

Power of Meat 2023

Key findings

Meat purchases are higher than before COVID-19



98%

of American households purchase meat

78%

of Americans are self-described meat eaters

74%

of meat eaters believe meat & poultry belong in healthy, balanced lifestyles



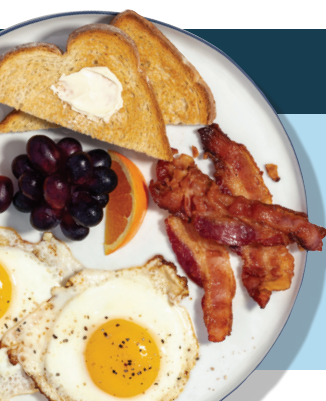
Top purchase considerations



#1 Appearance & quality

#2 Price per pound

#3 Total package price



Shoppers' strategies to save money on meat

42% buy only the amount needed

35% look for coupons

35% stock up when meat is on sale

17% buy less meat with organic, grass-fed, or other claims

Meat features in most dinners prepared at home

87%

of dinners prepared at home use meat or poultry

Convenience matters

55% use some or mostly semi- or fully-prepared foods

73% sometimes or frequently purchase pre-cut, pre-marinated, or pre-seasoned meat (up from 60% in 2020)



Interest in nutrition, sustainability, and more

63% try to make overall healthy and nutritious food choices

52% try to do their part for the environment

85% of meat shoppers consider at least one "better-for"* attribute when buying meat

*better for me/
my family, better
for animals, better
for the planet,
better for farmers/
workers



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FOUNDATION FOR
MEAT & POULTRY
RESEARCH & EDUCATION

The 18th annual Power of Meat study was conducted by 210 Analytics on behalf of FMI - the Food Industry Association and the Meat Institute's Foundation for Meat and Poultry Research and Education.

For more information, visit: www.FMI.org/FreshFoods and www.meatinstitute.org