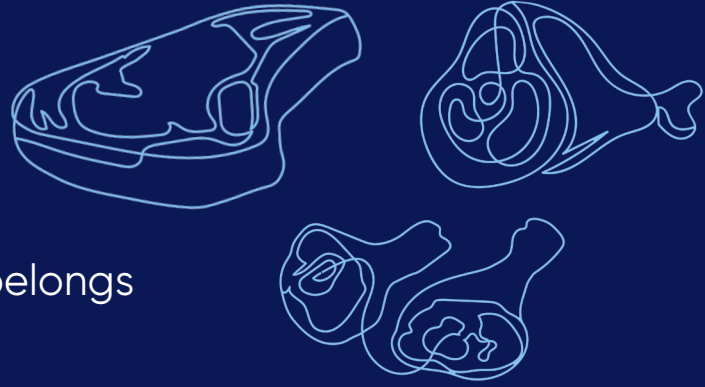


# Power of Meat 2024

**98%** of American households purchase meat

**80%** of Americans are self-described meat eaters

**74%** of meat eaters believe meat belongs in healthy, balanced lifestyles



**Overall, household penetration averages above 97% for all incomes, ethnicities, household sizes & ages**

**Gen X** (the smallest of the generations) accounts for the greatest proportion of sales (32%)

**Boomers** buy meat most frequently (53 times per year)

**Millennials** spend the most money per meat purchase (nearly \$17)

**The economy continues to impact Americans' shopping & meal choices**



**43%** of Americans are **cutting back on restaurant meals**

Of meat eaters who are buying restaurant meals less often, **75% try to recreate restaurant-type meals at home**

**54%** of meat shoppers look to **save money at the grocery store**

- 43% buy larger bulk packs to save money over time
- 30% buy smaller packages to save money immediately



**Americans prepare 4.6 dinners at home per week - 87% (4 per week) include meat or poultry**



**9 in 10 shoppers will spend extra on meat for special occasions - holidays, celebrations, and entertaining are the top reasons**

For everyday or special occasions, recipe inspiration is increasingly found **online**, particularly for younger generations. Gen Z cooks look to:



**51%**



**43%**



**41%**



**31%**



**9%**

**83% of meat shoppers consider at least one "better-for" attribute when buying meat**



Uniting partners across animal agriculture and endorsed by global leaders including FMI, the Protein PACT verifies progress toward ambitious goals for healthy animals, people, communities, and the climate. Check out Protein PACT quick facts [here](#)



Nourishing Today  
Sustaining Tomorrow



The 19th annual Power of Meat study was conducted by 210 Analytics on behalf of FMI - the Food Industry Association and the Meat Institute's Foundation for Meat and Poultry Research and Education and is made possible by CRYOVAC® a division of Sealed Air. For more information, visit: [www.FMI.org/FreshFoods](http://www.FMI.org/FreshFoods) and [www.meatinstitute.org](http://www.meatinstitute.org)