KANSAS STATE
Department of
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MDM: Meat Demand Monitor

The MDM tracks U.S. consumer preferences, views, and demand for meat with separate analysis for retail and food service channels. MDM is a monthly online survey with a sample of over 2,000 respondents reflecting the national population.

Willingness to Pay & Projected Market Share

RETAIL		Ribeye Steak	Ground Beef	Pork Chop	Bacon	Chicken Breast	Plant-Based Patty	Shrimp	Beans and Rice	Something Else
Jan-24	WTP ($/lb)	$17.36	$8.30	$6.68	$5.70	$8.37	$7.96	$9.29	$3.27	
	Market Share	8%	24%	12%	7%	29%	2%	4%	7%	7%
Feb-24	WTP ($/lb)	$17.27	$8.59	$7.12	$5.95	$8.35	$8.29	$9.46	$3.47	
	Market Share	7%	25%	13%	8%	27%	2%	4%	8%	7%

FOOD SERVICE		Ribeye Steak	Beef Ham-burger	Pork Chop	Baby Back Ribs	Chicken Breast	Plant-Based Patty	Shrimp	Salmon	Something Else
Jan-24	WTP ($/meal)	$26.60	$20.64	$15.80	$19.19	$18.85	$13.36	$18.34	$19.51	
	Market Share	14%	27%	4%	10%	16%	4%	13%	8%	5%
Feb-24	WTP ($/meal)	$25.47	$19.07	$14.92	$17.73	$17.31	$12.82	$17.21	$18.26	
	Market Share	14%	25%	4%	10%	15%	4%	13%	8%	6%

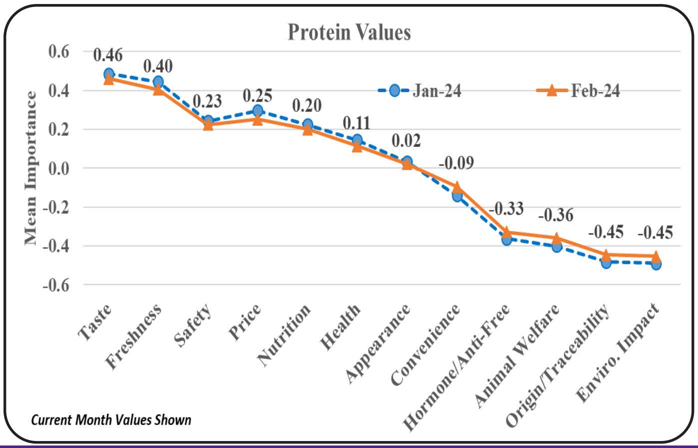
Willingness-to-pay (WTP) increased for six evaluated Retail products in February compared to January. WTP decreased for all evaluated Food Service meals in February.

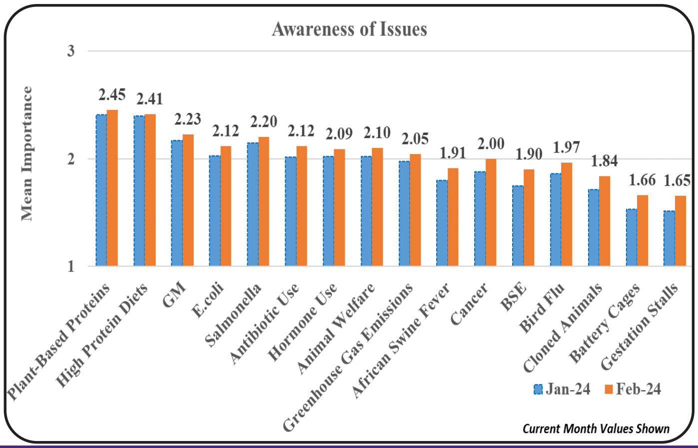
The combined beef and pork projected market shares for February are 32% and 21%, respectively at the grocery store and 39% and 14% at the restaurant.

Protein Values & Issues Awareness

Freshness, Taste, Price, and Safety remain most important when purchasing protein. To guide interpretation, there are 46% more considering Taste a top-4 factor (of 12 examined) than considering Taste a bottom-4 purchasing factor. Similarly, 45% more consider Environmental Impact a bottom-4 factor than consider Env. Impact a top-4 purchasing factor.

Plant-based Proteins and High Protein Diets remain topics heard or read most about.





