

Today's **Beef** Consumer: Key Insights for Retail & Foodservice

OCTOBER 2025

BEEF

IT'S WHAT'S FOR DINNER.®

Funded by Beef Farmers and Ranchers

Today's beef consumer is adapting to shifting habits, health goals, and economic pressures.

Whether cooking at home or dining out, choices reflect evolving priorities around taste, value, nutrition, and trust.

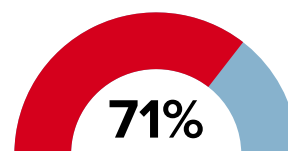


Consumer Demand:

Beef continues to be a widely consumed and highly satisfying protein across meal occasions and formats.



9 out of 10 consumers report a positive eating experience when eating steak at home & in restaurants¹



71% of consumers eat beef weekly or more¹

Top Online Restaurant Orders¹:

In the last month or over a month ago



Burger
75%



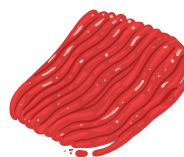
Tacos/Burritos/Bowls
63%



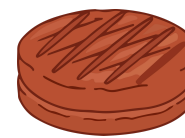
Steak
46%

Beef Eaten at Home¹:

In the past week



Ground beef
62%



Burger patty
52%



Steak
37%

Shopping & Dining Habits:

Consumers are actively adjusting how they shop and dine to manage costs and maximize value, but beef remains a staple¹.

Less dining out

38%

Look for deals/coupons

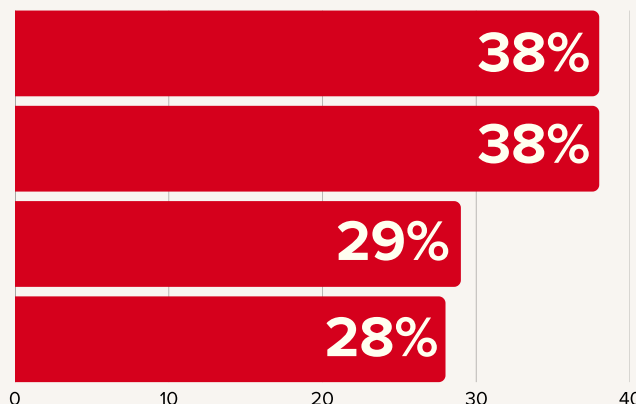
38%

Find more ways to use leftovers

29%

Stock-up/freeze items more often

28%



And yet... retail beef sales are up YOY².

+ 12.5%

Beef dollar sales YOY

+ 5.6%

Beef pounds sold YOY

Meals At-Home vs. Away-from-Home:

Consumers are cooking more meals at home, but foodservice remains a vital channel for beef consumption.



73% of meals are prepared at home; 94% of those cooking more at home plan to continue¹



Beef appears in 39% of online grocery orders¹



Beef appears in 75% of online restaurant orders¹

Prioritizing Health & Protein:

Consumers are increasingly focused on making informed, health-conscious choices, and beef continues to play a meaningful role.



Over 70% of consumers have positive perceptions of beef as a protein choice; 81% say it supports muscle growth¹.



GLP-1 households spend 6-9% less on groceries and 6% less on dinner dining out, while prioritizing protein-rich food³.

1. Consumer Beef Tracker January – June 2025.

2. Circana, Fresh Beef Sales by Volume and Value, Data Ending 9/7/2025.

3. Kantar, Numerator, Cornell University SC Johnson School of Business & Kantar GLP-1 Study, Wave 4: September 2024