

# Lamb Sales at US Retail

Data to 29 December 2024

Global Market Insights



# MLA Disclaimer:

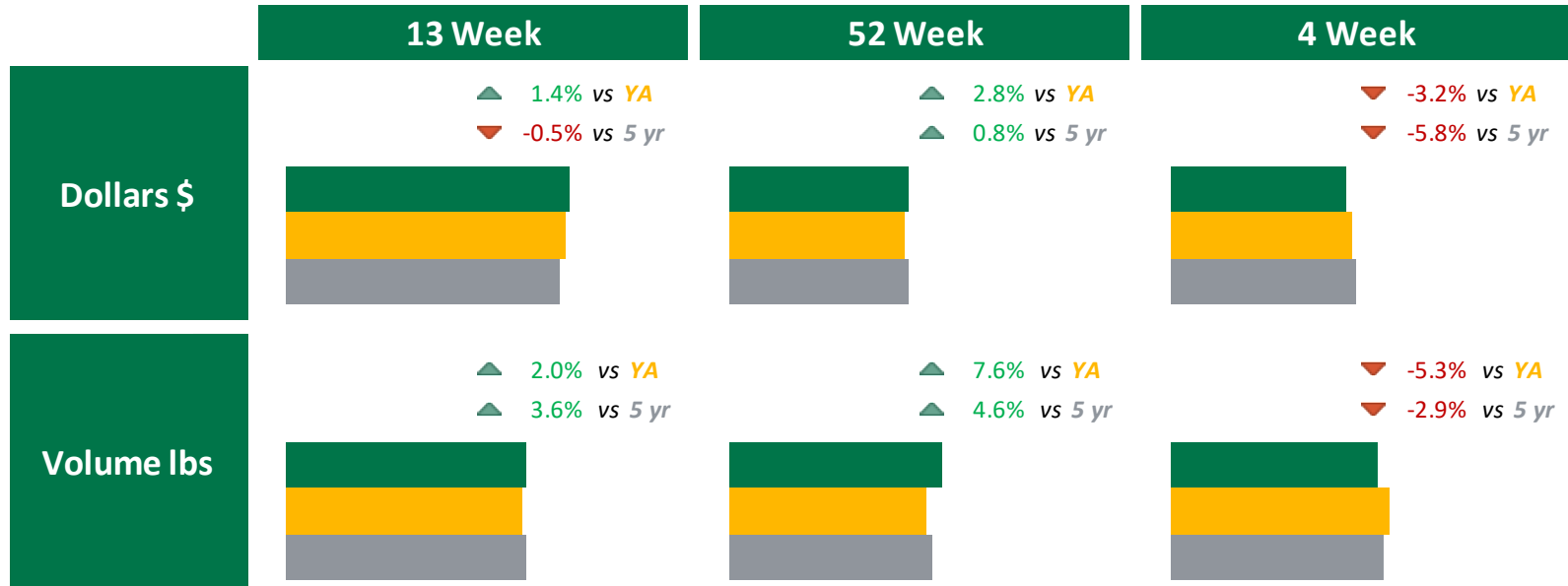
All information contained within this presentation and supplied in connection with it, including any oral commentary and answers to questions, is supplied to recipients for information purposes only. No representation, warranty or other assurance is made as to the currency, fairness, accuracy or completeness of the information contained within this presentation or supplied in connection with it. The information contained within this presentation is in summary form only and is not, and does not purport to be, comprehensive or contain all information that any recipient may require or consider material.

Although all care has been taken in preparing this presentation, viewers of this presentation should not alter their position, or refrain from doing so, relying on this presentation, and should seek independent advice for their own situation. Any forward-looking statements made within this publication are not guarantees of future performance or results, and performance or results may vary from those expressed in, or implied by, any forward-looking statements. No representation, warranty or other assurance is given as to the fairness, accuracy, completeness, likelihood of achievement or reasonableness of forward-looking statements or related assumptions contained in the publication. Your use of, or reliance on, any content is entirely at your own risk and MLA, MDC and ISC (“MLA Group”) accept no liability for any losses or damages incurred by you as a result of that use or reliance.

The views or judgements expressed within this presentation are those of the author and not the MLA Group. These views and judgements do not reflect the views and judgments of the MLA Group, its employees or agents.

