

# The State of Meat & Dairy



# Meet Your Presenter

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# Frozen Meat Poultry & Seafood

Shoppers seeking better-for-you-and-the-planet convenient meal solutions in the frozen meat aisle are fueling innovation & successful product launches

## Performance Ranked by Volume

Subcategory	Sales	\$ Growth YoY
Fz Chicken	\$7.4B	4.8%
Fz Seafood	\$7.2B	-4.2%
Fz Beef	\$2.0B	1.1%
Fz Breakfast Sausage & Other Meats	\$634.5M	5.9%
Fz Other Meats	\$485.4M	4.1%
Fz Turkey & Other Poultry	\$463.7M	6.4%



**NPI**  
Fz Beef – Meatballs

+ 33.0%



**NPI**  
Fz Chicken – Breaded Strips & Tenders

+ 16.6%

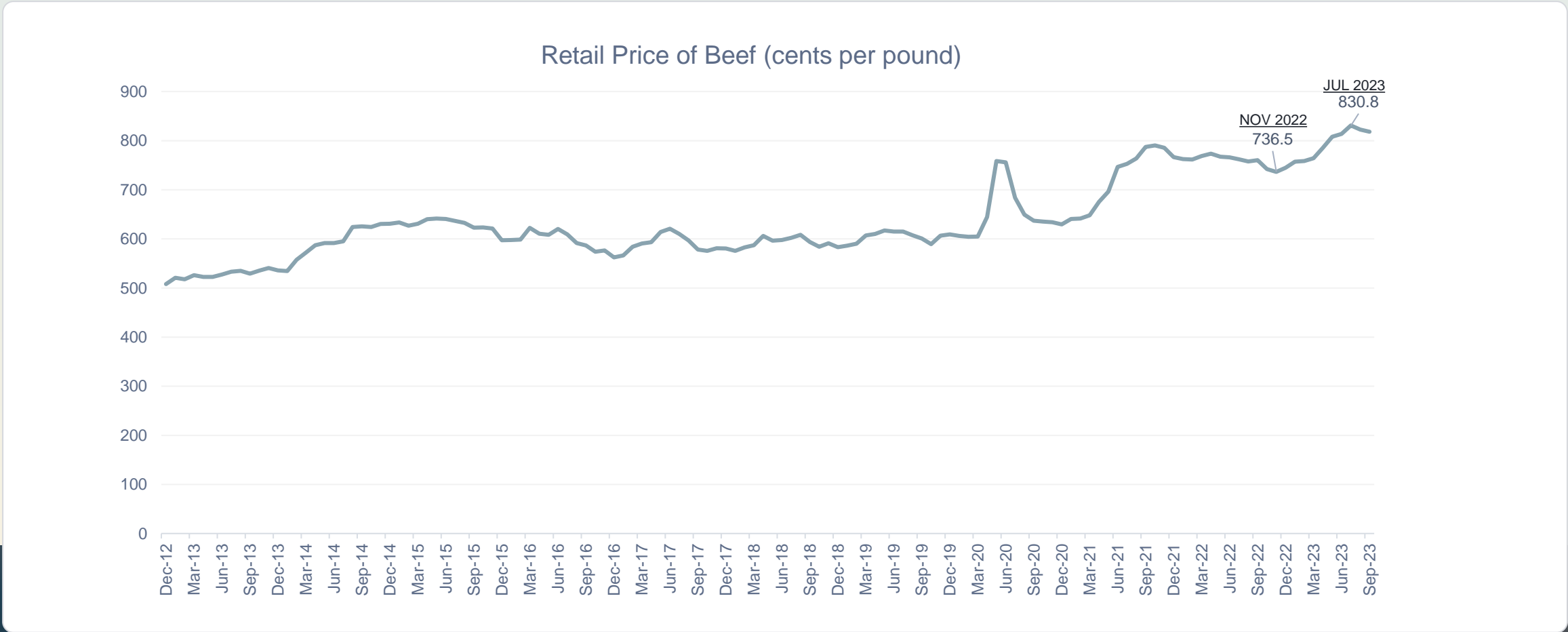
# Meat Category Performance

In categories such as Frozen Meat, Poultry & Seafood and Shelf Stable Jerky & Meat Snacks, we see that Natural Products are seeing strong growth in sales

