

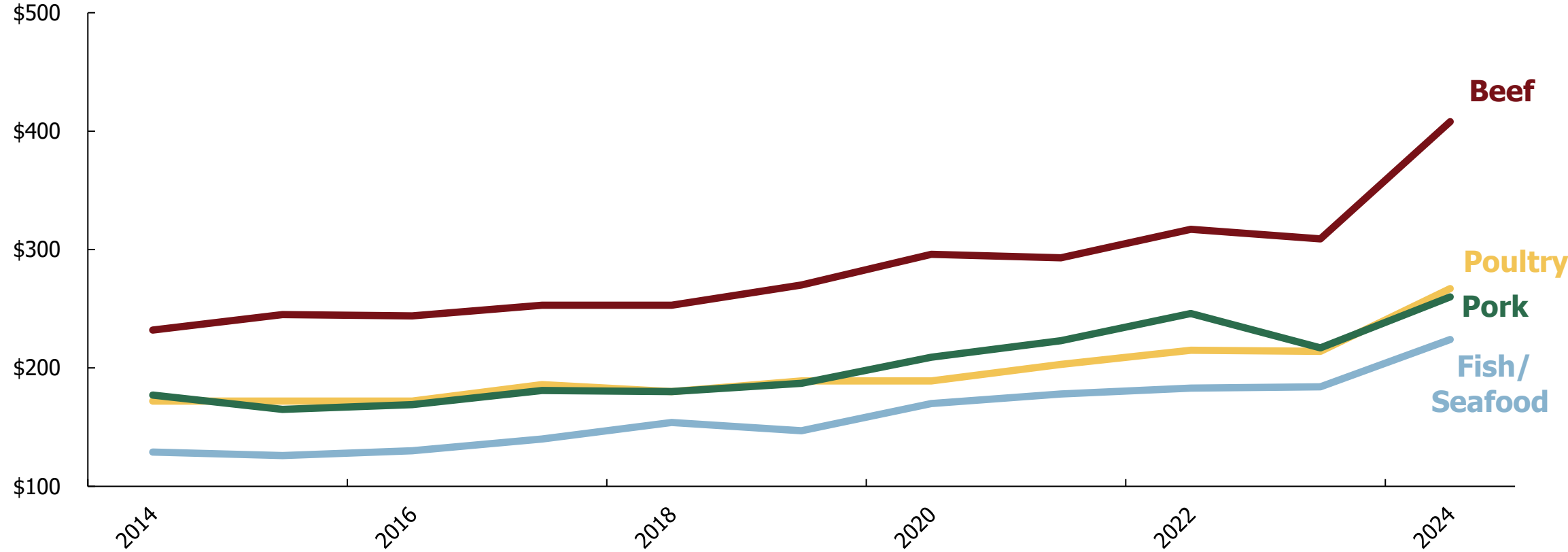
Today's Beef Consumer

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



Nominal Per Capita Consumer Expenditures

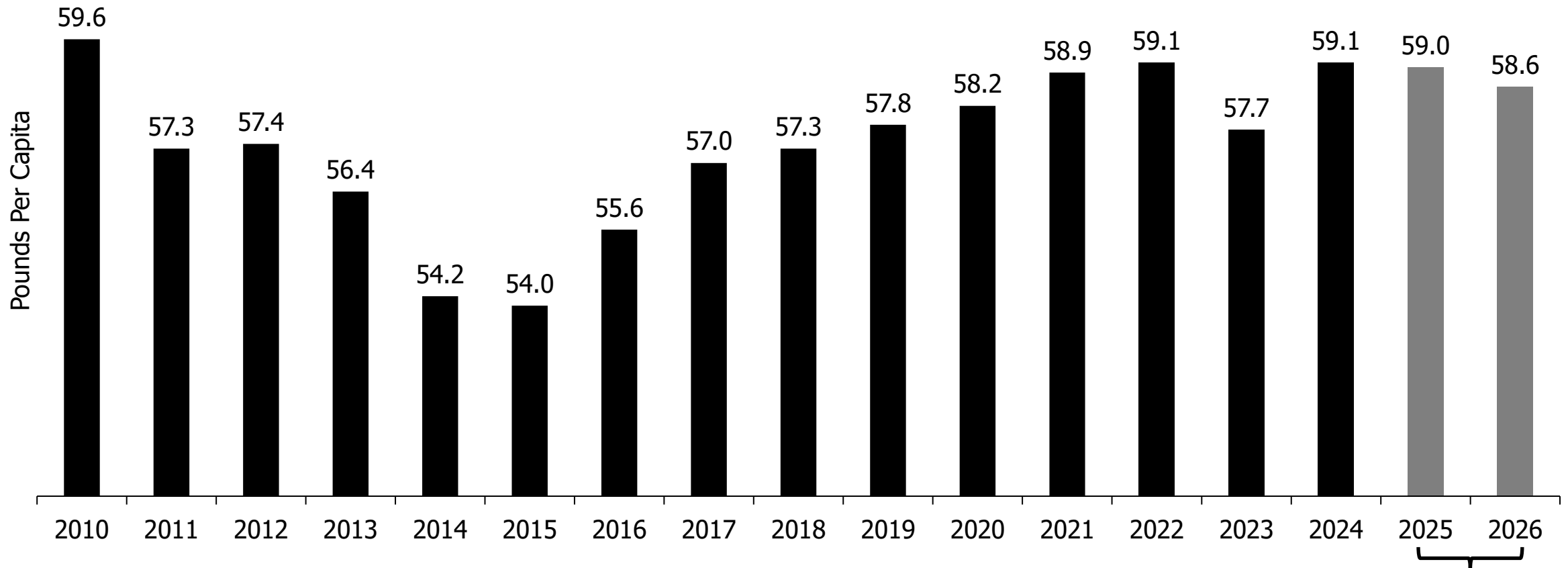
Beef expenditures increased over 30% from 2023 to 2024, exceeding year-over-year gains of all other proteins.



Source: U.S. Bureau of Labor Statistics, December 2025.
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

Per Capita Net Beef Availability

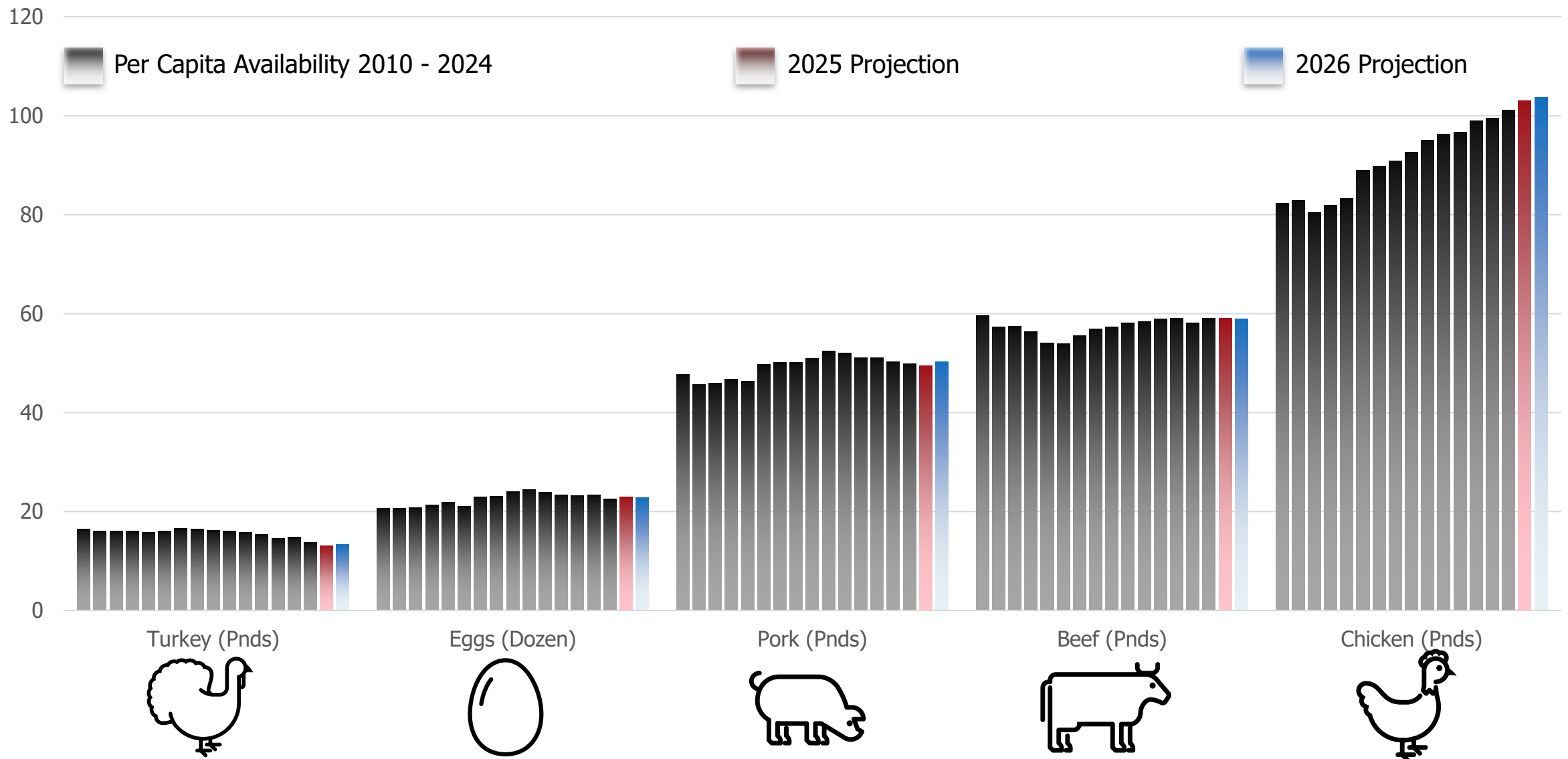
Despite headwinds associated with cattle supply, beef availability is projected to hold relatively steady into 2026.



