week still frequently eat a variety of other meat proteins, including beef.



Source: Consumer Beef Tracker, 2024.

Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.