

# BEEF ATTRIBUTES RESEARCH: Overview for Retailers

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Today's consumers are evolving — and so are their options when purchasing beef. Curating your retail meat case can be a challenge or an opportunity — depending on how well you know your customers. To help our retail partners better understand today's meat consumers, Midan Marketing conducted research to find out where beef consumers are shopping, how often and most importantly — what are the drivers that lead them to choose one package of beef over another?

Conducted in April 2022, this research survey is a snapshot of beef consumers' priorities coming out of the COVID-19 pandemic, amid record high inflation (especially at the meat case) and with the threat of recession looming. As a retailer, this research deck and insights report can help you understand:

- What your customers' primary purchase drivers are when purchasing beef
- What attributes carry the most weight with your customers

## THE MARKET FOR CLAIMS

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When purchasing beef (whole muscle or ground), conventional is still the name of the game for most shoppers. But there is a definite market both for beef with production claims and premium beef:

**88%** purchase at least some conventional beef

**68%** purchase at least some beef with production claims

**62%** purchase at least some premium beef

The right mix of conventional, claims-based and premium beef in your meat case is important for meeting the needs of a broad customer base. If your customers don't find the options they are searching for, they may trade down to a conventional product or seek out the product they're looking for from a competitor. This research can help you understand how your particular customers prioritize conventional beef, beef with production claims and premium beef to best serve their needs.

## THE CLAIMS THAT MATTER MOST

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There are more claims on beef packages today than ever before. While most shoppers search first for beef carrying a USDA Choice grade, the second attribute they look for varies by generation:

# #2

### Beef Attributes by Generation

- **Baby Boomers:** Raised in the USA
- **Gen X:** USDA Prime
- **Millennials:** Raised with no added hormones or growth promotants
- **Gen Z:** High in protein (this cohort ranked no added hormones or growth promotants as their #1 attribute, with USDA Choice coming in at #4)

With five different claims being the two most important attributes for purchase among four generations of current shoppers, it's easy to get overwhelmed by how different today's consumers can be. And this is just scratching the surface of all the claims, attributes and purchase drivers they are juggling while standing at the meat case. This research can help you understand who your customers are and what they're looking for to build the best beef selection for your store.

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