Full terms of use can be found here: [MLA Terms of Use](#) . You may not copy, republish, download, transmit, communicate, or otherwise use this content in any way without the prior written consent of Meat & Livestock Australia Limited ABN 39 081 678 364. Any such enquiries should be directed to [info@mla.com.au](mailto:info@mla.com.au), or the Content Manager, PO Box 1961, North Sydney, NSW 2059.

## Lamb Value & Volume Sales



		Dollar Sales	Volume Sales	Dollar Sales	Volume Sales	Dollar Sales	Volume Sales
	Latest	\$146,462,482	17,420,760	\$549,642,064	64,702,555	\$53,081,547	6,310,352
	Year Ago	\$144,485,844	17,086,853	\$534,533,362	60,138,489	\$54,833,623	6,663,329
	5 Year Avg	\$147,236,188	16,811,175	\$545,103,766	61,855,189	\$56,371,294	6,502,152

- 13 week (Oct-Dec) dollar and volume sales increased by 1.4% and 2.0% respectively vs YAGO.
- 52 week dollar and volume sales increased by 2.8% and 7.6% respectively vs YAGO.
- 4 week (December) dollar and volume sales decreased by 3.2% and 5.3% respectively vs YAGO.

### 13 Week Region Performance for Lamb, Ranked by Dollar Sales

Region	Dollars \$					Volume lbs				
	Latest	Year Ago	% Chg vs YA	5 Year Avg	% Chg vs 5 Yr	Latest	Year Ago	% Chg vs YA	5 Year Avg	% Chg vs 5 Yr
Total US	\$146,462,482	\$144,485,844	1%	\$147,236,188	-1%	17,420,760	17,086,853	2%	16,811,175	4%
Northeast	\$35,310,039	\$35,514,923	-1%	\$37,303,008	-5%	3,956,009	4,138,302	-4%	4,166,073	-5%
Southeast	\$29,888,864	\$27,687,921	8%	\$26,708,841	12%	3,603,947	3,177,340	13%	3,006,957	20%
Mid-South	\$21,770,215	\$20,738,133	5%	\$21,361,753	2%	2,559,840	2,436,468	5%	2,429,528	5%
Great Lakes	\$16,508,587	\$15,854,842	4%	\$16,570,428	0%	2,111,583	1,986,885	6%	1,948,577	8%
South Central	\$13,233,309	\$13,077,675	1%	\$13,151,869	1%	1,520,541	1,455,040	5%	1,406,870	8%
West	\$12,384,753	\$12,505,631	-1%	\$12,977,319	-5%	1,622,304	1,609,514	1%	1,609,115	1%
California	\$12,370,096	\$14,188,134	-13%	\$14,505,893	-15%	1,392,224	1,636,561	-15%	1,667,445	-17%
Plains	\$4,996,618	\$4,918,586	2%	\$4,657,076	7%	654,312	646,743	1%	576,610	13%

