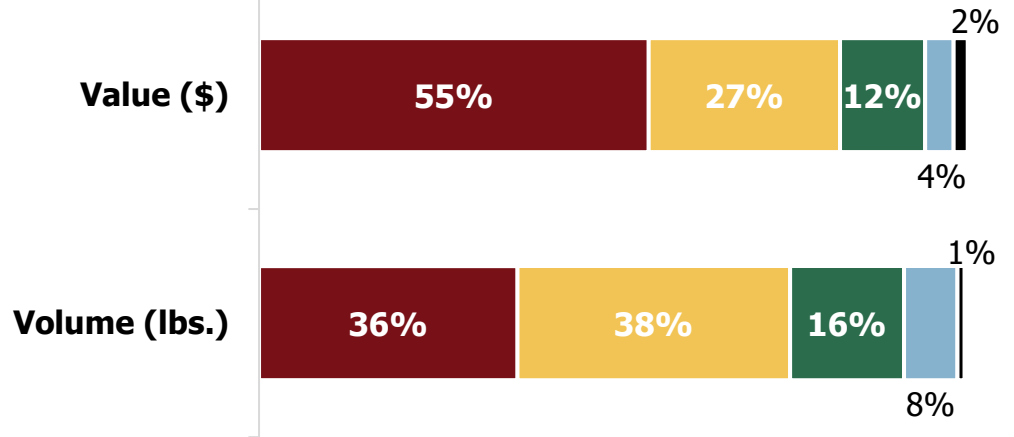


Retail Market Insights

Fresh Meat Retail Market Shares by Protein

■ Beef ■ Chicken ■ Pork ■ Turkey ■ Other

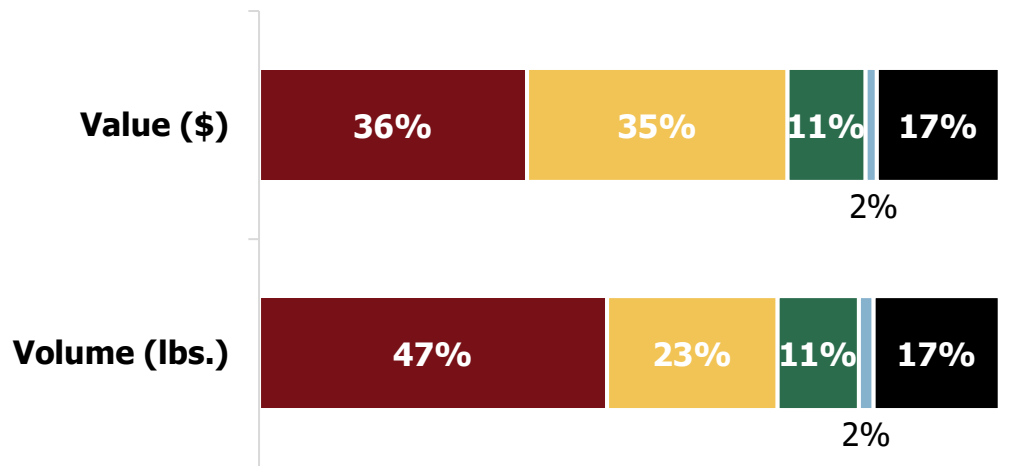


Beef occupies a **majority** of the **retail fresh meat sales** in terms of dollars and has one of the largest shares in terms of volume sales.

Note: Other is comprised of proteins that alone occupy less than 1% of the market. These include Bison, Fowl, Lamb, Meat Alternatives, Mixed, Veal, and Remaining Protein.
 Source: Circana, YTD Retail Protein Sales ending 12/29/2024.
 Analysis: National Cattlemen’s Beef Association, a contractor to the Beef Checkoff.

Retail Beef Market Shares by Form

■ Fresh Ground ■ Steaks ■ Roasts ■ Brisket ■ Other



Fresh **ground beef** makes up **half of** beef sales in **volume** at the retail meat case and **36% of dollar sales**. Steaks also account for over one-third of dollar sales.

Note: The “Other” category is comprised of offals, other beef, ribs, and value-added products.
 Source: Circana, YTD Retail Protein Sales ending 12/29/2024.
 Analysis: National Cattlemen’s Beef Association, a contractor to the Beef Checkoff.