

POWER OF MEAT

COVID-19 drives meat purchases to record high

Americans are choosing meat more than ever before

Meat sales up **19%**

43%  buy more meat than before the pandemic

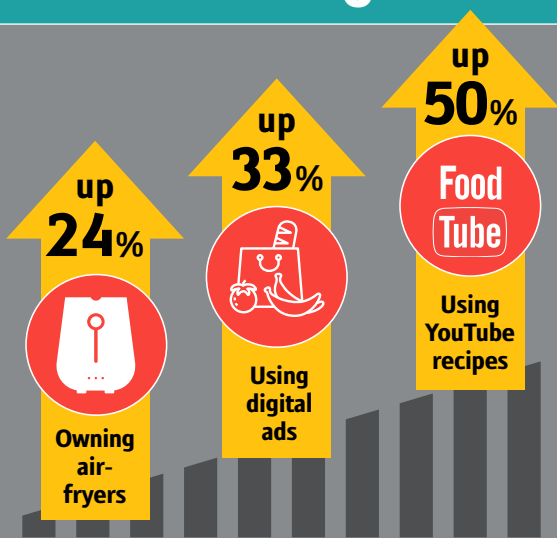
More than **98%** of American households buy meat

Younger generations changed the most!

43% of Gen Z shoppers are buying more meat
53% of Millennial shoppers are buying more meat



Cooking more at home, shopping more online



84% of meals at home in Dec

Online grocery shopping up **40%**



59% will continue shopping online at the same level

Choosing meat for healthy, balanced diets

94% of Americans choose meat for **HIGH-QUALITY PROTEIN**



3 out of 4 agree meat belongs in healthy, balanced diets

(up nearly 20% since 2020)



The 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