Source: USDA, Office of the Chief Economist, "World Agricultural Supply and Demand Estimates Report: January 2026" and Supporting Materials.
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

Projection

Estimated Yearly Availability

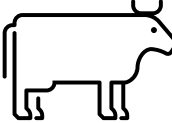
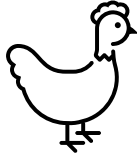
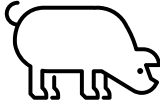



Source: USDA, Office of the Chief Economist, "World Agricultural Supply and Demand Estimates Report: January 2026" and Supporting Materials.
 Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

Fresh Meat Sales at Retail: 52 Weeks Ending 12/28/2025 Versus Year Ago

Beef sales are up across key metrics—value (pounds x price/pound) as well as pounds sold.

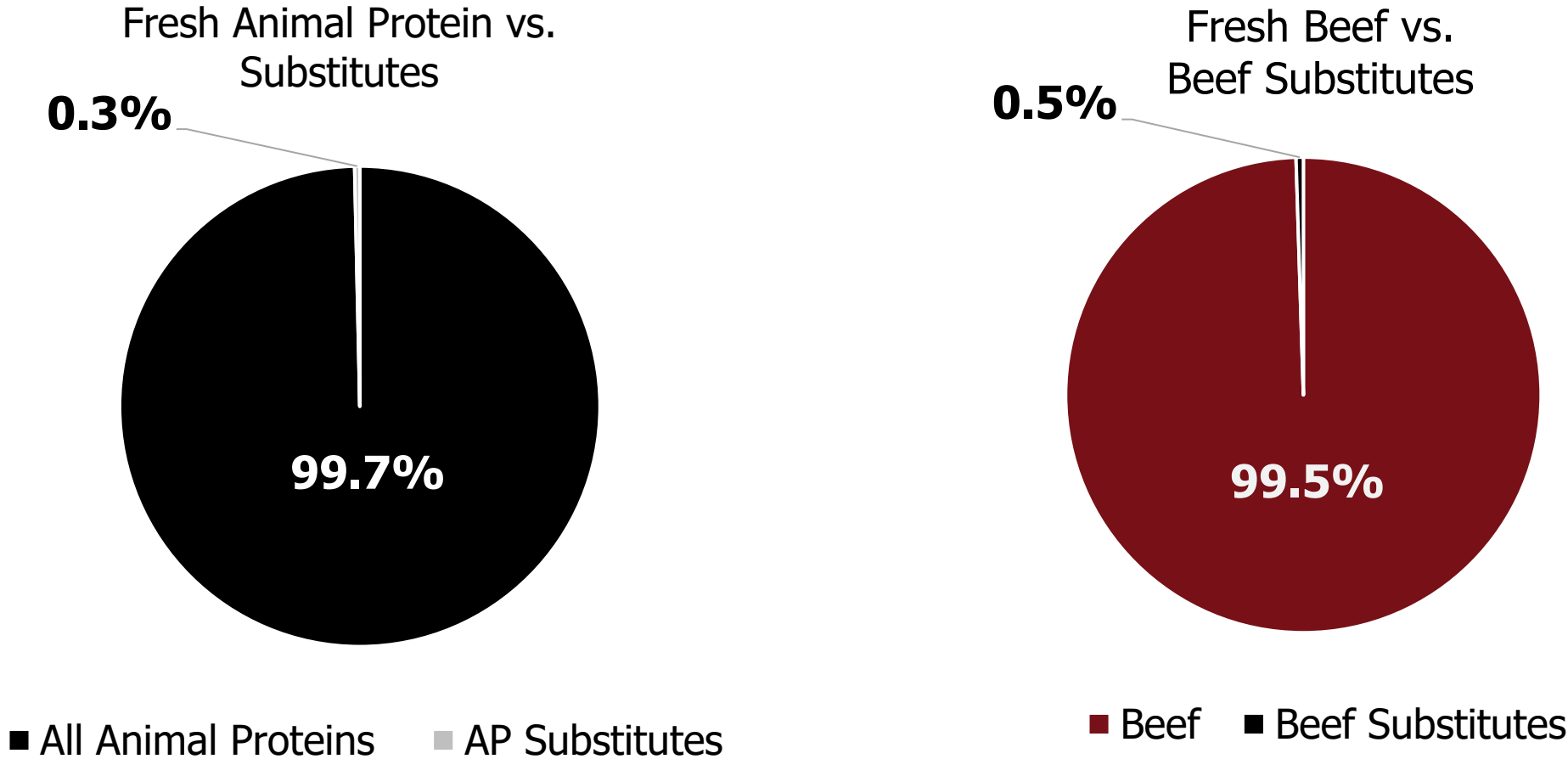


	\$ 52 wks Ending 12/28 v. YAGO	LBS. 52 wks Ending 12/28 v. YAGO
	+12.4% \$45B v. \$40.1B	+4.3% 6.2B v. 6.0B lbs.
	+6.5% \$20.7B v. \$19.4B	+3.2% 6.5B v. 6.3B lbs.
	+3.3% \$8.72B v. \$8.5B	+1.1% 2.7B v. 2.64B lbs.
	-11.1% \$223M v. \$262M	-8.8% 34.3M v. 37.6M lbs.

*Source: Circana, Fresh Beef Sales by Volume and Value, Data Ending 12/28/2025.
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.*

Market Share of Fresh Meat and Beef Substitutes (Dollars Sold)

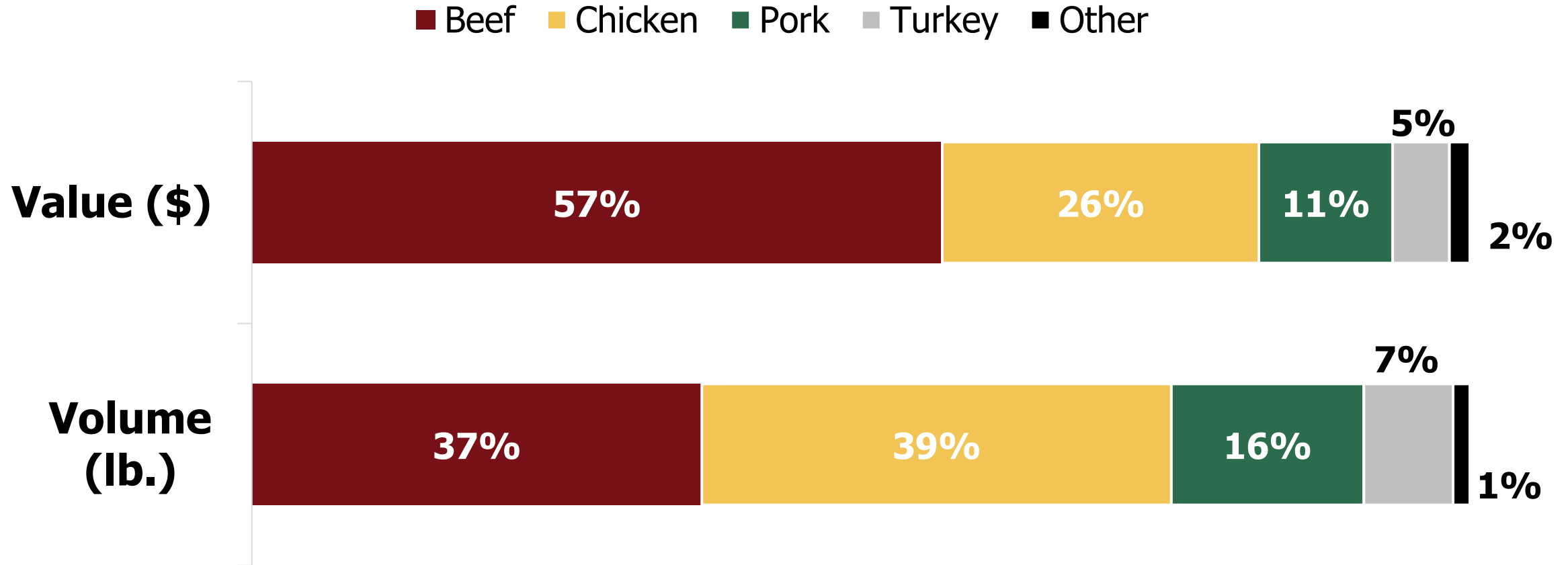
Meat and beef substitutes represent a small percentage of the fresh meat and beef markets.



*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. 52 Weeks, Retail Protein Sales, ending 12/28/2025
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.*

Retail Market Shares by Protein – 52 Weeks Ending 12/28/2025

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.

