Kansas State
Department of Agricultural Economics
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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
Sep-23	WTP ($/lb)	$17.29	$8.88	$7.38	$6.02	$8.60	$8.23	$9.17	$3.13	
	Market Share	7%	25%	14%	8%	26%	2%	4%	7%	7%
Oct-23	WTP ($/lb)	$17.76	$9.07	$7.75	$5.73	$8.76	$8.21	$9.22	$3.49	
	Market Share	8%	24%	14%	7%	26%	2%	4%	8%	7%

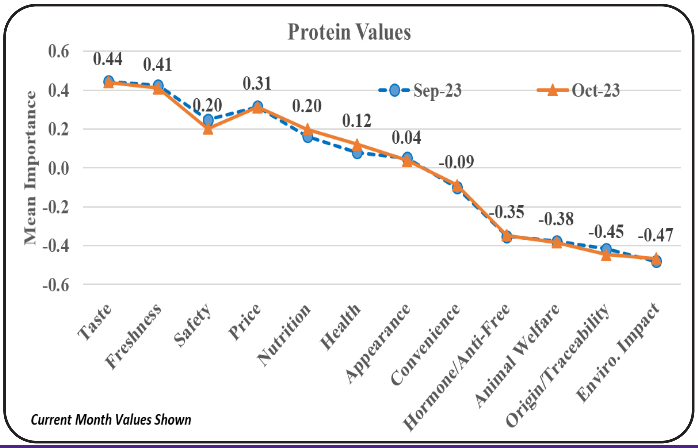
FOOD SERVICE		Ribeye Steak	Beef Ham-burger	Pork Chop	Baby Back Ribs	Chicken Breast	Plant-Based Patty	Shrimp	Salmon	Something Else
Sep-23	WTP ($/meal)	$26.62	$19.49	$14.54	$17.53	$17.21	$12.19	$17.04	$18.24	
	Market Share	16%	25%	4%	9%	14%	4%	12%	8%	7%
Oct-23	WTP ($/meal)	$26.11	$20.49	$16.32	$18.39	$17.83	$12.71	$18.06	$18.88	
	Market Share	13%	28%	5%	10%	14%	4%	13%	8%	6%

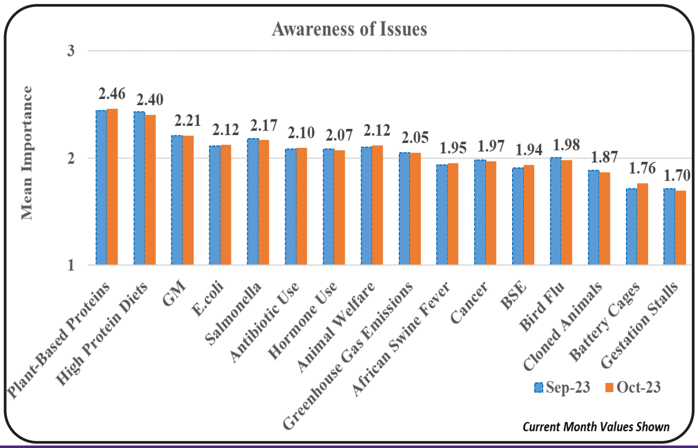
Willingness-to-pay (WTP) increased for six evaluated Retail products, in October compared to September, including Ribeye Steak, Ground Beef, and Pork Chops. WTP increased for all evaluated Food Service meals besides Ribeye Steak.

The combined beef and pork projected market shares for October are 33% and 21%, respectively at the grocery store and 41% and 14% at the restaurant.

Protein Values & Issues Awareness

Freshness, Taste, Price, and Safety remain most important when purchasing protein. The importance of Price in October was the third highest since the MDM was launched in Feb. 2020; an observation consistent with ongoing household finance and broader macroeconomic concerns (see adhoc section on page 3). Plant-based Proteins and High Protein Diets remain topics heard or read most about.