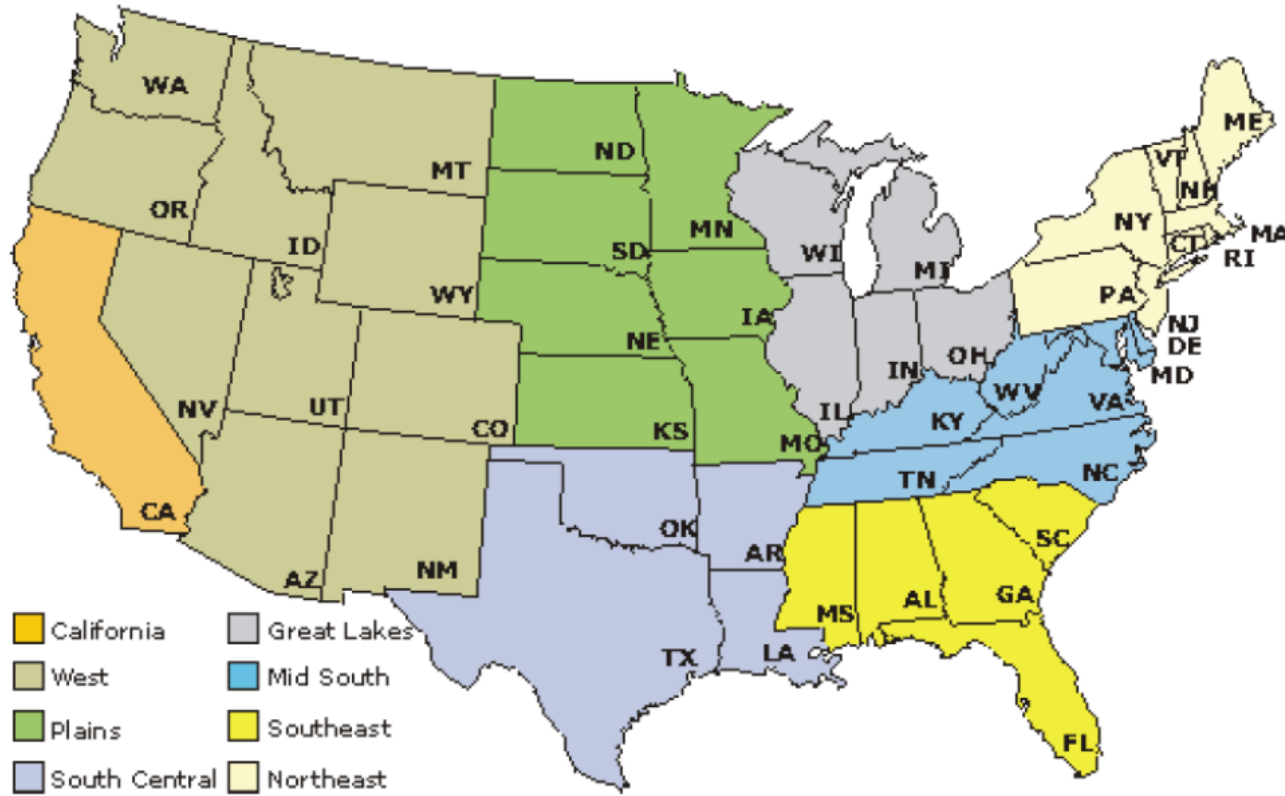
13-week sales growth occurred in most regions except California, Northeast and West. Although dollar sales declined slightly in the West, volume sales grew slightly. Highest growth regions included Southeast, Mid-South, and Great Lakes.

## 52 Week Region Performance for Lamb, Ranked by Dollar Sales

Region	Dollars \$					Volume lbs				
	Latest	Year Ago	% Chg vs YA	5 Year Avg	% Chg vs 5 Yr	Latest	Year Ago	% Chg vs YA	5 Year Avg	% Chg vs 5 Yr
Total US	\$549,642,064	\$534,533,362	3%	\$545,103,766	1%	64,702,555	60,138,489	8%	61,855,189	5%
Northeast	\$139,552,962	\$138,329,398	1%	\$144,963,372	-4%	15,908,843	15,571,228	2%	16,264,505	-2%
Southeast	\$107,310,966	\$100,483,056	7%	\$97,161,137	10%	12,523,620	11,048,415	13%	10,749,112	17%
Mid-South	\$78,875,624	\$75,533,218	4%	\$76,767,291	3%	9,117,711	8,433,581	8%	8,547,135	7%
Great Lakes	\$60,826,422	\$58,571,005	4%	\$60,114,903	1%	7,567,039	6,774,027	12%	6,917,707	9%
California	\$50,038,763	\$51,592,309	-3%	\$54,371,322	-8%	5,751,121	5,696,161	1%	6,365,892	-10%
South Central	\$48,132,207	\$47,888,726	1%	\$47,258,004	2%	5,449,978	4,894,643	11%	5,049,603	8%
West	\$45,935,947	\$45,781,383	0%	\$48,192,888	-5%	5,917,039	5,672,546	4%	5,955,455	-1%
Plains	\$18,969,173	\$16,354,268	16%	\$16,274,849	17%	2,467,205	2,047,888	20%	2,005,780	23%

In 2024, California was the only region that saw decline, most regions are growing for both value and volume compared to 2023. However compared to the 5 year average, Northwest, California and West regions are all down.