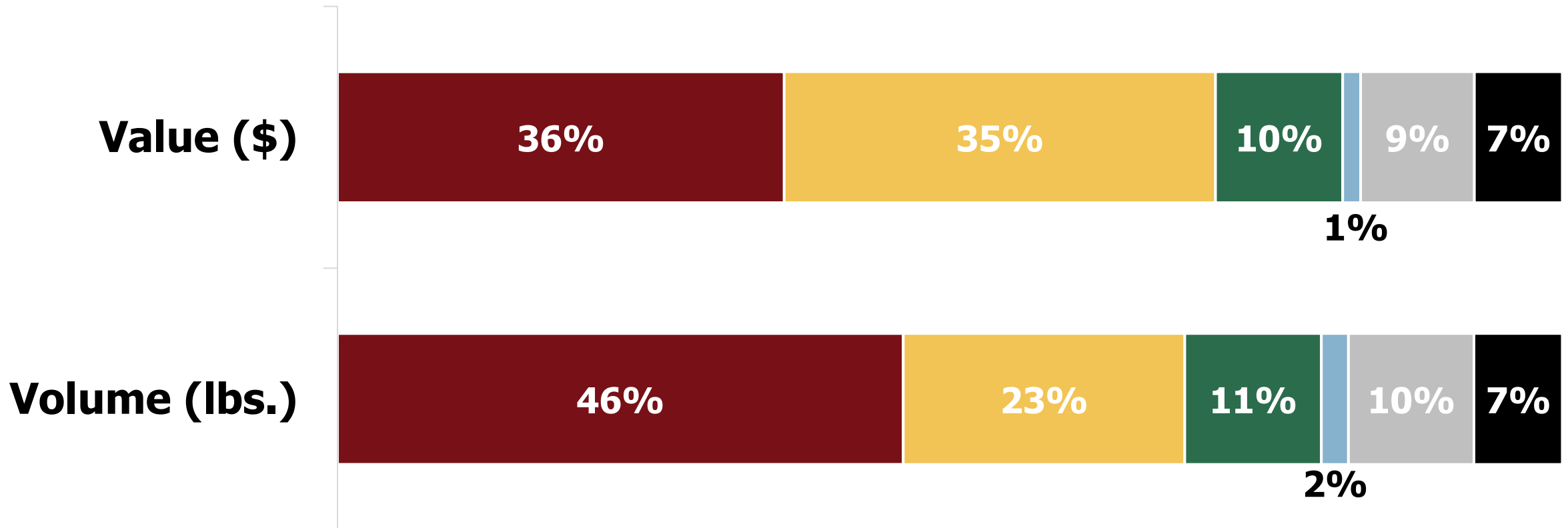
Source: Circana, Retail Protein Sales, 52 weeks ending 12/28/2025

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

Retail Beef Market Shares by Form – 52 Weeks Ending 12/28/2025

Fresh ground beef makes up almost 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 (35%) and nearly one-quarter of beef volume (23%) sold.

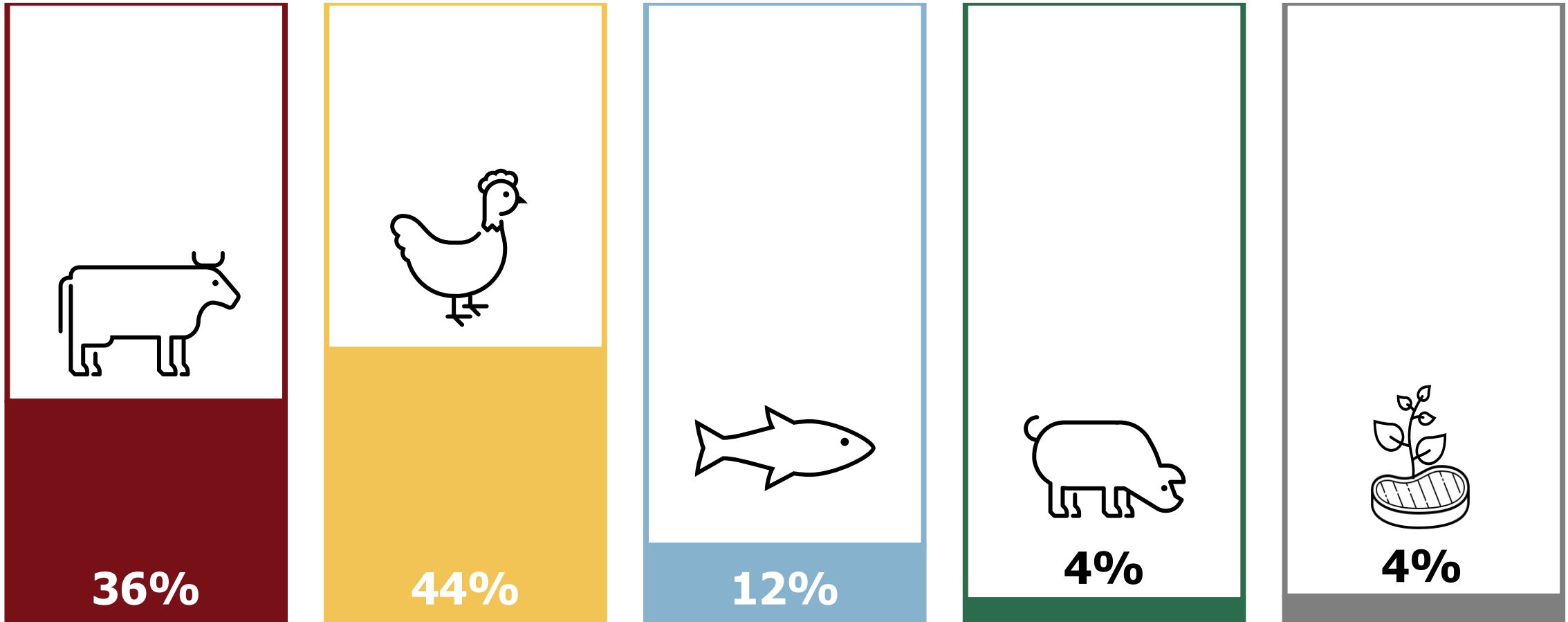
■ Fresh Ground ■ Steaks ■ Roasts ■ Brisket ■ Value Add ■ Other



*Note: The "Other" category is comprised of offals, other beef, ribs, and value-added products.
Source: Circana, Retail Protein Sales, 52 weeks ending 12/28/2025
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.*

Consumer's Overall Top Protein of Choice

When asked to indicate their overall top protein of choice from the below proteins, 45% of consumers choose chicken and 36% of consumers choose beef.



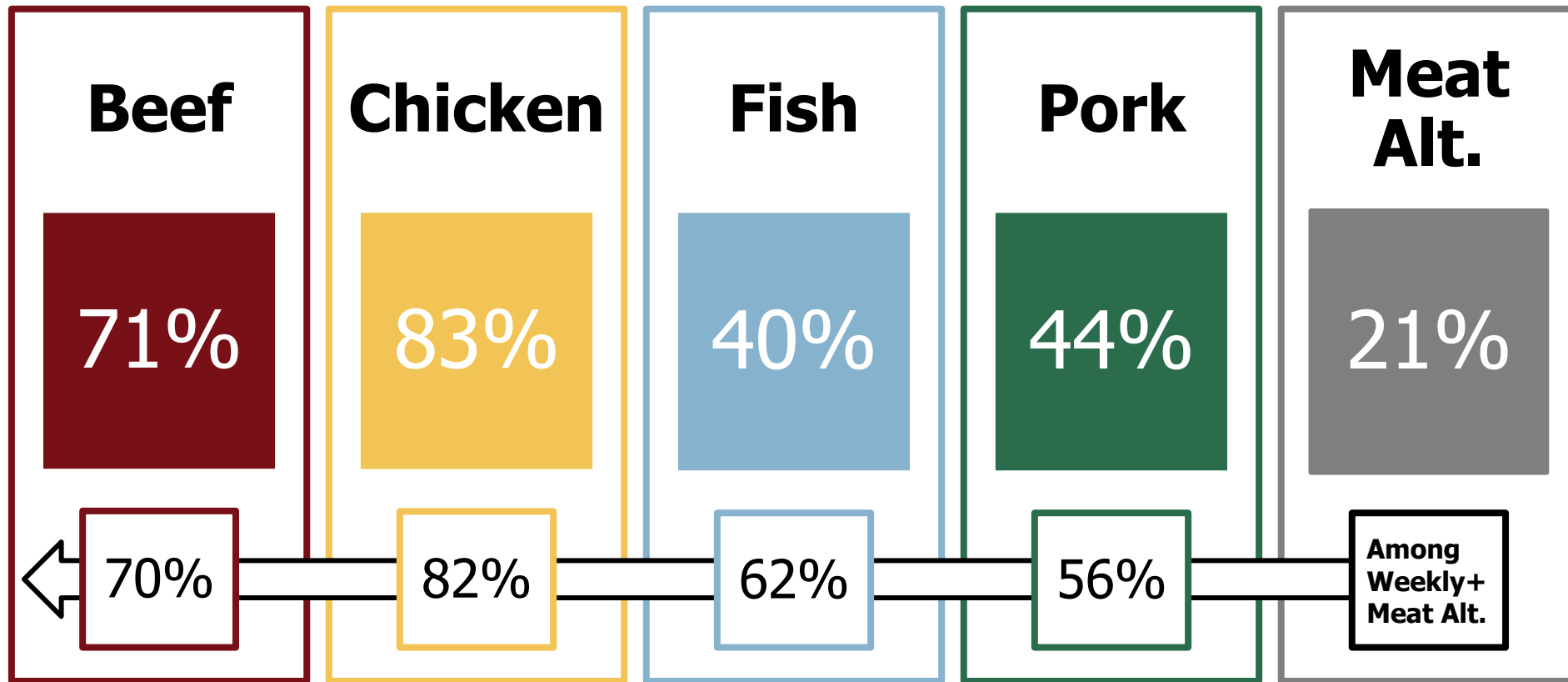
Source: Consumer Beef Tracker, January – December 2025. S12 Now, please tell us which one of the following proteins would be your first choice/number one protein of choice?
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

Consumers of Meat Alternatives Still Eat Other Proteins

Consumers who eat meat alternatives weekly are more likely to eat other proteins at least weekly.

Note: Since 2021,
Beef up 2 pts.,
Chicken up 3 pts.,
Meat Alt. down 10 pts.

Percent (%) of Consumers Eating Each Protein Weekly+



Source: Consumer Beef Tracker, January – December 2025. Q1: "Thinking about all of your meals – breakfast, lunch, dinner and snacks – how frequently do you eat each of the following types of food?"
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

At Home Eating: 2025

Three-quarters of meals are being cooked at home and 35% anticipate cooking more meals at home (and majority plan to continue doing so).



74%

Prepare or cook meals at home

Change in At-Home Cooking Behavior

Less,
8%

About the Same,
57%

More,
35%

95% of consumers cooking more meals at home plan to continue doing so.