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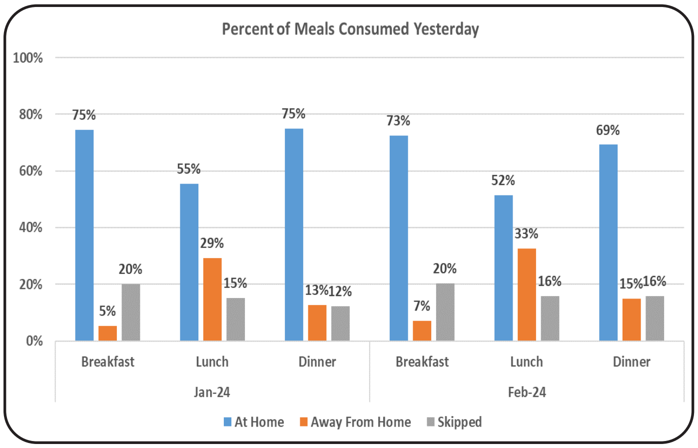
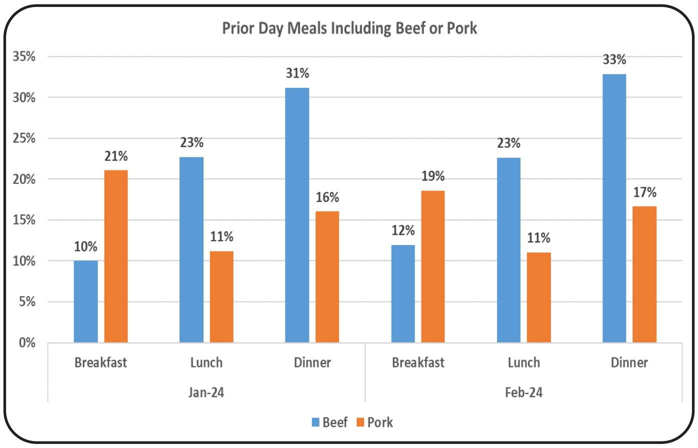
Prior Day Meals: Location & Protein Consumption Frequency

Respondents indicate 73%, 52%, and 69% consumed breakfast, lunch, and dinner at home in February with all three at-home meals being below January rates. In February, 12%, 23%, and 33% had beef their prior day breakfast, lunch, and dinner. Pork was included in 19%, 11%, and 17% of these meals.

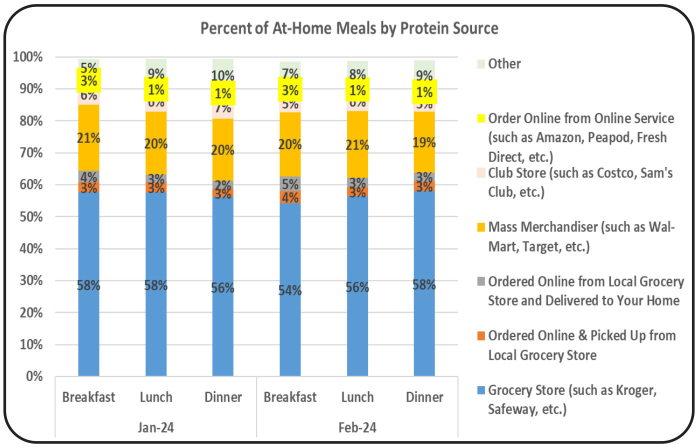


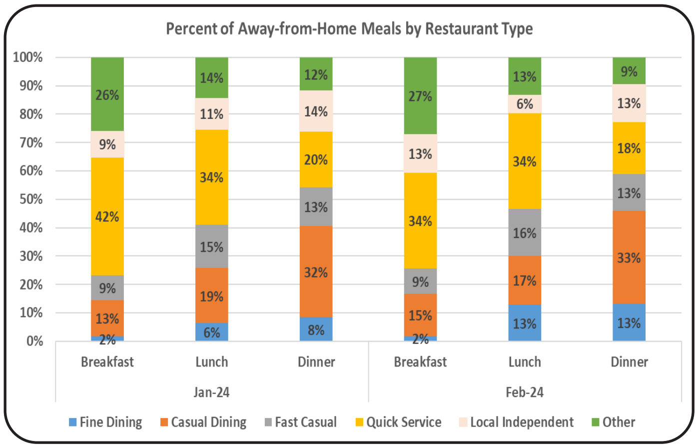


Prior Day Meals: At-Home Protein Source & Restaurant Type

In February, the protein source for at-home meals was predominantly Grocery Stores. Combined, Club Stores and Mass Merchandisers were source for 26%, 27%, and 25% of breakfast, lunch, and dinner meals.

Meals consumed away-from-home vary in prevalence. Quick Service holds the largest share for breakfast and lunch meals while Casual Dining led for dinner. Combined, Casual Dining, Fast Casual, and Quick Service comprise 58%, 68%, and 64% of breakfast, lunch, and dinner meals in February.