Circana-defined US regions marked below relates to regions references in report



### 13 Week City Performance for Lamb, Ranked by Dollar Sales

City	Dollars \$					Volume lbs				
	Latest	Year Ago	% Chg vs YA	5 Year Avg	% Chg vs 5 Yr	Latest	Year Ago	% Chg vs YA	5 Year Avg	% Chg vs 5 Yr
<b>Total US</b>	<b>\$146,462,482</b>	<b>\$144,485,844</b>	<b>1%</b>	<b>\$147,236,188</b>	<b>-1%</b>	<b>17,420,760</b>	<b>17,086,853</b>	<b>2%</b>	<b>16,811,175</b>	<b>4%</b>
New York, NY	\$12,577,738	\$12,780,276	-2%	\$13,545,133	-7%	1,405,773	1,508,324	-7%	1,531,704	-8%
Baltimore, MD/Washington D.C.	\$8,110,771	\$8,226,717	-1%	\$9,103,973	-11%	844,688	898,888	-6%	968,263	-13%
Miami/Ft. Lauderdale, FL	\$6,272,641	\$5,942,366	6%	\$5,453,904	15%	928,072	859,766	8%	724,414	28%
Los Angeles, CA	\$5,068,449	\$5,726,700	-11%	\$5,664,756	-11%	577,899	657,406	-12%	629,276	-8%
Philadelphia, PA	\$4,917,576	\$4,555,172	8%	\$5,171,113	-5%	518,469	503,287	3%	540,334	-4%
Chicago, IL	\$4,256,500	\$4,362,501	-2%	\$4,614,105	-8%	531,936	557,778	-5%	556,785	-4%
Boston, MA	\$4,237,226	\$4,431,972	-4%	\$4,378,229	-3%	451,205	483,984	-7%	475,565	-5%
San Francisco/Oakland, CA	\$2,943,433	\$3,334,276	-12%	\$3,650,559	-19%	331,156	382,414	-13%	434,126	-24%
Houston, TX	\$2,029,209	\$1,952,046	4%	\$1,783,497	14%	250,837	229,422	9%	196,222	28%
Raleigh/Greensboro, NC	\$1,948,176	\$1,755,951	11%	\$1,730,537	13%	251,707	217,161	16%	208,848	21%

13-week sales declined in some key markets except Raleigh/Greensboro, Philadelphia, and Miami/Ft. Lauderdale.

## 52 Week City Performance for Lamb, Ranked by Dollar Sales

City	Dollars \$					Volume lbs				
	Latest	Year Ago	% Chg vs YA	5 Year Avg	% Chg vs 5 Yr	Latest	Year Ago	% Chg vs YA	5 Year Avg	% Chg vs 5 Yr
<b>Total US</b>	<b>\$549,642,064</b>	<b>\$534,533,362</b>	<b>3%</b>	<b>\$545,103,766</b>	<b>1%</b>	<b>64,702,555</b>	<b>60,138,489</b>	<b>8%</b>	<b>61,855,189</b>	<b>5%</b>
New York, NY	\$50,553,330	\$50,442,835	0%	\$53,596,980	-6%	5,760,898	5,688,318	1%	6,058,951	-5%
Baltimore, MD/Washington D.C.	\$29,853,393	\$30,676,698	-3%	\$32,908,659	-9%	3,146,416	3,252,985	-3%	3,472,980	-9%
Miami/Ft. Lauderdale, FL	\$23,126,881	\$21,346,029	8%	\$19,854,847	16%	3,389,902	3,054,773	11%	2,590,393	31%
Los Angeles, CA	\$20,173,150	\$20,138,812	0%	\$20,800,526	-3%	2,271,840	2,160,218	5%	2,298,352	-1%
Philadelphia, PA	\$17,884,721	\$17,413,088	3%	\$19,139,658	-7%	1,899,762	1,805,096	5%	2,012,042	-6%
Boston, MA	\$16,861,869	\$17,165,257	-2%	\$17,073,500	-1%	1,877,491	1,913,531	-2%	1,912,346	-2%
Chicago, IL	\$16,373,996	\$16,618,380	-1%	\$17,017,353	-4%	1,996,271	1,999,975	0%	2,046,646	-2%
San Francisco/Oakland, CA	\$12,026,748	\$12,688,378	-5%	\$14,089,922	-15%	1,438,069	1,441,630	0%	1,755,577	-18%
Houston, TX	\$7,066,129	\$6,543,286	8%	\$6,227,453	13%	861,462	687,677	25%	669,353	29%
Raleigh/Greensboro, NC	\$6,928,325	\$6,266,628	11%	\$6,202,858	12%	856,266	733,636	17%	727,359	18%

