

# AMERICAN LAMB

## Retail Sales and Insights



### LAMB SALES

Approximately **300 million pounds of lamb** are sold each year in the US, with lamb imports from Australia and New Zealand now representing more than half the total lamb supplies.

MILLENNIALS ARE EMBRACING LAMB AND DRIVING GROWTH IN THE CATEGORY.



MINORITY POPULATIONS ACCOUNT FOR MORE THAN 50% OF TOTAL US LAMB CONSUMPTION.

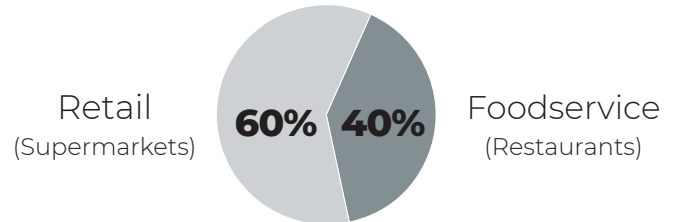


### RETAIL

- The **highest retail sales** of lamb are in the Northeast, Southeast and California, accounting for **70%** of total sales.
- **Leg, shoulder and loin** are the **top selling** lamb cuts at retail.
- As more and more consumers look for lamb and want affordable and easy to prepare cuts, **ground lamb sales continue to grow**; now representing **10%** of total lamb sales and pounds sold at retail.
- The average **lamb-purchasing household** spends over **30%** more per year on food than the average household.

**SOURCES:** 2018 US Consumer Market Research Study, IRI Fresh Meat and Lamb Review, ending 10/7/18, Datassential MenuTrends™

### AMERICAN LAMB SALES BY CHANNEL



### CONSUMER INSIGHTS

- The most-liked attributes of lamb are **flavor, unique taste and tenderness**.
- Price and lack of availability are the top barriers to purchasing more lamb.
- **68%** of 2018 respondents indicated a **preference for American Lamb**, up from **40%** in **2011**.
- About **50%** of consumers have never tried lamb.
- **Consumer interest** and **enjoyment** in lamb is growing, and intimidation is declining.
  - Only **15%** of 2018 respondents indicated they felt lamb was too difficult to prepare, down from **45%** in **2011**.
  - **43%** of 2018 respondents indicated they will **likely purchase lamb** in the next 6 months, up from **30%** in **2011**.
  - **35%** of 2018 respondents who eat lamb said they **like everything about lamb**, up from **19%** in **2011**.
  - The **positives of lamb outweigh** the negatives for the majority of respondents.



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