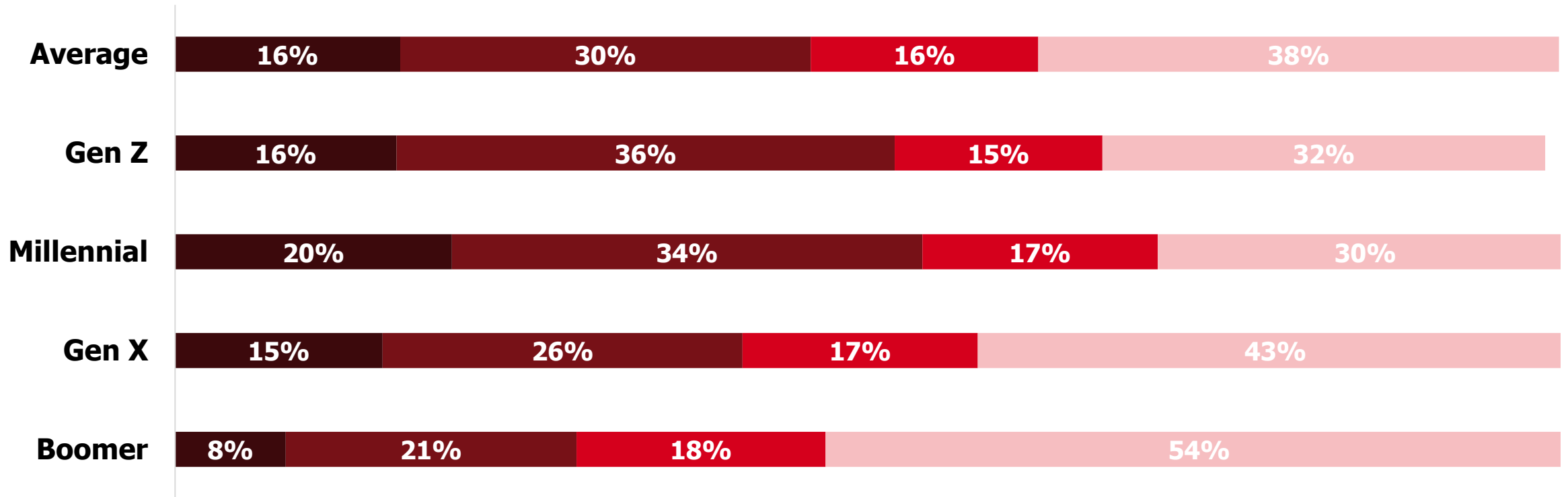
Source: Consumer Beef Tracker, January – December 2025. Q3. Thinking about the number of meals you are currently cooking at home; what percentage of your meals do you think you are preparing and/or cooking at home? Q4. Is {Q3/TotalSum} percent of meals prepared and/or cooked at home more, less or about the same as 6 months ago? Q4a. Do you expect to continue preparing and/or cooking more meals at home?
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

Online Grocery Ordering Behaviors by Generation: 2025

Over 50% of Millennials and Gen Z shop for groceries online at least once a month.

Frequency of Online Grocery Orders

■ Weekly ■ Monthly ■ <Once a month ■ Never

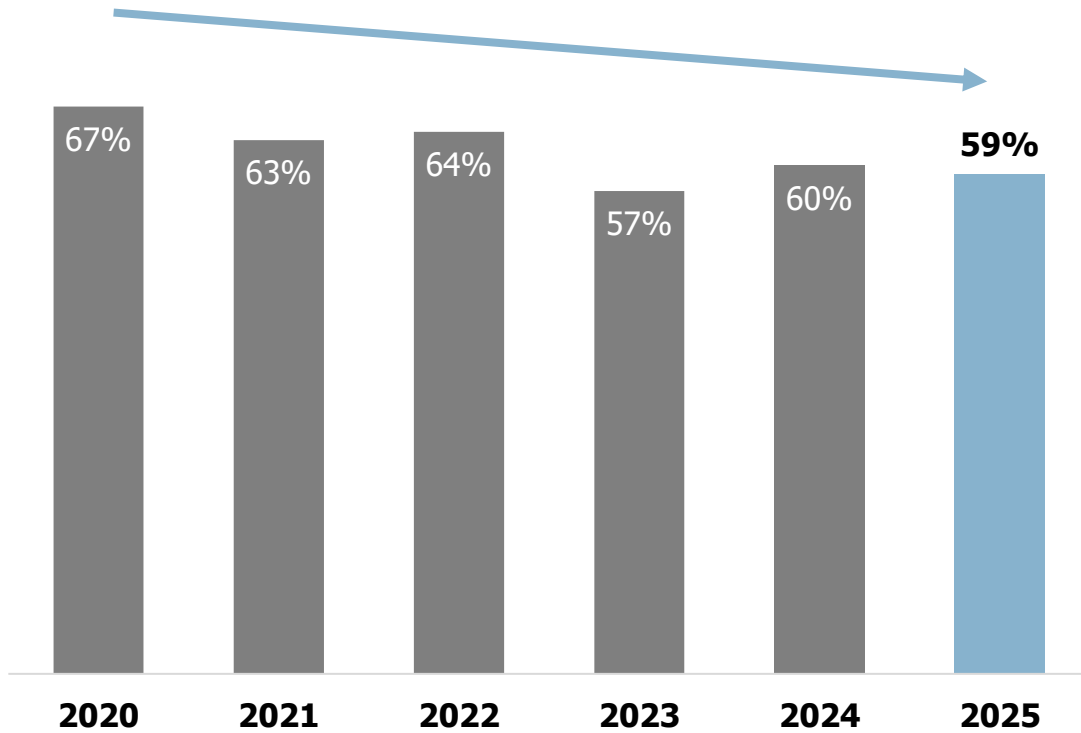


Source: Consumer Beef Tracker, January – December 2025. Q15: How often, if ever, do you order groceries online for pick-up/delivery?
Analysis: National Cattlemen’s Beef Association, a contractor to the Beef Checkoff.

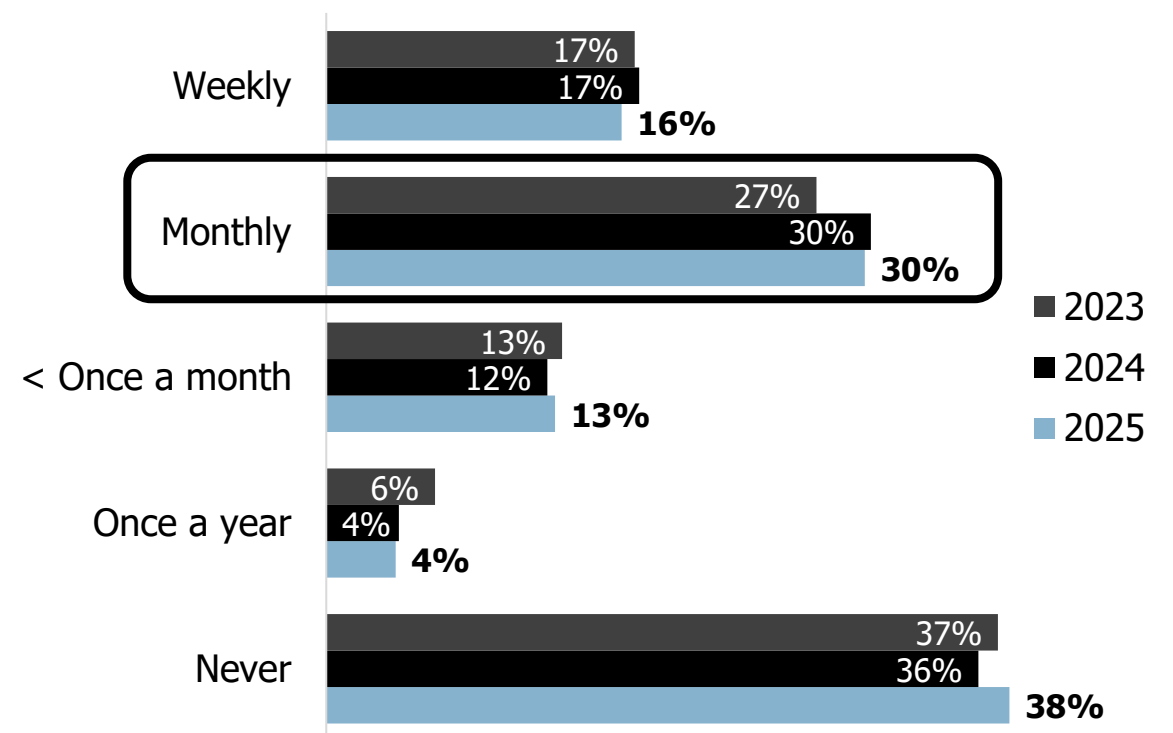
Online Grocery Ordering Trends: 2020 – 2025

Consumer-reported use of online ordering for groceries is moderating. Those who do are most likely to use the grocery website/app and Instacart.