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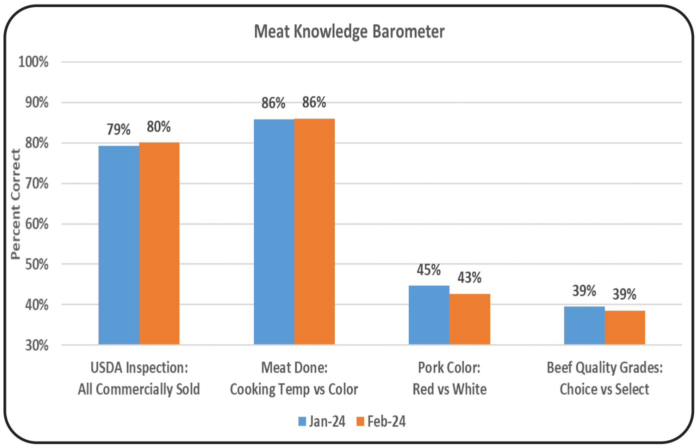
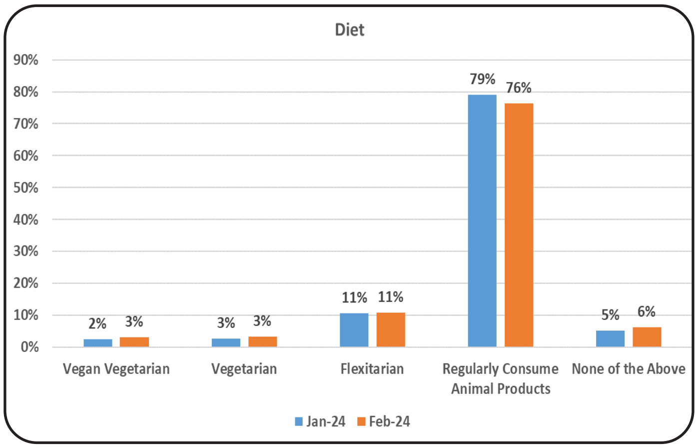
Meat Knowledge & Personal Diet

Consistent with past months, the majority of respondents correctly note USDA inspects all meat sold commercially and cooking temperature is more accurate than color in assessing if meat is "done." Over one-half of respondents incorrectly respond to questions on pork color and beef quality grade information.

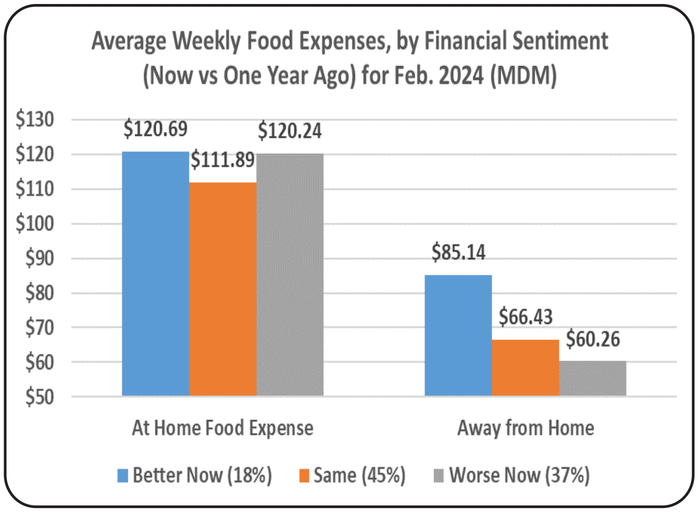
In February, 76% of respondents self-declare as regular consumers of products derived from animal products, 11% indicate they are Flexitarian/Semi-Vegetarian, and a combined 6% indicate they are either Vegan Vegetarian or Vegetarian.





Ad Hoc Questioning

In Febuary 18% (up slightly from 15% in Jan.) indicate their household finances are better than last year (45% indicate same and 37% indicate worse finances than in Feb. 2023). Past monthly MDM reports have shown improved household finances align with higher prior day meal inclusion rates of beef, pork, and chicken. To extend understanding here we summarize how average weekly food expenses vary with financial sentiment. This reveals the stronger reduction in expenses occurs away-from-home (AFH) as those with worsening financial conditions report much lower AFH food expenditures while at-home rates are comparatively less impacted.



For more information about this publication and others, visit AgManager.info.
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Additional MDM Project details including survey questions, past report releases, and a description of methods are available online at: https://www.agmanager.info/livestock-meat/meat-demand/monthly-meat-demand-monitor-survey-data

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