

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.¹** Moreover, total sales were \$27.2 billion.¹



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.³

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



Hot Dogs

✔ From coast to coast over the past year, **HOT DOG SALES WERE UP ALMOST 20% DURING THE PANDEMIC⁴** and remained up 8.6% in April 2021 compared to April 2019.²

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



Marketing Impact on Sales

- ✔ **CLAIMS-BASED MEAT HAD A VERY STRONG 2020**, particularly grass-fed beef and organic meat.¹
- ✔ **WHILE 62% OF CONSUMERS HAVE PURCHASED CLAIMS-BASED MEAT**, 28% specifically wanted to buy it versus availability dictating their choice.¹
- ✔ **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.¹
 - 27.1% of Deli Meat were sold while on promotion (-3.4% change vs 2019)¹
 - 20% of prepared meat was sold while on promotion (-9.2% change vs 2019)¹



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.¹
- ✔ **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.¹
- ✔ **42% OF ALL ONLINE SHOPPERS PURCHASED HOT DOGS, BACON AND OTHER PREPARED MEATS**.¹

Hungry for More?

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

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.