Category	All Products		Natural Products	
	\$ Volume	\$ % Chg	\$ Volume	\$ % Chg
Ref. Meat Poultry & Seafood Fresh	\$12.5B	4.4%	\$1.4B	1.7%
Fz. Meat Poultry & Seafood	\$18.4B	0.7%	\$894.3M	14.3%
Hot Dogs & Dinner Sausage	\$7.8B	2.3%	\$147.3M	-0.6%
Deli Meat	\$9.0B	4.8%	\$324.9M	3.9%
Bacon & Ref. Breakfast Meats	\$7.9B	-5.2%	\$235.8M	-2.5%
Shelf Stable Meat & Poultry & Seafood	\$4.5B	5.1%	\$131.3M	5.8%
Shelf Stable Jerky & Meat Snacks	\$2.6B	0.7%	\$193.9M	21.6%

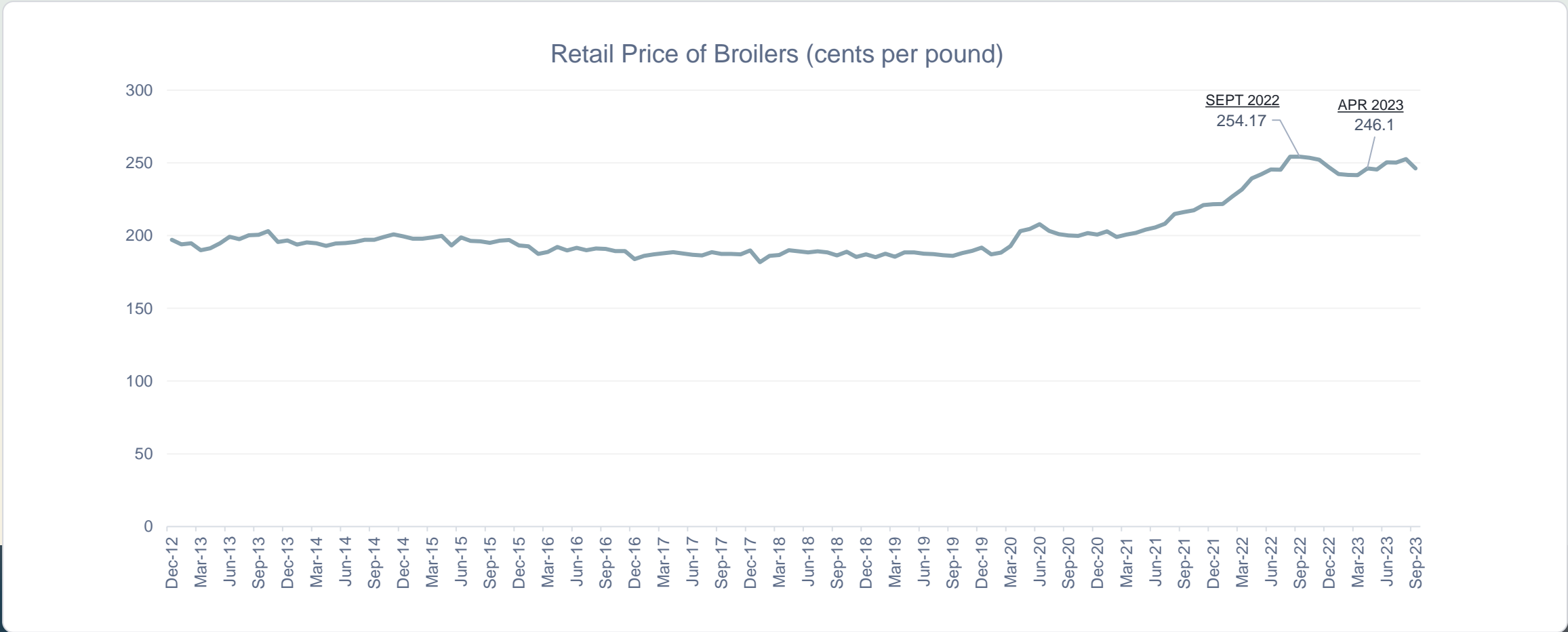
# The Beef Market: Dips and Dives

According to USDA data, Beef retail prices peaked July 2023, while in November 2022 it was selling for 11% less



# The Poultry Market: On a Wild Ride

According to USDA data, poultry prices hit its peak in Aug/Sept '22 before declining. It began to increase in Apr/May '23



# Trending Product Types

Shoppers are leaning into price-friendly, convenience options as well as economical pack sizes in the frozen and refrigerated meat aisles.

