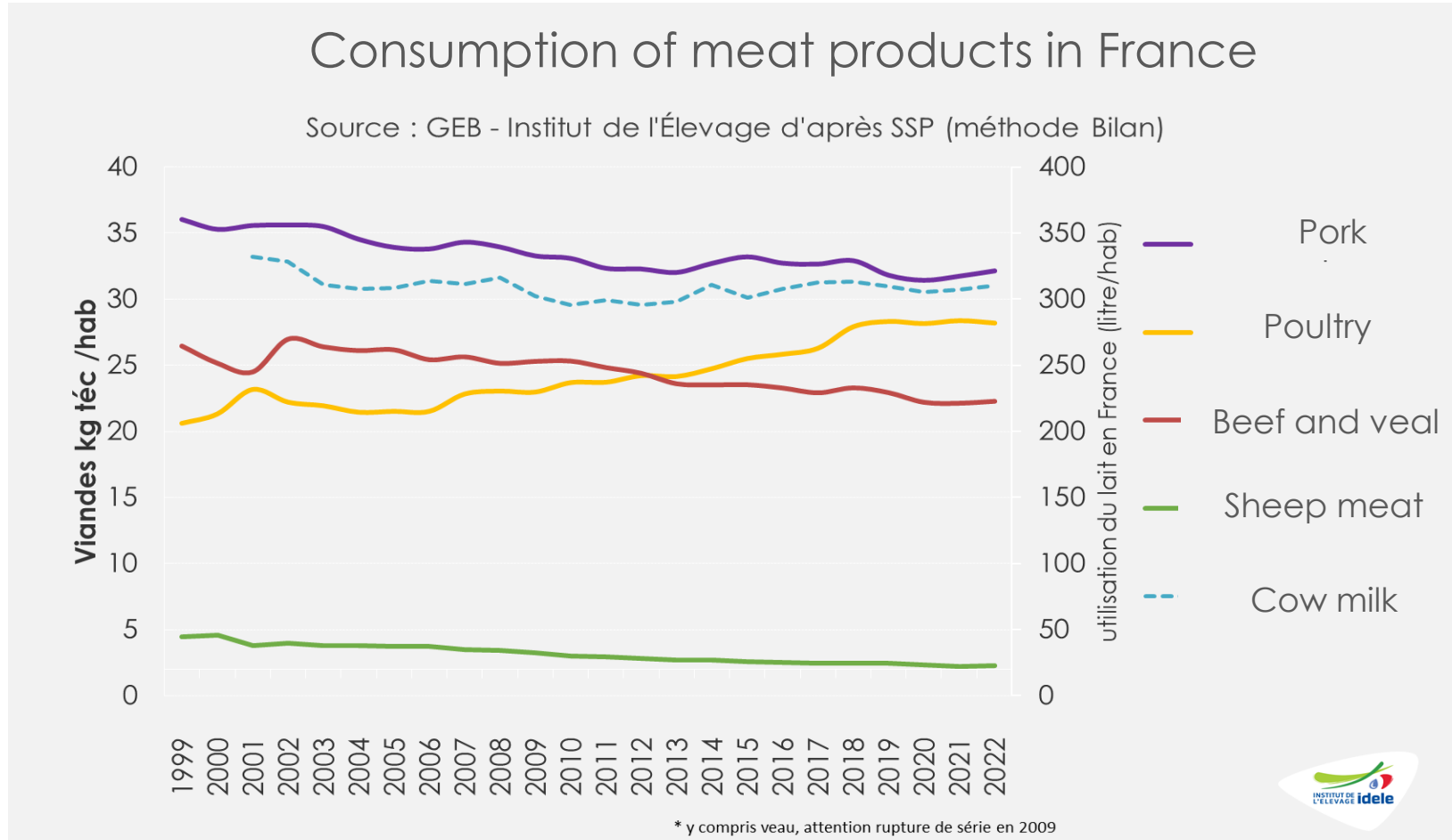




Beef consumption in France

Caroline Monniot
GEB- Dpt Economie IDELE
February 2024

Consumption: transfers between animal proteins



Beef has strong maintenance factors

Factors for reducing beef consumption:

- Difficult to cook (more difficult than poultry)
- Purchasing power / inflation
- Image of beef /climate and health

Beef consumption maintenance factors:

- Minced beef : practical, nutritious, easy-to-cook.
- Protein appreciated by young people, athletes, families, meat of conviviality
- Strong presence in foodservice sector which gives beef :
 - excellent visibility
 - and access to this growing market

