

## Packaged Red Meat - US - 2023

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### This report looks at the following areas:

- Consumption of red meats, including storage and types of meat
- Key drivers and purchase factors influencing consumers when selecting red meat
- Purchase locations for packaged red meat, including online resources, kits and subscription services
- Methods used to prepare different forms of red meat
- Attitudes toward health, sustainability and usage of red meats

Despite price volatility and persistent and extraordinary universal inflation, red meat category penetration remains steady at 93% in 2023. Still, relatively flat sales indicate that consumption frequency has slowed, pointing to return to tempered category performance consistent with pre-pandemic times.

Traditional notions of meat and potatoes are withstanding, beef and pork top the list of species consumed. Yet there are signs of new, age-related shifts that could signify re-shaping of the market; younger adults are more likely than older consumers to reach for convenient options in frozen and shelf-stable products and a wider variety of proteins types reflecting evolving palates that align with health and, in some cases, growing environmental ideals.

Younger adults also shop a broader variety of channels for red meats, most notably specialty suppliers and online options. These are likely connected realities: that younger consumers both seek out and are exposed to less mainstream options that align with experimental palates.

Brands can help to reshape ideas about red meat, associated costs and limited occasions, making it a more frequent part of the consideration set by demonstrating value through versatility. While price promotions can keep red meats on the at-home menu, meal-planning tips, recipes and preparation inspiration can also lend value.



“While red meat has notoriously struggled with a less-than-healthy perception, the category has earned somewhat of an indulgent reputation. More than seven in 10 category participants agree that quality is worth increased price, yet 4 in ten also indicate that environmental concerns influence consumption, calling for brands to find balance.”

– Billy Roberts, Sr. Analyst –  
Food and Drink

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