

# Prepared Meat Sales Data

**Prepared meats, sometimes known as processed meats, represent a significant segment of the meat category.**

Beyond the important role that prepared meats play as part of the industry's sustainability story, consumers' love of these products is reflected in sales data. For example, **in 2020 alone, total prepared meat surged for a gain of 16.2%, reflecting \$3.8 billion in additional revenue.<sup>1</sup>** Moreover, total sales were \$27.2 billion.<sup>1</sup>



Total prepared meat sales for 2020 were **\$27.2 BILLION.**

Here are a few other facts that demonstrate how consumers show their need to Be Beef Prepared.



## **Deli Meats**

✔ **DELI MEAT ANNUAL SALES IN 2020 GREW 9.3%** to \$7.2 billion, and packaged luncheon meat annual sales also grew 9.3% to \$5.5 billion.<sup>3</sup>

✔ **DELI MEAT SALES INCREASES IN 2020 FOR SPECIFIC GRAB-&-GO DELI MEATS** ranged from 23% to 95% versus the year before.<sup>3</sup>



## **Hot Dogs**

✔ From coast to coast over the past year, **HOT DOG SALES WERE UP ALMOST 20% DURING THE PANDEMIC<sup>4</sup>** and remained up 8.6% in April 2021 compared to April 2019.<sup>2</sup>

✔ Hot dogs surged for a 2020 gain of 19.8%, **REFLECTING \$471 MILLION IN ADDITIONAL REVENUE.** Total sales were \$2.8 billion.<sup>2</sup>



## Marketing Impact on Sales

- ✔ **CLAIMS-BASED MEAT HAD A VERY STRONG 2020**, particularly grass-fed beef and organic meat.<sup>1</sup>
- ✔ **WHILE 62% OF CONSUMERS HAVE PURCHASED CLAIMS-BASED MEAT**, 28% specifically wanted to buy it versus availability dictating their choice.<sup>1</sup>
- ✔ **32.8% OF TOTAL MEAT SALES ARE SOLD WHILE ON PROMOTION**, be it advertised in the circular, on shelf, both or through price-reduction only.<sup>1</sup>
  - 27.1% of Deli Meat were sold while on promotion (-3.4% change vs 2019)<sup>1</sup>
  - 20% of prepared meat was sold while on promotion (-9.2% change vs 2019)<sup>1</sup>



## Online Shopping

- ✔ **31% OF THE POPULATION AT LARGE ORDERED MEAT ONLINE WITH SOME REGULARITY, UP FROM 14% IN 2019**. Online meat purchase includes any type of kind, including fully-cooked, frozen, value-added, prepared or fresh meat/poultry.<sup>1</sup>
- ✔ **BRANDS MATTERED MORE IN THE PANDEMIC YEAR**, in part, due to greater brand loyalty in online ordering in prepared meats, 67% prefer purchasing national and private brands.<sup>1</sup>
- ✔ **42% OF ALL ONLINE SHOPPERS PURCHASED HOT DOGS, BACON AND OTHER PREPARED MEATS.**<sup>1</sup>

## Hungry for More?

A range of AHA certified prepared products can be found in our on-line, searchable [Product Center](#) at [BeBeefPrepared.com](#).

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1. FMI and Foundation for Meat & Poultry Education and Research (2021). The Power of Meat 2021.  
 2. IRI, Integrated Fresh, Total US, MULO, % change vs. YA  
 3. International Dairy Deli Bakery Association (IDDBA) by IRI  
 4. Nielsen Answers. (2021). Fresh Mark. Period: Latest 52 weeks (12/26/20): Hot Dogs.