Consumers Actively Ordering Groceries Online



Frequency of Online Grocery Ordering



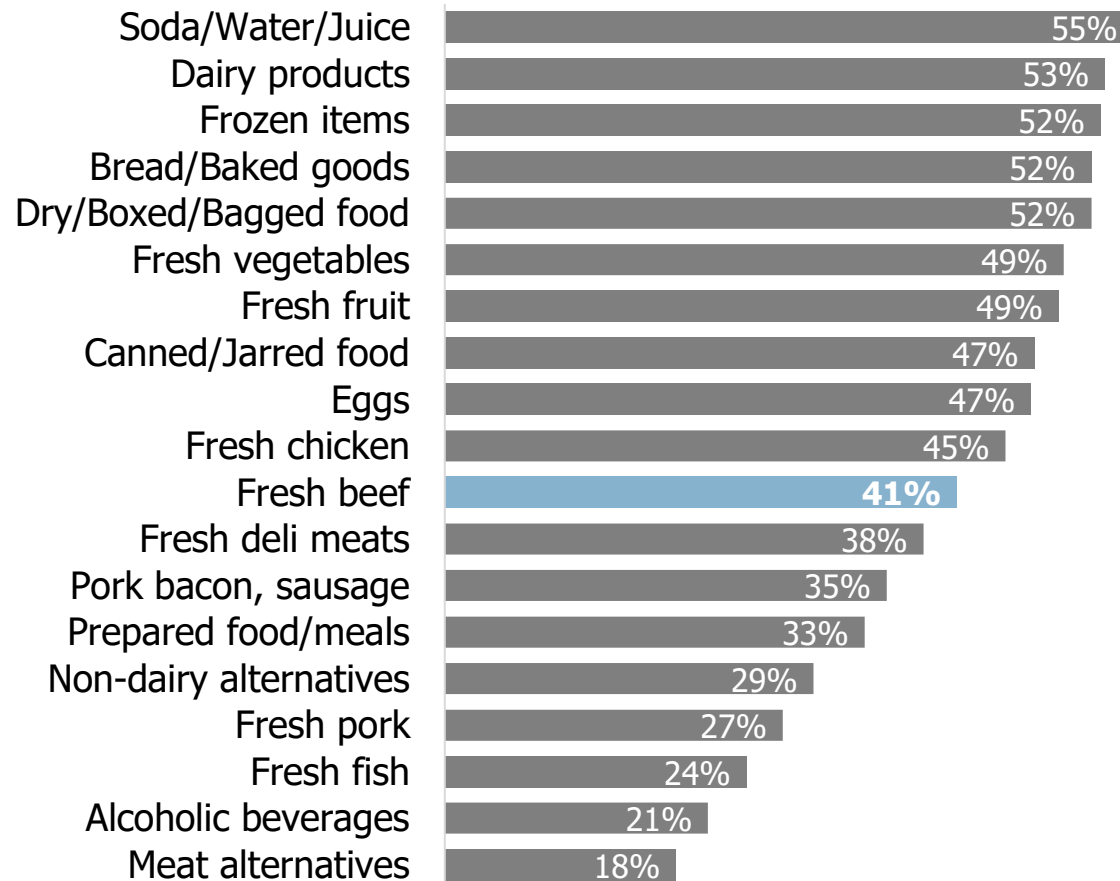
Source: Consumer Beef Tracker, 2020 – 2025. Q15: How often, if ever, do you order groceries online for pick-up/delivery? Q16: Which, if any, of the following online shopping platforms do you actively use to order groceries for pick-up/delivery? Select all that apply.

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

Grocery Categories Purchased Online in the Last Month: 2025

Many frequently purchase shelf-stable items in their online grocery orders, and more than 40% have included beef in these purchases within the last month.

Grocery Categories Purchased Online in the Last Month

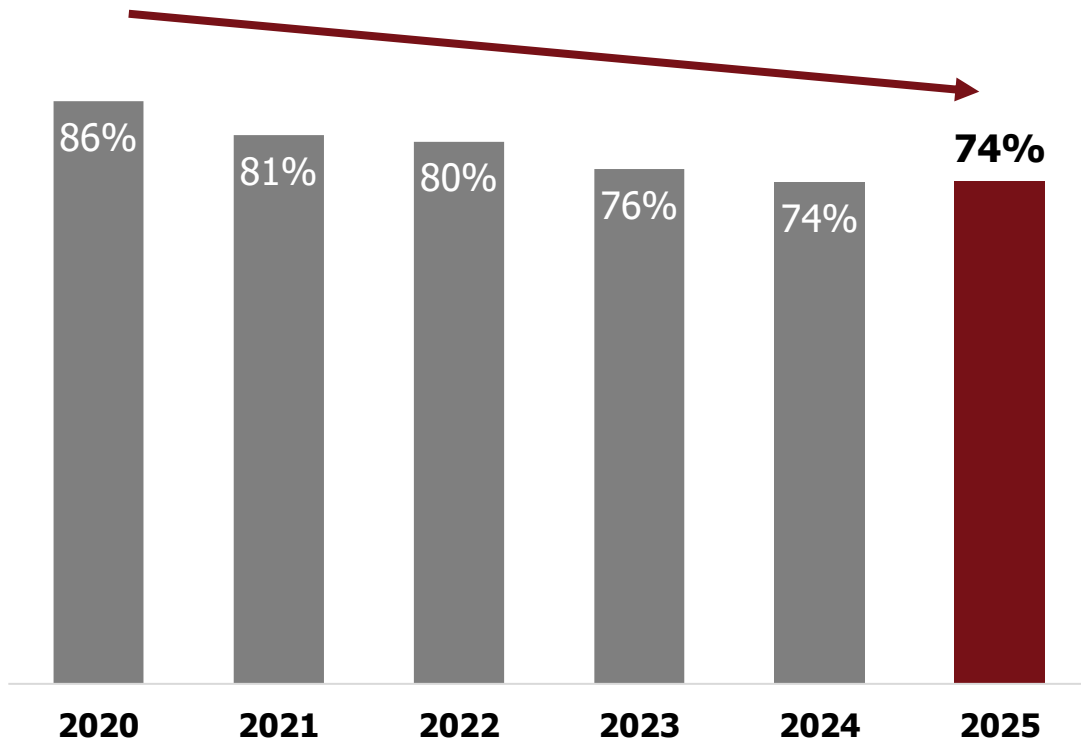


Source: Consumer Beef Tracker, January – December 2025. Q20: For each of the following categories of food, which best describes your order history of groceries for pick-up/delivery? (Purchased online in the last month)
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

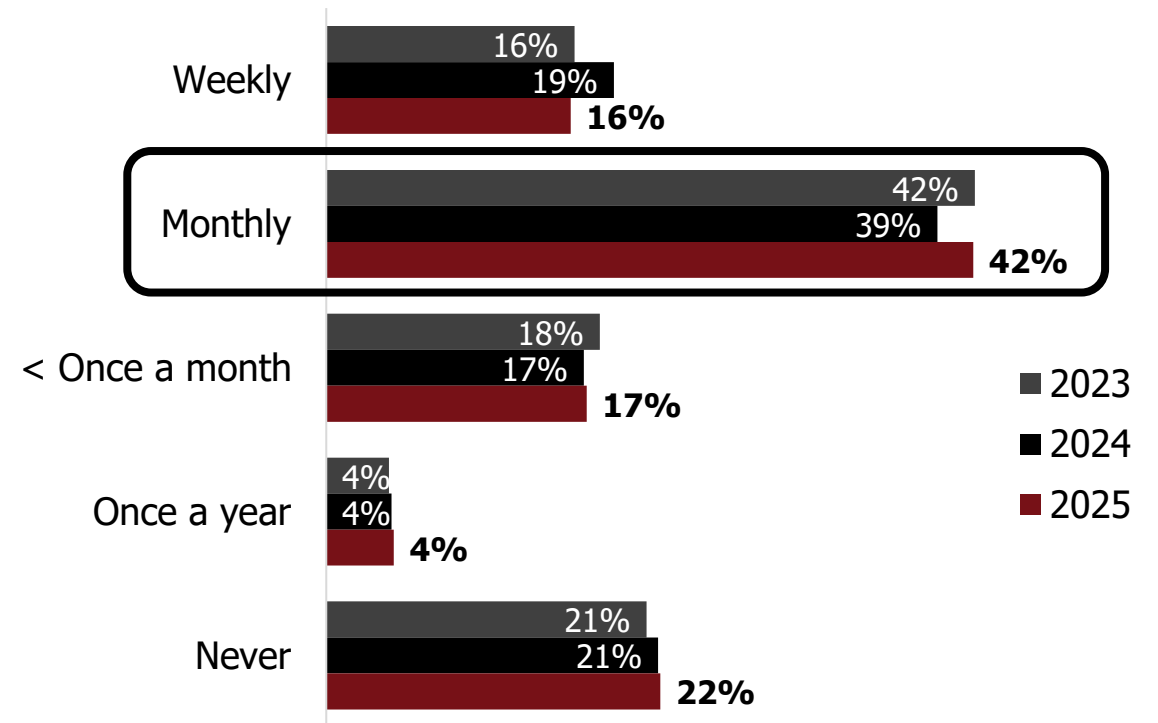
Food Service Online Meal Ordering Trends: 2020 – 2025

A majority – but moderating proportion – of consumers are ordering meals online to consume at home at least once per month.

Consumers Actively Ordering Food Service Meals Online



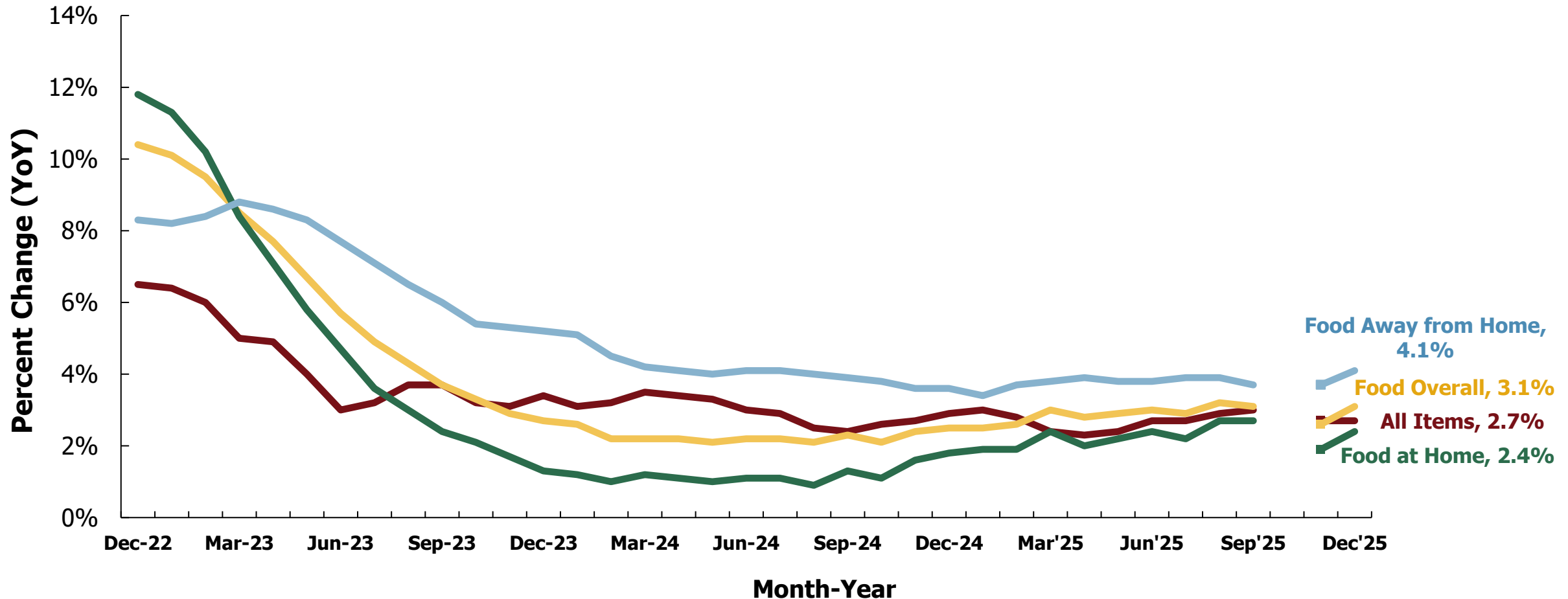
Frequency of Food Service Online Meal Orders