## Top Product Types in Meat Poultry & Seafood by sales volume

Product Types	Sales	\$ Growth YoY
Ground Meat	\$2.7B	7.2%
Breaded Nugget	\$1.5B	18.1%
Breaded Strips & Tenders	\$1.4B	11.8%
Shellfish & Other Seafood	\$1.2B	-6.6%
Burger & Patty	\$1.1B	-0.2%
Wings & Drumettes	\$835M	-12.2%
Breast	\$636M	-4.7%
Fish Fillets & Portions	\$603M	-8.3%
Steak & Chop & Fillet	\$423M	1.1%
Roast & Whole Loin	\$377M	3.4%
Meatball	\$351M	3.1%
Breaded Bites	\$328M	-7.3%
Breaded Burger & Patty	\$322M	18.2%
Links - Sausage	\$315M	8.4%



Source: SPINS Natural Channel, MULO (powered by Circana), 52 Weeks Ending 9.10.23; Categories = FROZEN MEAT POULTRY & SEAFOOD, REFRIGERATED MEAT POULTRY & SEAFOOD FRESH, Powered by SPINS Product Intelligence: Product Type



# Better for Everyone & Everything

## 'NEXT GEN' AGRICULTURE PRACTICES ARE CATEGORY DISRUPTORS

Concerns over land management, animal management, climate change, and soil health have driven shoppers toward smaller, farmer-focused brands that promote economical and agricultural diversity in a transparent and trustworthy way.

Meat producers are among the early adopters and are bringing this highly visible sustainability ethos to retailers and shoppers





# Sustainability continues to buoy Meat Sales

In efforts to combat the negative perceptions of animal agriculture, dairy brands have continued to make in-roads toward positioning themselves as sustainable solutions as well.



NATURAL POSITIONING GROUP  
**+6.8%**

CONVENTIONAL POSITIONING GROUP  
**+1.7%**

SPEC/WELLNESS POSITIONING GROUP  
**-3.9%**

LABELED ORGANIC 100%  
**+3.8%**

LABELED GRASS FED  
**+10.9%**

CERTIFIED UPCYCLED  
**+88.6%**

LABELED ANIMAL WELFARE  
**+2.4%**

LABELED PASTURE RAISED  
**+20.9%**

LABELED NO ADDED HORMONES  
**+2.8%**

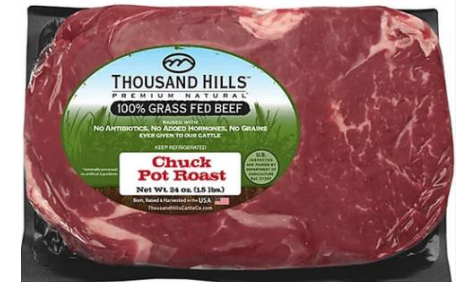
LABELED ANTIBIOTIC FREE  
**+4.8%**

# Fixed Weight Fresh Beyond Grounds & Burgers

For better flexibility, control, innovation, and insight for the perimeter meat category, retailers and manufacturers continue to explore the benefits of fixed-weight fresh with varied results.



STEAK & CHOP & FILLET  
Refrigerated (Fresh)  
**\$282m | -1.9%**



ROAST & WHOLE LOIN  
Refrigerated (Fresh)  
**\$350m | +3.7%**

# Heritage & Game Meats

With a heavy emphasis on sustainability and social causes, heritage and other game meats as well as lamb are poised to impact the marketplace. Look for continued growth as shoppers continue to explore protein & flavor diversity.

## Lamb

Sales \$ Growth YoY  
**\$20M** **28.7%**

## Bison

Sales \$ Growth YoY  
**\$52M** **8.7%**

## Venison/Elk

Sales \$ Growth YoY  
**\$8M** **32.4%**

### Top Brands for Key Segments

Bison	\$ Share	\$ %CYA
Great Range Bison	40.6%	10.2%
Maverick Ranch	10.9%	8.6%
Force of Nature	10.9%	120.5%
High Plains Bison	10.8%	-10.4%
Tender Bison	6.2%	-1.9%
Lamb	\$ Share	\$ %CYA
Thomas Farms	45.8%	10.2%
The Lamb Co	29.4%	29.4%
Superior Farms	7.1%	0.6%
Spring Crossing	5.6%	13.9%
Catelli Brothers	2.3%	2698.6%
Venison/Elk	\$ Share	\$ %CYA
Silver Fern Farms	27.8%	18.3%
Force of Nature	15.5%	1509.7%
Dr Kings Nat. Meats	13.3%	34.5%
Durham Ranch	11.2%	6.7%
Frontiere Natural	10.4%	-1.0%



# Regenerative Dairy

## ‘Next Gen’ Agriculture Practices are Category Disruptors

Concerns over climate change, soil health, and the effects of a heavy reliance on toxic chemicals have driven the popularity of regenerative agriculture which aims to restore and replenish soil health.

