

12 w/e July 2024

Beef demand update

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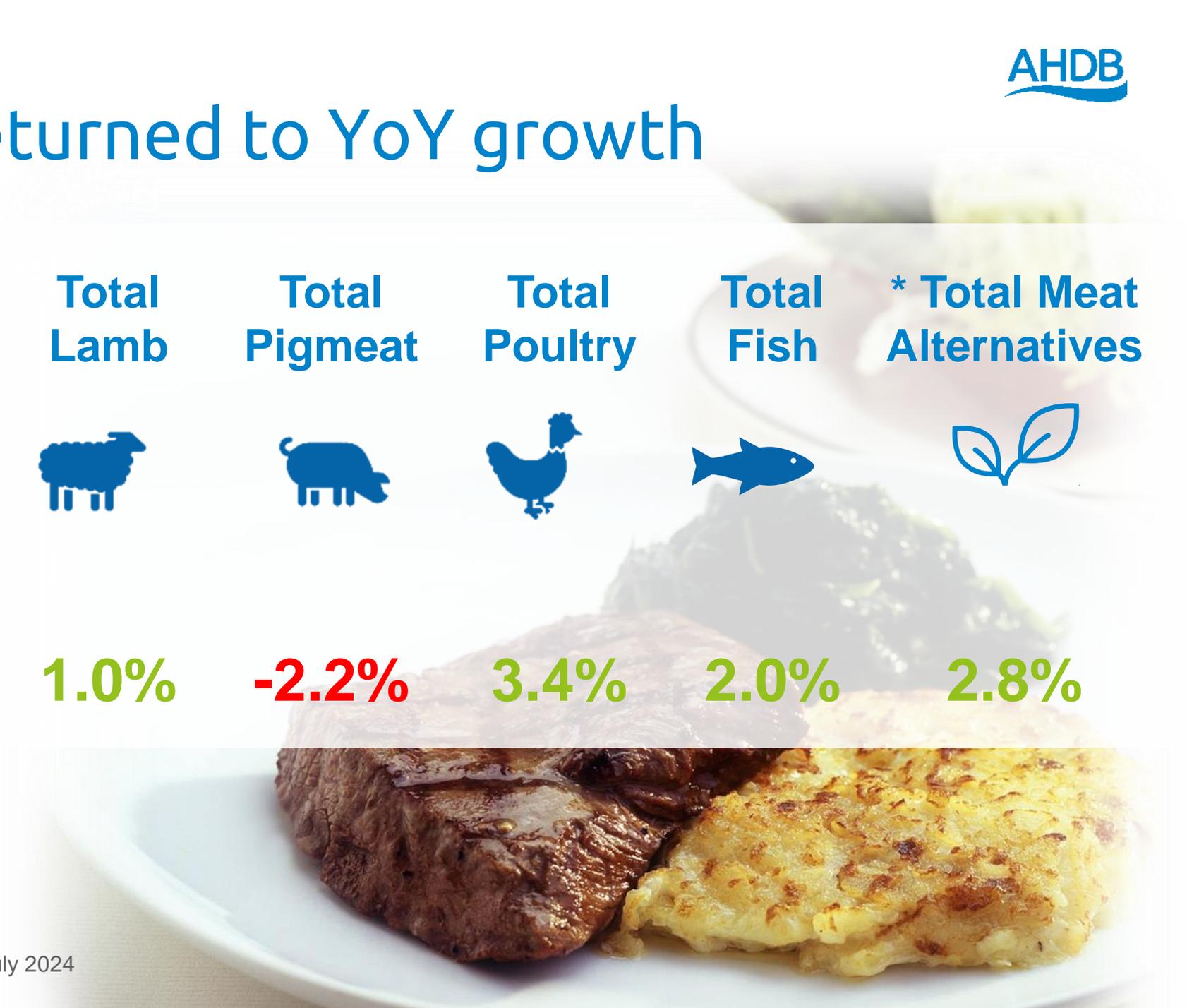
BEEF & LAMB

Total beef has returned to YoY growth

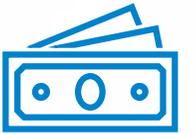
	Total MFP	Total Beef	Total Lamb	Total Pigmeat	Total Poultry	Total Fish	* Total Meat Alternatives
Volume YoY							
Retail	0.9%	0.7%	1.0%	-2.2%	3.4%	2.0%	2.8%

* Refers to the 12 w/e 12 May

Source: Retail - Kantar, YoY Volume Change, 12 w/e 07 July 2024



Frequency of purchase drives positive beef volumes, whilst number of buyers has fallen