Source: Consumer Beef Tracker, 2020 – 2025. Q8: How often, if ever, do you order meals from any form of restaurant online/through an app for delivery or pick-up? Q10: Which, if any, of the following online meal delivery platforms do you actively use to order meals from a restaurant for pick-up or delivery? Select all that apply.
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

U.S. Inflation Rates

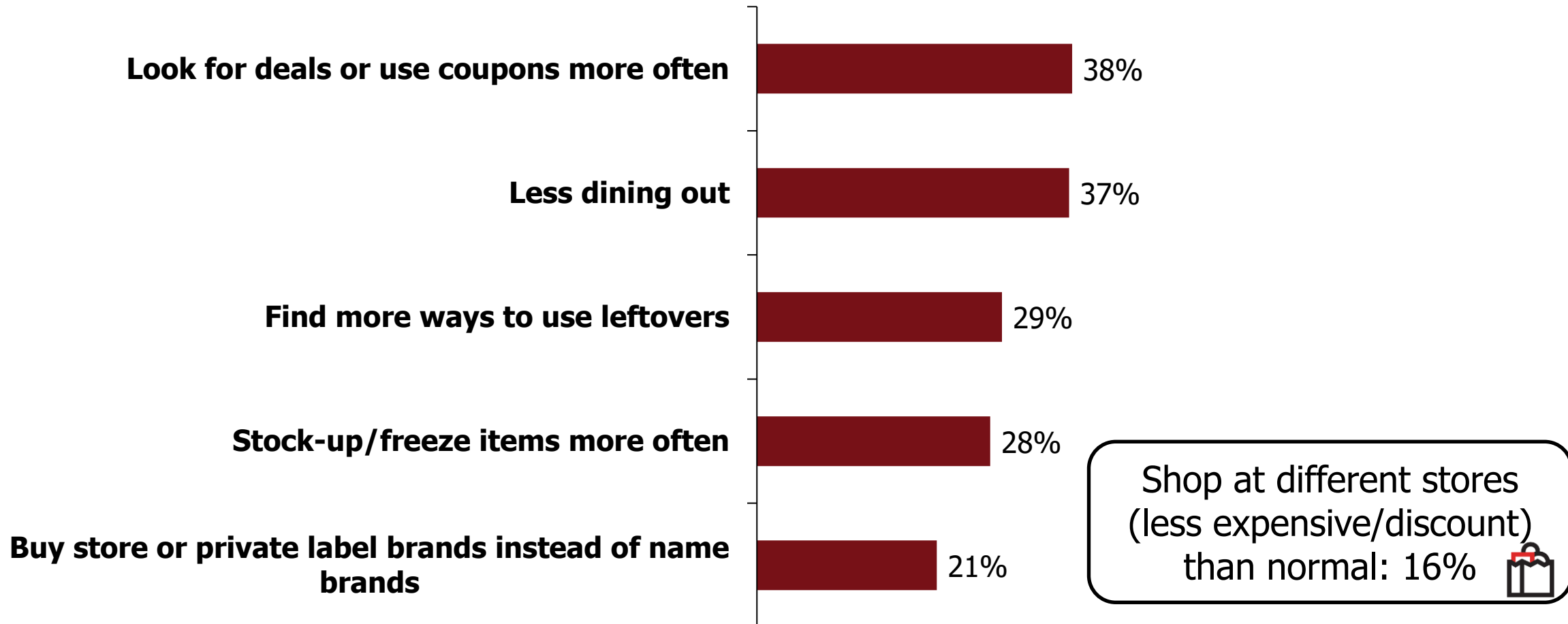
The January 2026 CPI release reflecting December 2025 data are showing overall inflation holding steady with November 2025 data and up 2.7% compared to year-ago levels as food at home increased 2.4% while food away from home increased 4.1% in December 2025, primarily driven by higher input costs.



Source: U.S. Bureau of Labor Statistics, Consumer Price Index, Not Seasonally Adjusted, January 2026 Release.
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

Top Five Shopping and Dining Habits in the Next Six Months: 2025

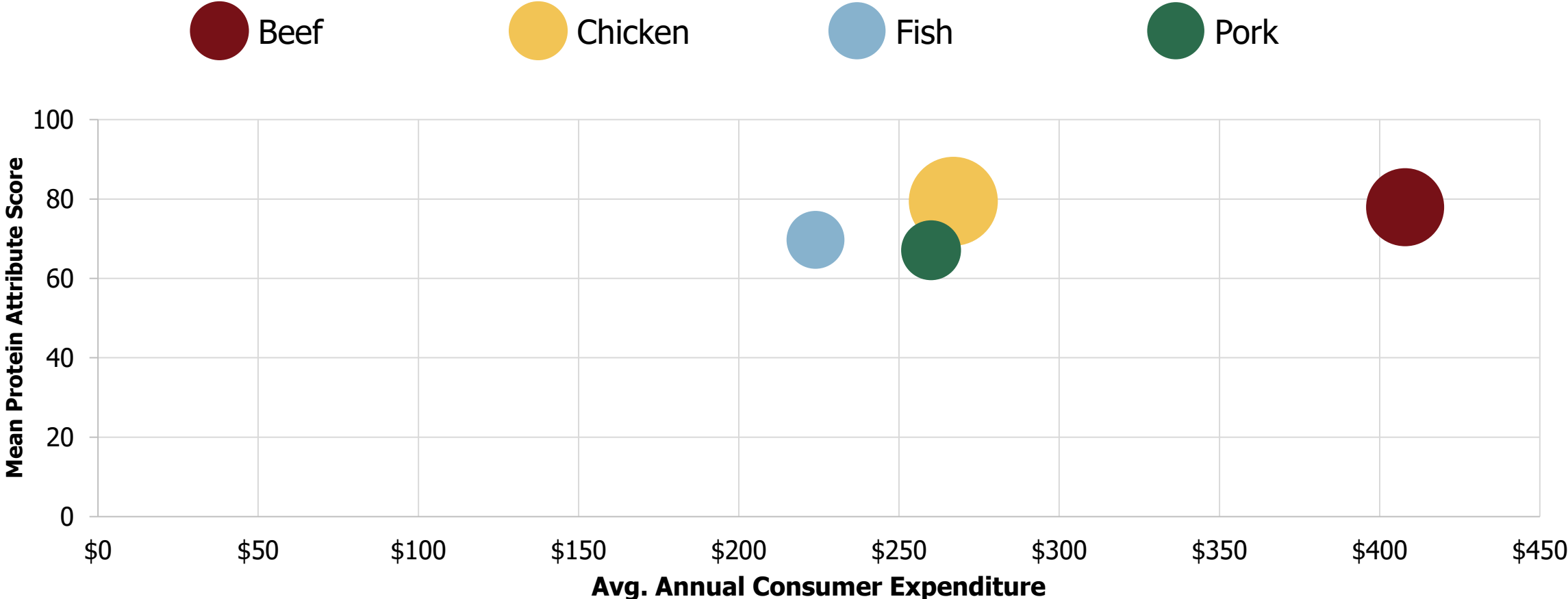
Consumers anticipate changing their behavior in the next six months by looking for deals, dining out less, using leftovers, and stocking up or freezing items more often.



Source: Consumer Beef Tracker, January – December 2025. Q24: Thinking about your current shopping and dining habits, in which ways, if any, do you see them changing in the next 6 months? Select all that apply.
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

Protein Attributes: Great Tasting (Mean Score)

Similar marks noted for both beef and chicken for great taste.