Dairy producers are among the early adopters and are bringing a highly visible sustainability message to shoppers and retailers.

### MILK

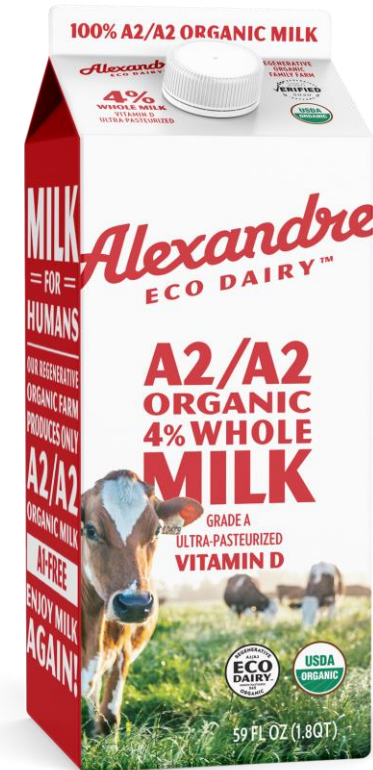
Dollars  
**+83%**

Units  
**+76%**

### YOGURT

Dollars  
**+223%**

Units  
**+209%**



# Certification/Label & Claims Performance: **Meat & Seafood**

**+1.5%**

RF & FZ MEAT POULTRY &  
SEAFOOD

**+10% | \$378M**

Labeled Grass Fed

**+2% | \$579M**

Labeled Animal Welfare

**+4% | \$2.1B**

Labeled Antibiotic Free

# Certification/Label & Claims Performance: **Milk & Dairy**

**+6.5%**

MILK & DAIRY

**+133% | \$3.9M**

Certified Regenerative Organic

**+19% | \$1B**

Labeled Grass Fed

**+11% | \$479M**

Labeled Animal Welfare

# Dairy Milk & Plant Based Milk

Both traditional and plant-based segments continue to show strong growth, but inflationary pressures are pushing units into negative territory

Performance Ranked by Volume

Subcategory	Sales	\$ Growth YoY
Milk	\$14.6B	0.3%
RF Plant Based Milk Almond	\$1.4B	-1.7%
RF Plant Based Milk Oat	\$598M	10.5%
Egg Nog & Buttermilk	\$392M	3.7%
RF Plant Based Milk Other & Blends	\$196M	6.9%
RF Plant Based Milk Soy	\$184M	5.5%
RF Plant Based Milk Coconut	\$90M	24.8%
RF Plant Based Milk Rice	\$11M	-4.7%





# Sustainability Continues to Buoy Yogurt Sales

In efforts to combat the negative perceptions of animal agriculture, dairy brands have continued to make in-roads toward positioning themselves as sustainable solutions as well.



- +227%** CERTIFIED REGENERATIVE ORGANIC
- +19%** LABELED FAIR TRADE
- +10%** CERTIFIED B CORP



- +12%** LABELED ANTIBIOTIC FREE
- +4%** LABELED ANIMAL WELFARE
- +11%** LABELED ORGANIC INGREDIENTS



- +26%** LABELED GRASS FED
- +13%** CERTIFIED NON-GMO PROJECT

# Cheese & Plant Based Cheese

Dairy Cheeses are outpacing plant-based cheese growth significantly in dollars and holding steady in unit growth.

