

CONSUMER BEHAVIOURS CHANGING IN THE MEAT INDUSTRY



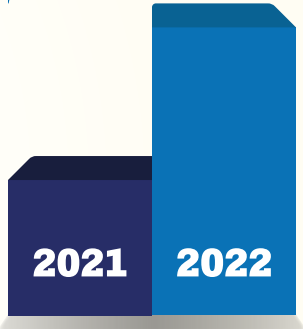
+21%

Compared to the previous year, **meat products** purchased **online** increased by **21%**.

63% of consumers are looking for **product transparency**; they want to know more about the food they're selecting.



+53%



Compared to the previous year, **total online sales** (for meat products) grew **53% YOY**.

Enhancements to **e-commerce experience** may encourage more online meat purchases:

- INDICATE PRODUCT SPECIFICATIONS** **41%**
- MONEY-BACK GUARANTEES** **38%**
- EMPLOYEE TRAINING** **36%**

69% of consumers who purchase meat products through **e-commerce** claim to select the same products they typically buy **in-store**.

Channel shifting in meat categories*:

2021	10%
2022	15%

*15% of consumers buy a majority of groceries in one channel and **meat/poultry in another**.

Sources: Annual Meat Conference 2022, The Power of Meat 2022 IRI, 210 Analytics April 2021, MULO (52 weeks ending 11/28/21)