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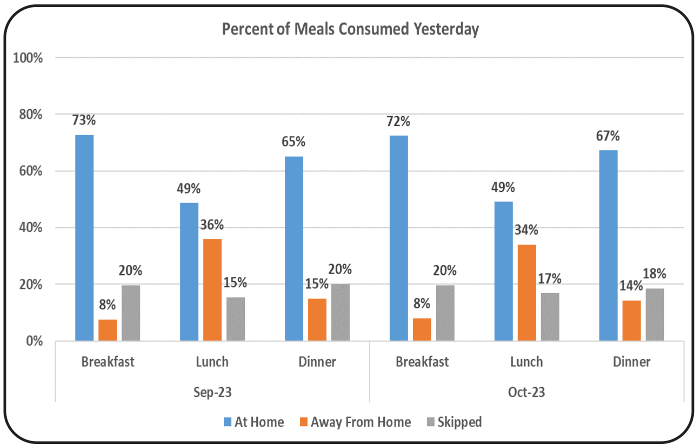
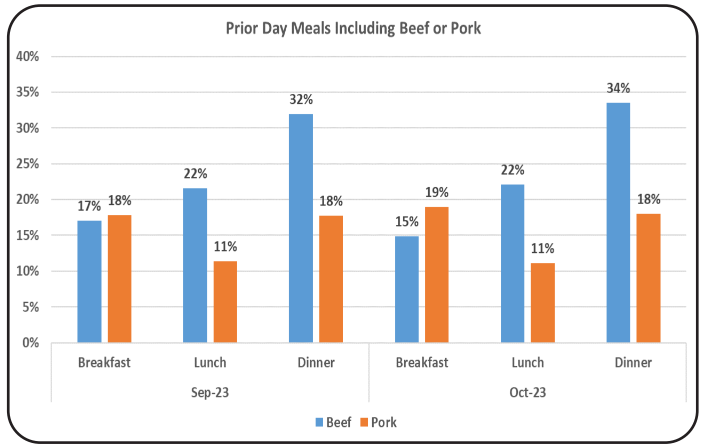
Glynn Tonsor, Professor, gtonsor@ksu.edu

Prior Day Meals: Location & Protein Consumption Frequency

Respondents indicate 72%, 49%, and 67% consumed breakfast, lunch, and dinner at home in October. In October, 15%, 22%, and 34% had beef their prior day breakfast, lunch, and dinner. Pork was included in 19%, 11%, and 18% of these meals.

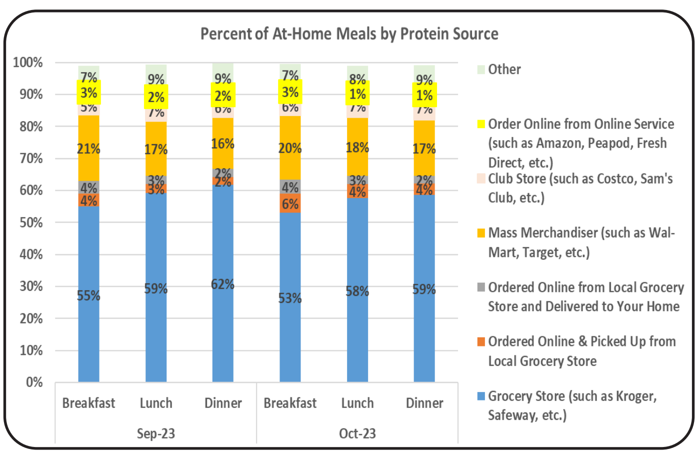


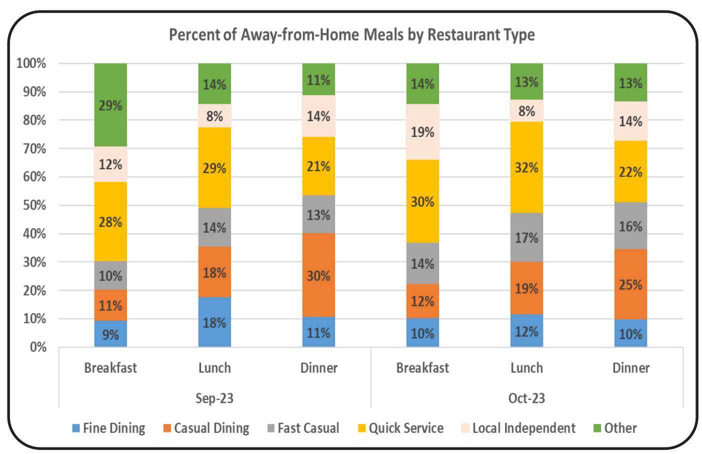


Prior Day Meals: At-Home Protein Source & Restaurant Type

In October, the protein source for at-home meals was predominantly Grocery Stores. Combined, Club Stores and Mass Merchandisers were source for 26%, 25%, and 25% of breakfast, lunch, and dinner meals indicating higher used of these at-home protein sources than in September.