US retail value and volume sales for lamb grew moderately in 2024 compared to 2023. However, compared to the 5 year average, lamb sales are down in most key markets except Miami/Ft. Lauderdale, FL, Houston, TX and Raleigh/Greensboro, NC



### 13 Week Cuts Performance for Lamb, Ranked by Dollar Share

Cuts	Dollars \$					Volume lbs				
	Latest	Year Ago	% Chg vs YA	5 Year Avg	% Chg vs 5 Yr	Latest	Year Ago	% Chg vs YA	5 Year Avg	% Chg vs 5 Yr
Total Lamb	\$146,462,482	\$144,485,844	1%	\$147,236,188	-1%	17,420,760	17,086,853	2%	16,811,175	4%
Lamb Ribeye	\$38,663,687	\$38,299,234	1%	\$41,036,731	-6%	2,434,683	2,474,920	-2%	2,654,044	-8%
Lamb Loin	\$34,871,319	\$37,251,550	-6%	\$36,174,920	-4%	3,927,764	4,194,735	-6%	3,716,617	6%
Lamb Leg	\$26,908,234	\$29,042,762	-7%	\$28,594,360	-6%	4,226,389	4,596,645	-8%	4,282,749	-1%
Lamb Shoulder	\$17,906,071	\$16,792,412	7%	\$18,397,711	-3%	2,429,427	2,356,233	3%	2,583,689	-6%
Ground Lamb	\$15,468,758	\$13,036,645	19%	\$13,096,504	18%	2,107,893	1,759,186	20%	1,731,667	22%
Lamb Ingredient Cuts	\$12,531,878	\$9,953,540	26%	\$9,850,313	27%	2,209,934	1,622,954	36%	1,778,700	24%
Lamb Offal	\$112,535	\$109,700	3%	\$85,649	31%	84,670	82,181	3%	63,711	33%

13-week sales of Ground, Ingredient Cuts and Offal grew vs YAGO. Sales of Loin and Leg declined.

