

Power of Meat 2025

Celebrating 20 years of insights into meat shopping

98% of American households purchase meat*

81% of Americans consider themselves meat eaters*

73% of Americans believe meat is an overall healthy choice



Eggs, chicken and beef top the list of foods that consumers view as protein-rich

The average American shops for meat 54 times per year and spends \$16.12 on meat per trip**



Top three purchases**

Refrigerated meat

- **beef**
- **chicken**
- **pork**

Prepared meat

- **lunchmeat**
- **bacon**
- **sausage**

Getting enough protein is very/somewhat important to 90% of Americans



Other priorities include preparing comfort meals, having quick prep options, and getting creative with ingredients

How Americans most often prepare meals

- **Americans prepare 4.8 dinners per week at home** - 90% (4.2) include meat
- **53%** using a **mix of from-scratch and prepared food**
- **37%** completely from **scratch**
- **9%** using only **prepared food**



What Americans say about meals at and away from home

- **30% ate out less than last year**
- **87% are interested in recipes and tips** to help create restaurant-style meals at home
- **86%** say it's very/somewhat important to **save time on meal prep** during the week

Beyond price, many factors shape shoppers choices - for example, 56% try to do their part for the environment

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. Learn more at www.TheProteinPACT.org.



The 20th annual Power of Meat study was conducted by 210 Analytics on behalf of FMI—the Food Industry Association and the Meat Foundation. For more information, visit: www.FMI.org/FreshFoods and www.meatinstitute.org.