Household penetration	Buyers	Shopping frequency	Trip volume (kg)	Total volume (kg)	Average price (£/kg)	Spend
86.3%	25m	8.4	0.6	127m	£8.78	£1.1bn

0.9 %

0.3 %

2.3 %

1.3 %

0.7 %

2.9 %

3.7 %

Most beef cuts saw growth in the latest 12 weeks



Mince	Steaks	Roasting joints	Stewing	Processed	Added value	Ready meals
Volume						
6.3%	-2.1%	0.1%	-5.6%	-4.7%	16.5%	-0.4%
Average price/kg						
£6.94 +1.7%	£17.47 +5.5%	£11.28 +4.8%	£10.21 +1.6%	£9.50 +1.7%	£12.93 +12.7%	£6.92 +6.5%

Steaks, burgers and grills experience volume declines YoY, coinciding with poor weather



Burgers and grills declined (-6.3%) as did steaks (-2.1%) in comparison to 2023



Poor weather has hampered volumes sold



Steaks are the most expensive cut on average

A burger centred meal often has additional costs when sides are factored in



Declines in those aged 35-44 drove down burgers and grills, whilst those aged 55-64 drove down steak volumes



Mince continues to perform well



**6.3% increase
in volume**

**Versatility and
ease of cooking**

**Beef mince is a
cheaper cut,
averaging £6.94/kg**

**+ Shopper
numbers**



**+ Volume
per buyer**

**Beef mince has
seen a switching
gain of 341 tonnes
coming from
burgers and grills**



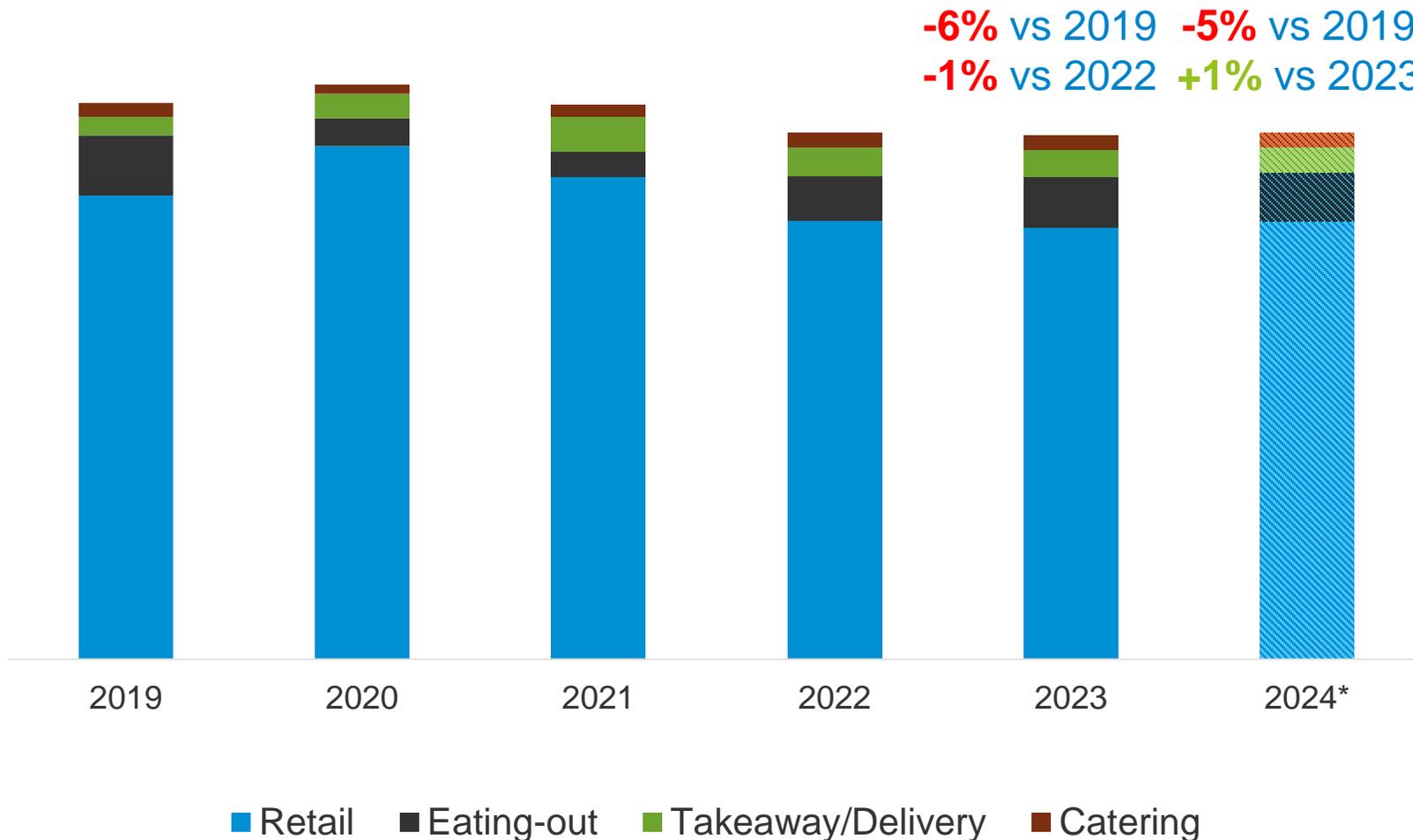