## 52 Week Cuts Performance for Lamb, Ranked by Dollar Share

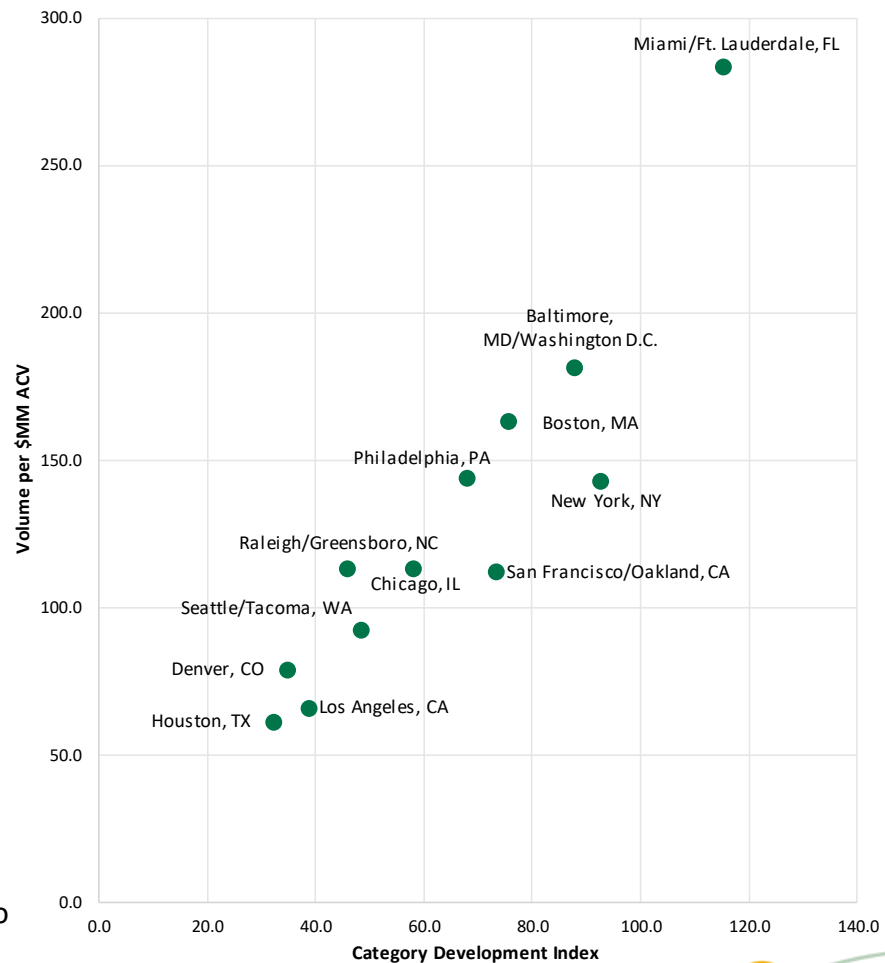
Cuts	Dollars \$					Volume lbs				
	Latest	Year Ago	% Chg vs YA	5 Year Avg	% Chg vs 5 Yr	Latest	Year Ago	% Chg vs YA	5 Year Avg	% Chg vs 5 Yr
Total Lamb	\$549,642,064	\$534,533,362	3%	\$545,103,766	1%	64,702,555	60,138,489	8%	61,855,189	5%
Lamb Loin	\$141,103,852	\$145,555,552	-3%	\$144,875,123	-3%	16,203,573	14,823,827	9%	14,887,971	9%
Lamb Ribeye	\$139,517,822	\$138,122,438	1%	\$143,074,719	-2%	8,722,280	8,419,132	4%	9,000,178	-3%
Lamb Leg	\$103,224,021	\$95,995,302	8%	\$97,395,920	6%	15,902,271	14,234,003	12%	14,328,891	11%
Lamb Shoulder	\$73,590,490	\$70,945,466	4%	\$77,373,784	-5%	10,081,358	9,801,593	3%	10,932,692	-8%
Ground Lamb	\$52,700,777	\$49,627,356	6%	\$47,806,424	10%	6,898,352	6,623,096	4%	6,159,245	12%
Lamb Ingredient Cuts	\$39,088,468	\$33,862,871	15%	\$34,273,610	14%	6,579,542	5,918,289	11%	6,316,138	4%
Lamb Offal	\$416,635	\$424,377	-2%	\$304,187	37%	315,178	318,550	-1%	230,073	37%

Lamb loin volume is outpacing value sales from the easing price this year. Most lamb cuts experienced value and volume growth in 2024 compared to 2023.

# Lamb Category Development Index for Markets, Ranked by CDI, Last 52 weeks

Market	Volume per \$MM ACV	CDI	CDI Year Ago	Chg vs YA
Miami/Ft. Lauderdale, FL	115.1	283.2	277.8	5.4
Baltimore, MD/Washington D.C.	87.6	181.2	203.2	-22.0
Boston, MA	75.5	163.0	181.0	-17.9
Philadelphia, PA	67.9	143.7	147.0	-3.3
New York, NY	92.5	143.1	155.0	-11.9
Raleigh/Greensboro, NC	45.7	113.3	104.7	8.5
Chicago, IL	57.8	113.2	121.9	-8.7
San Francisco/Oakland, CA	73.2	112.1	124.1	-12.0
Seattle/Tacoma, WA	48.2	92.6	112.0	-19.4
Denver, CO	34.6	78.9	74.5	4.5
Los Angeles, CA	38.6	65.9	67.8	-1.9
Houston, TX	32.1	61.0	53.0	7.9

Across most key markets, CDI decreased over the 52- weeks except in Raleigh/ Greensboro, Houston, Miami/Ft. Lauderdale, and Denver. Miami/Ft. Lauderdale, Baltimore/Washington DC and Boston continued to sit at the top of the CDI ranking.