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 56%, 68%, and 63% of breakfast, lunch, and dinner meals in October.





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Additional MDM Project details are available at: https://www.agmanager.info/

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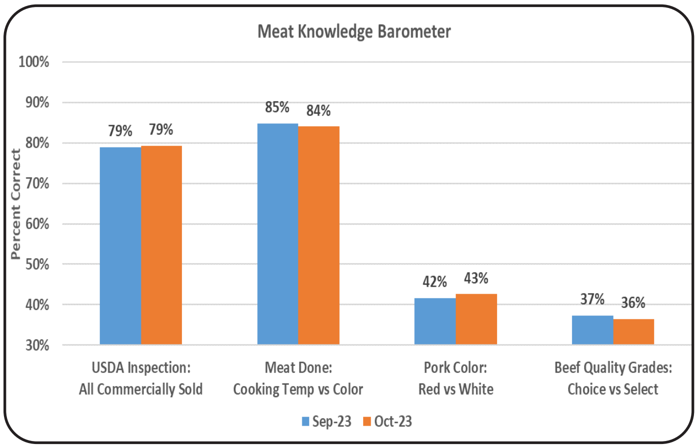
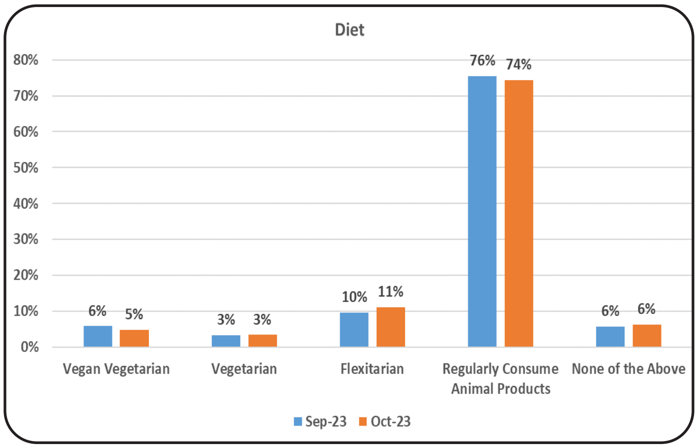
Meat Knowledge & Personal Diet

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.

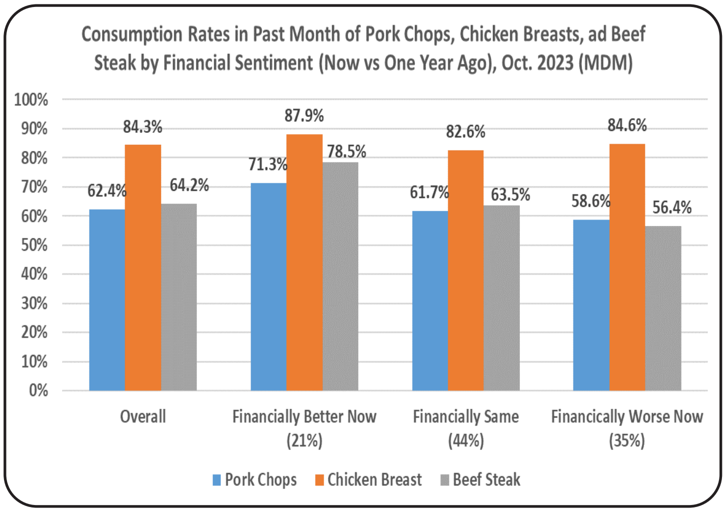
In October, 74% of respondents self-declare as regular consumers of products derived from animal products, 11% indicate they are Flexitarian/Semi-Vegetarian, and a combined 8% indicate they are either Vegan Vegetarian or Vegetarian.





Ad Hoc Questioning

In October only 21% indicate their household finances are better than last year - a point that aligns with the high ranking of Price in Protein Values (see page 1). This is important to domestic meat stakeholders as those indicating improved household finances report higher prior month consumption rates of pork chops, chicken breasts, and beef steak than those saying their finances are the same (44%) or worse (35%) than last year.



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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BEEF

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pork checkoff

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