Retired

**Shoppers aged 65+
saw the largest
YoY % growth in
volumes
purchased**



2024 beef outlook prediction – volumes expected to increase marginally YoY

Beef Volumes



Key influencing factors:



- Falling inflation
- Rising wages
- Return to work



- Prices still rising
- Stagnant economy
- World conflicts



Consumer Insights Newsletter

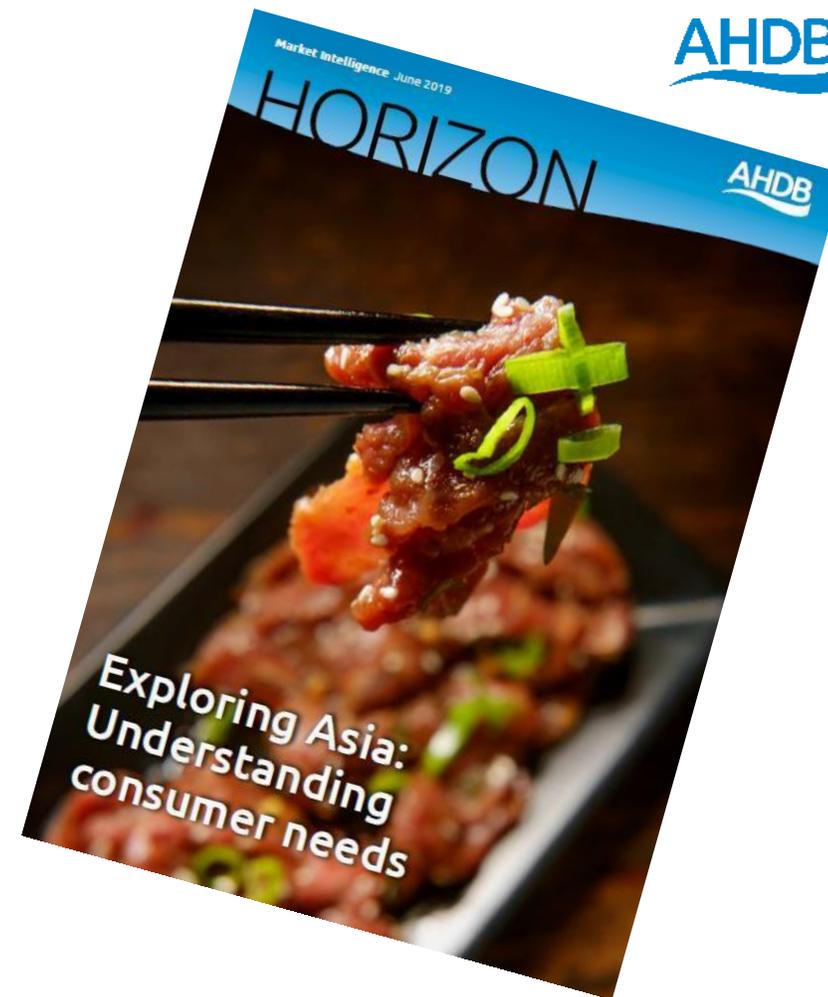
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Welcome to the latest edition of AHDB's Consumer Insights

Understanding the key drivers of consumer choice is central to the work of AHDB's Retail and Consumer Insight team.

Brexit may or may not be on the horizon but we have looked internationally this quarter to see which trends are affecting consumers in potential new export markets. We launched our range of Country Focus Reports at the Oxford Farming Conference in January. News of lifted bans on exports of red meat to China and Japan means this information is more important than ever to those wishing to sell products overseas.

AHDB Consumer Insight Conference - September 2019



Thank you

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Please do give us your feedback

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