Source: Circana, Integrated Fresh, Total US, MULO+ Data to 29 December 2024. See [appendix](#) for measure definitions



# MLA Disclaimer:

All information contained within this presentation and supplied in connection with it, including any oral commentary and answers to questions, is supplied to recipients for information purposes only. No representation, warranty or other assurance is made as to the currency, fairness, accuracy or completeness of the information contained within this presentation or supplied in connection with it. The information contained within this presentation is in summary form only and is not, and does not purport to be, comprehensive or contain all information that any recipient may require or consider material.

Although all care has been taken in preparing this presentation, viewers of this presentation should not alter their position, or refrain from doing so, relying on this presentation, and should seek independent advice for their own situation. Any forward-looking statements made within this publication are not guarantees of future performance or results, and performance or results may vary from those expressed in, or implied by, any forward-looking statements. No representation, warranty or other assurance is given as to the fairness, accuracy, completeness, likelihood of achievement or reasonableness of forward-looking statements or related assumptions contained in the publication. Your use of, or reliance on, any content is entirely at your own risk and MLA, MDC and ISC (“MLA Group”) accept no liability for any losses or damages incurred by you as a result of that use or reliance.

The views or judgements expressed within this presentation are those of the author and not the MLA Group. These views and judgements do not reflect the views and judgments of the MLA Group, its employees or agents.

Full terms of use can be found here: [MLA Terms of Use](#) . You may not copy, republish, download, transmit, communicate, or otherwise use this content in any way without the prior written consent of Meat & Livestock Australia Limited ABN 39 081 678 364. Any such enquiries should be directed to [info@mla.com.au](mailto:info@mla.com.au), or the Content Manager, PO Box 1961, North Sydney, NSW 2059.

# Appendix: Measure Definitions

# Volume per \$MM ACV\* (Pounds per Million ACV)

## *Explanation of Metric*

Sales per million dollars of market ACV (Sales per Million) measures how fast a product is moving in the stores where it is in distribution (velocity or sales rate). Sales per Million measures are used when comparing across different markets and when comparing products with different distribution levels. It tells you the average sales of a product where it is available, factoring out market size and breadth of distribution variables to compare relative “value” of products with different distribution levels in different markets.

Measure	Calculation
Volume per \$MM ACV	$\frac{\text{Total Volume Sales}}{\Sigma \text{ ACV of the stores selling the product}}$

Another way to think about it: for every million dollars of total market sales, X amount of product is sold. This allows you to evaluate performance of a product across unequal sized retailers/geographies – sales in New York City (largest U.S. city) can be compared directly with sales in Boston (21st largest market).

For example: During the last 12 weeks, for every million dollars that scans at registers in stores selling grass-fed beef, \$2,176 dollars of the \$1.0MM dollars are derived from grass-fed beef sales in the San Francisco market (263 lbs. of the \$1.0MM pounds of groceries). These measures allow you to compare different size markets to understand underperforming and overperforming markets.

*\*ACV = ACV stands for All Commodity Volume. It is total retail dollar sales for an entire store across all products and categories.*

# Category Development Index (CDI)

## *Explanation of Metric*

The Category Development Index (CDI) is a sales performance metric which measures the relative strength of a particular product category within a specific market. CDI takes the sales performance of a product category within a given region or demographic (e.g., New England, millennials) and compares it to the product category's average performance among all consumers.

The CDI of a product category is given by the equation below:

$$CDI = \frac{\text{Sales in Market X}}{\text{Population of Market X}} \div \frac{\text{Sales in Total U.S.}}{\text{Population of Total U.S.}}$$

CDI is especially useful for marketing teams for helping them identify and target customer segments which are performing above or below the average (100). Insights generated by the CDI are frequently used to guide how marketers allocate advertising dollars, enabling them to maximize return-on-investment. Please find two examples below:

- State X enjoys higher per-capita consumption of ice cream than State Y or State Z. As such, ABC Incorporated concentrates spending on ad campaigns directed at residents of State X.
- Boston indexed at 208 on average in 2020. Since CDI is essentially sales weighted by population size, a CDI of 208 indicates Boston is selling roughly double (200%) the amount of lamb per person as the United States as a whole.

An index of 100 suggests a specific market is performing as well and in lockstep with the total market (U.S.) in terms of salesper-population (i.e., 100% of the total market). An index of 150 suggests a market is performing 50% better than the total U.S. market, or in other words Market X is selling 150% of the United States' amount of product sold per person.