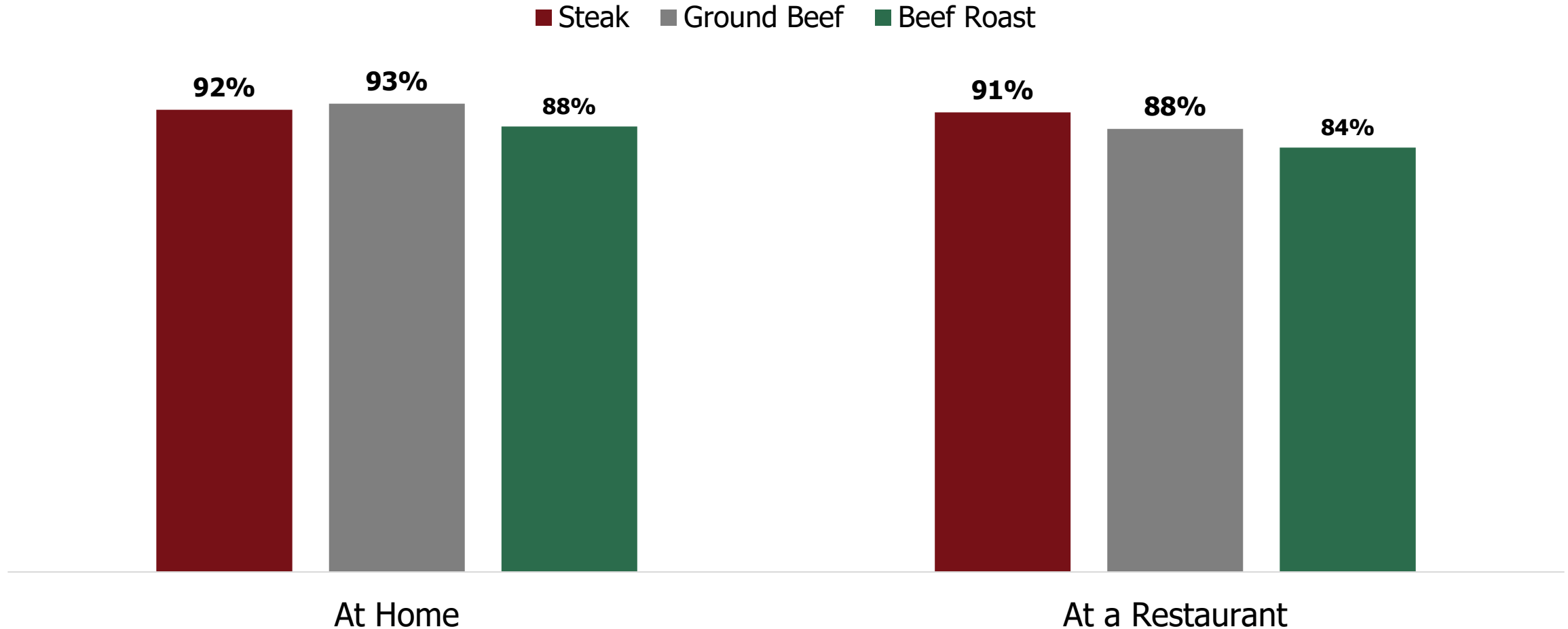


Source: Consumer Beef Tracker, January – December 2025. Q11: For the statement shown, please rate each protein based on your experiences. You can rate each protein anywhere from Agree Completely to Disagree Completely... The scale is set up so that no two proteins can have exactly the same rating, so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

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

Eating Experience – Beef at Home & at a Restaurant (T2B)

Whether at home or a restaurant, 84 – 93% of consumers report a satisfying eating experience when they choose beef.

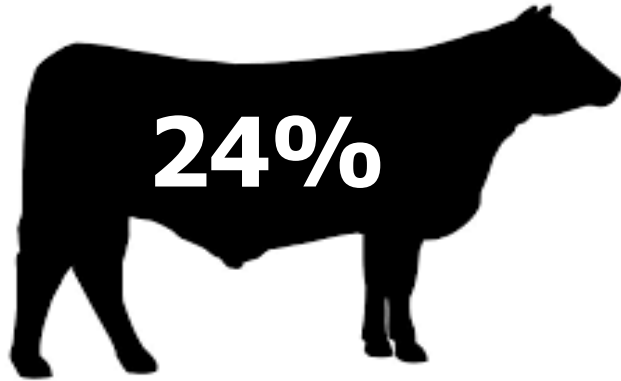


Source: Consumer Beef Tracker January – December 2025. BB15/16 You mentioned you ate the following type(s) of beef at home/at a restaurant this past week, how satisfying was this eating experience? (Select one response for each row where 1 star is very dissatisfying and 5 stars is very satisfying.)
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

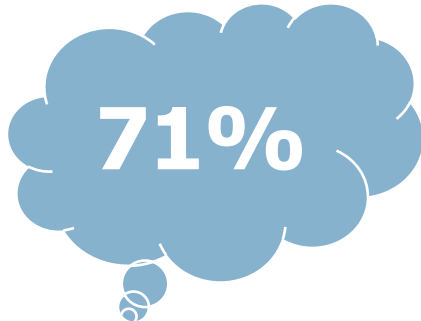
Consumer Production Knowledge & Concerns

Although 71% consider how their food was raised or grown, less than a quarter of consumers claim to know a lot about how cattle are raised for food.

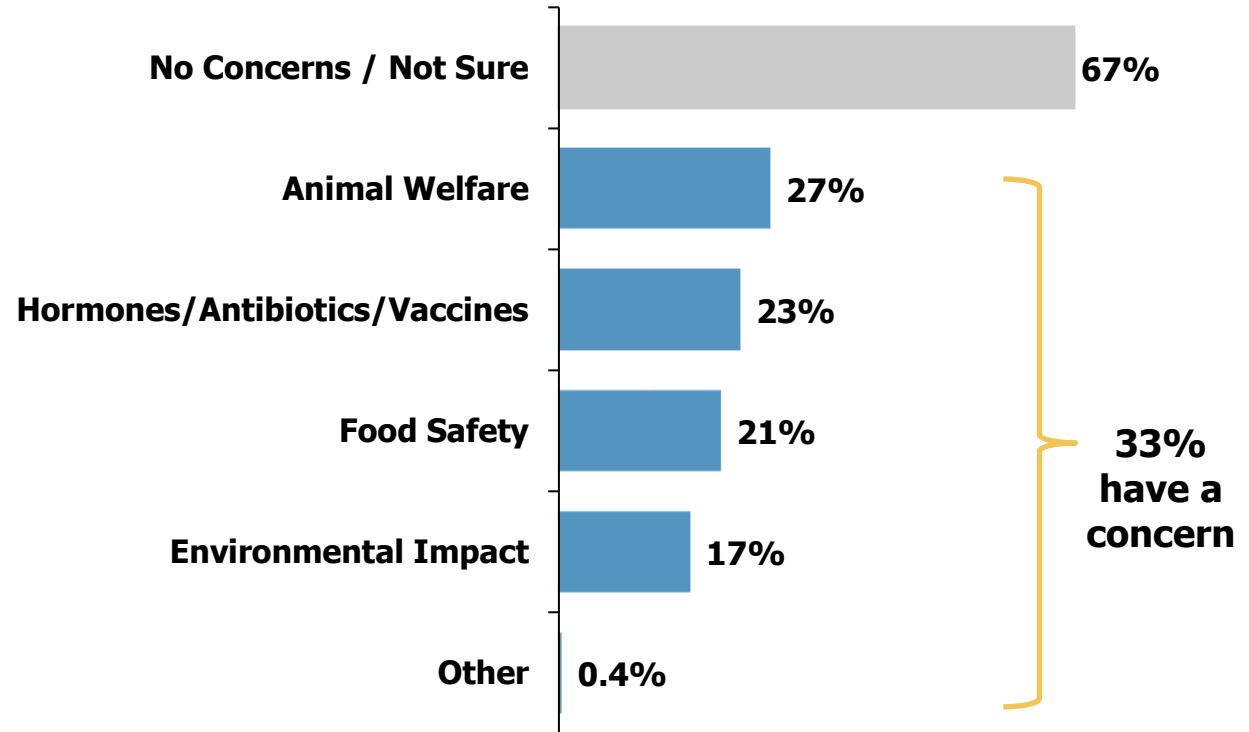
Claim to Know A Lot About How Cattle Are Raised



Sometimes/Often/Always
Consider How Food Was Raised/Grown
When Making Purchases



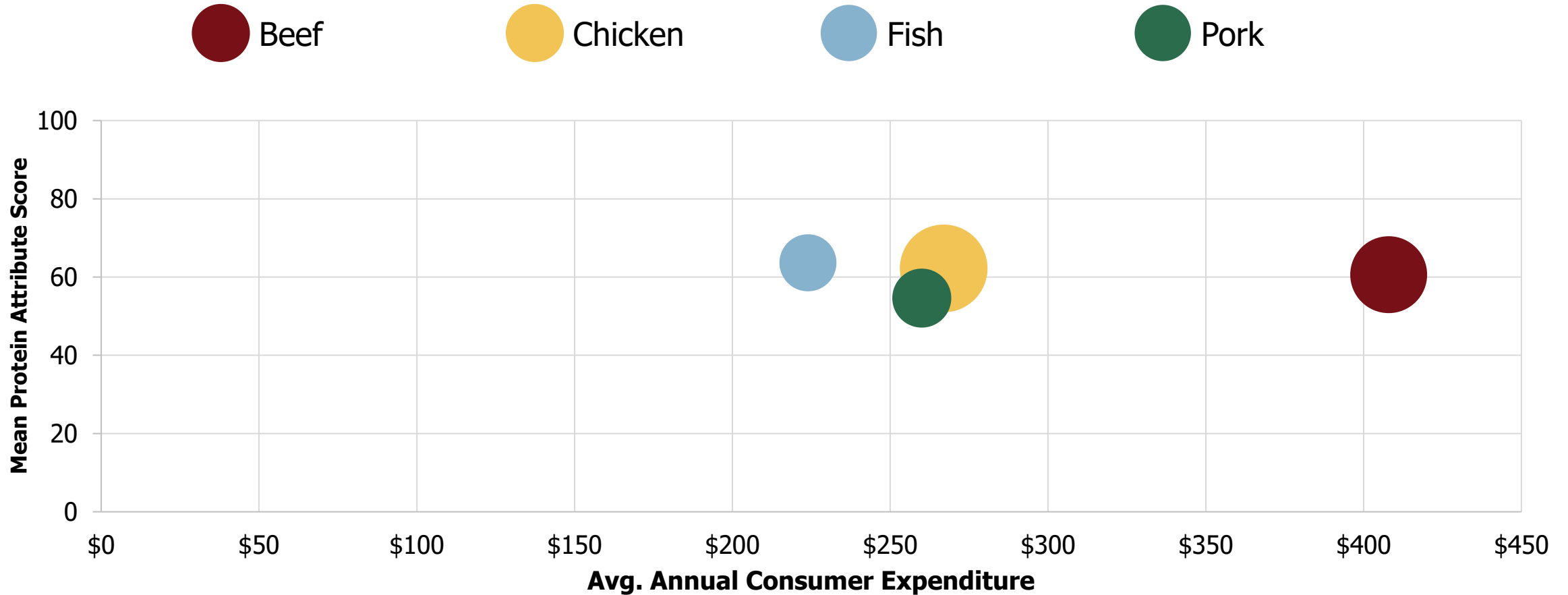
Consumer Concerns with How Cattle are
Raised for Food (Aided)



Source: Consumer Beef Tracker January – December 2025. CR1r1: Please indicate how knowledgeable you are about each of the following.; Q9: How much do you consider each of the following when you are deciding to have a meal at home with beef, chicken, pork, fish, meat alternatives, or some other source of protein.; CR2d: Do you have any concerns about how cattle are raised for food?; CR3bb: Continuing to think about how cattle are raised for food, we would like you to choose the top 3 areas, if any, you are most concerned about from the list below. Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

Protein Attributes: Trust the People that Raised the Animals (Mean Score)

Similar trust in the people that raise the animals for beef, chicken and fish.