## Dairy Cheese

Sales

**\$27B**

\$ Growth YoY

**+7%**

Unit Growth YoY

**+0%**

## PB Cheese

Sales

**\$0.29B**

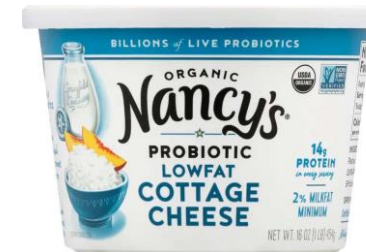
\$ Growth YoY

**-7%**

Unit Growth YoY

**-11%**

Subcategory – Ranked by Volume	Sales	\$ Growth YoY	Unit Growth YoY
RF CHEESE SHREDDED & GRATED	\$8.1B	6%	1%
RF CHEESE SLICED & SNACK	\$6.9B	5%	-2%
RF CHEESE	\$5.5B	5%	1%
RF CREAM CHEESE & OTHER CHEESE SPREAD	\$3.4B	11%	-2%
RF SOUR CREAM	\$1.7B	12%	-1%
RF COTTAGE & RICOTTA & FARMER CHEESE	\$1.7B	16%	5%
RF PLANT BASED CHEESE SHREDDED & GRATED	\$109M	-5%	-10%
RF PLANT BASED CHEESE SLICED & SNACK	\$83M	-8%	-11%
RF PLANT BASED CREAM CHEESE & SOUR CREAM & OTHER	\$72M	-8%	-10%
RF PLANT BASED CHEESE	\$27M	-11%	-16%



# Cottage Cheese Trending

Some of the top viewed recipes last year on the topic of cottage cheese were from out of the box recipes

## HIGH PROTEIN BREAKFAST



**brooklynsbites** Brooklyn's Bites

Hopped on the **cottage cheese toast** train & im here to stay 🤝  
#cottagecheese #cottagecheeserecipe

77.4K Likes, 241 Comments. TikTok video from Brooklyn's Bites (@brooklynsbites)

1.5M views | 🎵 Sure Thing (sped up) - Miguel

## HIGH PROTEIN ICE CREAM



**feelgoodfoodie** Feel Good Foodie

Have you tried the viral **#cottagecheeseicecream?** There are with it. What flavor should I try next? #highproteinicecream :

128.5K Likes, 372 Comments. TikTok video from Feel Good Foodie (@feelgoo)

3M views | 🎵 original sound - Feel Good Foodie

## HIGH PROTEIN DIP



**janellerohner** JanelleRohner

**Whipped cottage cheese** is having a moment and I'm here for it! #whippedcottagecheese #easyrecipe #cottagecheese

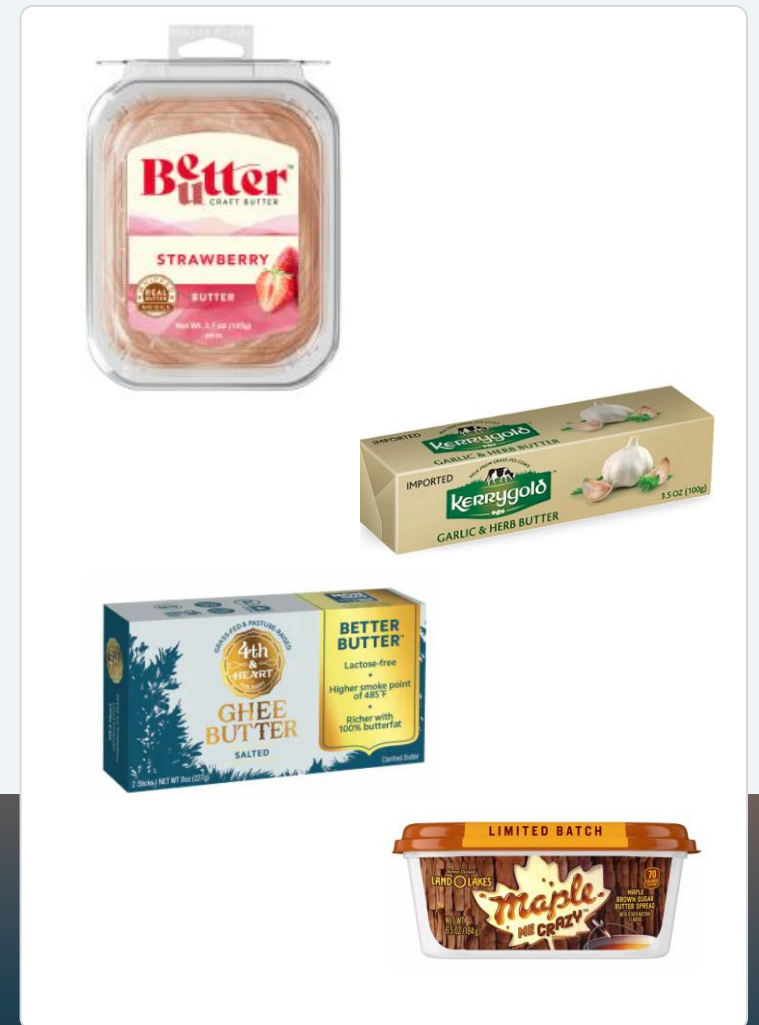
34.3K Likes, 185 Comments. TikTok video from JanelleRohner (@janellerohner): "Whipped cottage cheese is having a moment ...