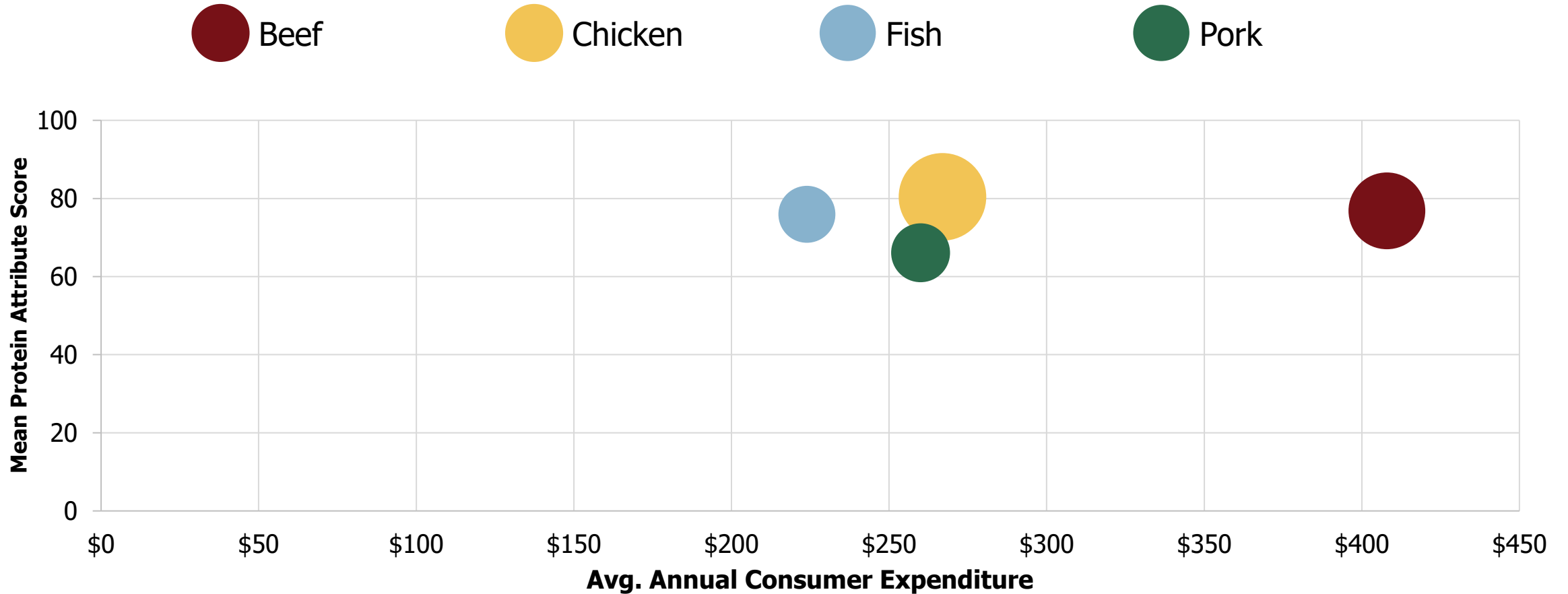


Source: Consumer Beef Tracker, January – December 2025. Q11: For the statement shown, please rate each protein based on your experiences. You can rate each protein anywhere from Agree Completely to Disagree Completely... The scale is set up so that no two proteins can have exactly the same rating, so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

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

Protein Attributes: Great Source of Protein (Mean Score)

Chicken viewed as top protein choice.

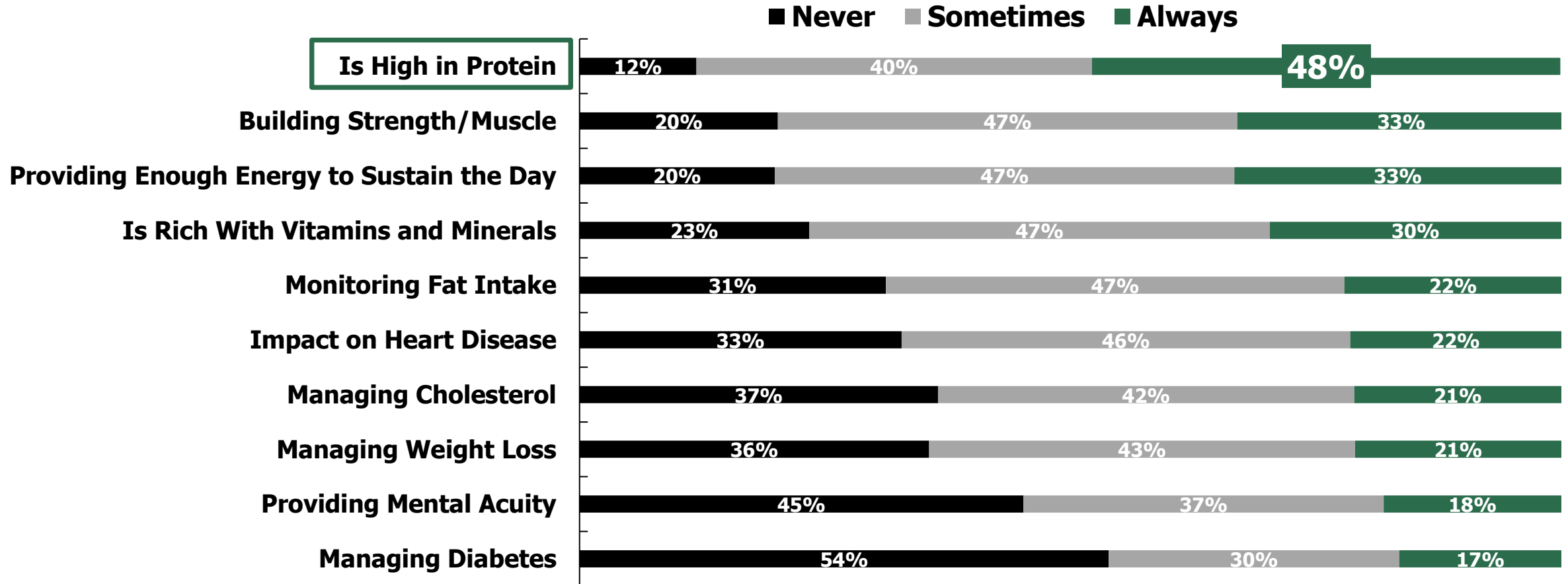


Source: Consumer Beef Tracker, January – December 2025. Q11: For the statement shown, please rate each protein based on your experiences. You can rate each protein anywhere from Agree Completely to Disagree Completely... The scale is set up so that no two proteins can have exactly the same rating, so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

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

Health Considerations When Choosing Meals With Beef

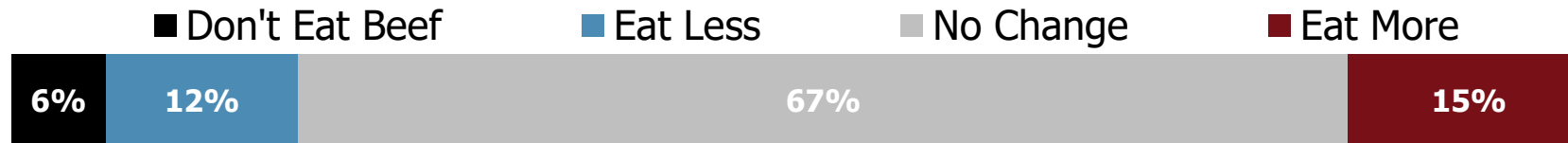
Protein is a top priority followed by muscle growth, energy, vitamin & mineral content as well as fat; lower levels of concern around specific health conditions when choosing a meal with beef.



Source: Consumer Beef Tracker January – December 2025. BB14r1: How often do you think about each of the following when choosing a meal with beef? (Select one response for each row.)
 Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

Future Consumption of Beef

More than 80% of consumers plan to eat more or maintain their beef consumption levels. Consumers who plan to eat more beef are most motivated by the taste. Of those who plan to eat less beef, price sensitivity and health concerns are the greatest motivators.



Reasons to Eat Less Beef

- 💰 Price is too expensive
- 👤 Other meats are healthier
- 👤 Concerned beef negatively affects health
- 🥩 Beef has too much fat
- 👤 Cutting back due to health conditions

Reasons to Eat More Beef

- 👍 Enjoy the taste of beef
- 👤 Adding protein to your diet
- 🔥 Grilling more often
- 👍 Beef is quick and easy to prepare
- 🥩 Lean beef fits in a healthy diet

Source: Consumer Beef Tracker January – December 2025. Q3 Looking forward, do you plan to eat more, less, or about the same amount of each of the following? (Beef); Q13/Q14: "Earlier you mentioned that you plan to eat more/less beef. Which of the following statements are reasons why you plan to eat more/less beef in the future? (Select up to 5 statements)
Analysis: National Cattlemen's Beef Association, a contractor to the Beef Checkoff.

Thank you.