799.9K views | 🎵 Aesthetic - Tollan Kim

# Flavor Growth in Butter

Specific flavors like strawberry, garlic, maple, and sea salt have started to show significant growth in the RF Butter category

Refrigerated Butter		
Flavor Ranked by \$ Growth	YoY Growth	
	\$	Unit
STRAWBERRY	85%	76%
GARLIC	72%	64%
HERB / HERBAL	66%	54%
SALTED / SEA SALT	55%	52%
MAPLE	42%	35%
PLAIN/UNFLAVORED	18%	4%
OLIVE	15%	10%
SWEET	12%	-3%
CITRUS BLEND	11%	4%
CINNAMON	10%	4%



# Non-Animal Dairy Protein

## 'Next Gen' Ingredients are Category Disruptors

Derived through precision fermentation, animal free dairy proteins are considered a sustainable alternative to animal derived milk proteins

Poised for broader proliferation across categories.

Identical to animal derived milk proteins and must be labeled as a milk allergen.

**\$2.2M**

**FROZEN  
DESSERTS**

**\$1.1M**

**DAIRY & DAIRY  
ALTS**

**\$89K**

**PROTEIN  
SUPPLEMENTS**





## Looking to the Future: Cell-Cultivated Meat

Grown in steel bioreactors from **animal stem cells**, the cell-cultivated meat process yields real meat tissue **without** raising or slaughtering an animal.

However, those **against** cell-cultured meat warn that it is not clear what the **long-term** effects are of eating cell-cultivated meat.

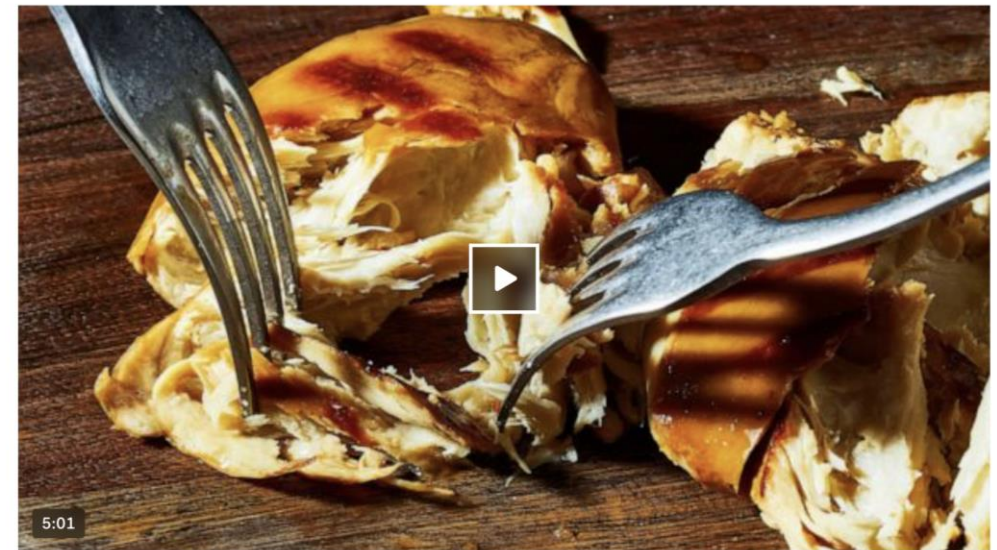
**UPSIDE Foods** and **GOOD Meat** are 2 American companies that have been given the **approval** for the commercial sales of cell-cultivated meat.

### USDA approves 1st ever 'cell-cultivated meat' for 2 American manufacturers

UPSIDE will cultivate and sell chicken grown from animal cells in bioreactors.



By [Kelly McCarthy](#) [GMA](#)  
June 22, 2023, 10:04 AM



GOOD Meat cultivated chicken.  
GOOD Meat





# Thank you!

For more information, contact  
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