The share of minced meat increases from year to year



- From a negative image in the past (opacity, low cuts, fast food) to a positive image today, because:
 - the supermarket offering has expanded towards more quality
 - Minced beef meets the demands of millennials and subsequent generations: individuation, ethnicization, iconization, assembly cuisine
- Burger Trend in traditional restaurants
- Fast food increasingly diversified but always with beef (burgers, fajitas, tacos, etc.)
- An “everyday life product” in families : controlled price, simplicity, convenience, speed, regularity, pleases everyone
- 2 criteria sought by a maximum of consumers:
 - “Pure beef” (important to 93% of respondents, OW study)
 - French production (important for 91% of respondents)

A COMPLICATED CONTEXT IN 2023

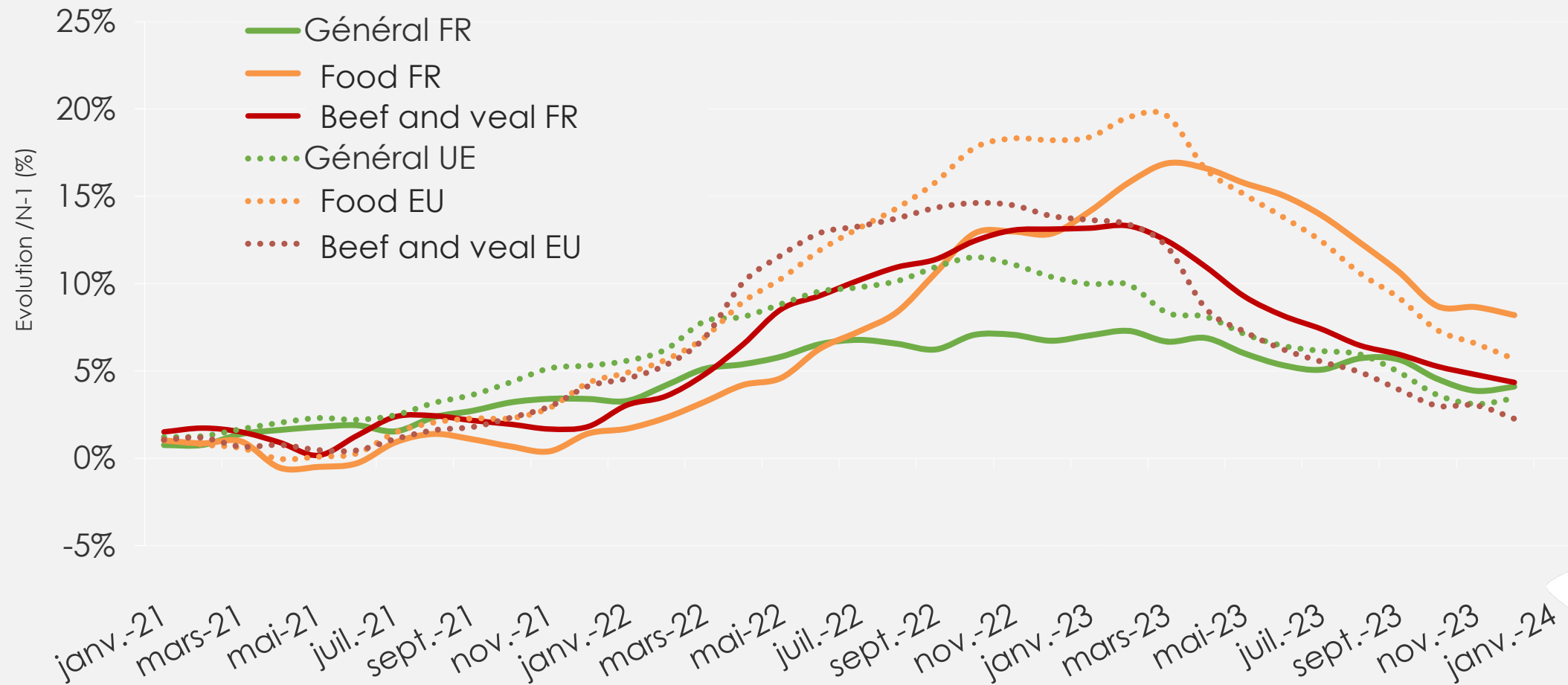


INFLATION SLOWS BUT REMAINS HIGH



Consumer price index in France and the EU

Source : GEB-Idele d'après INSEE et Eurostat



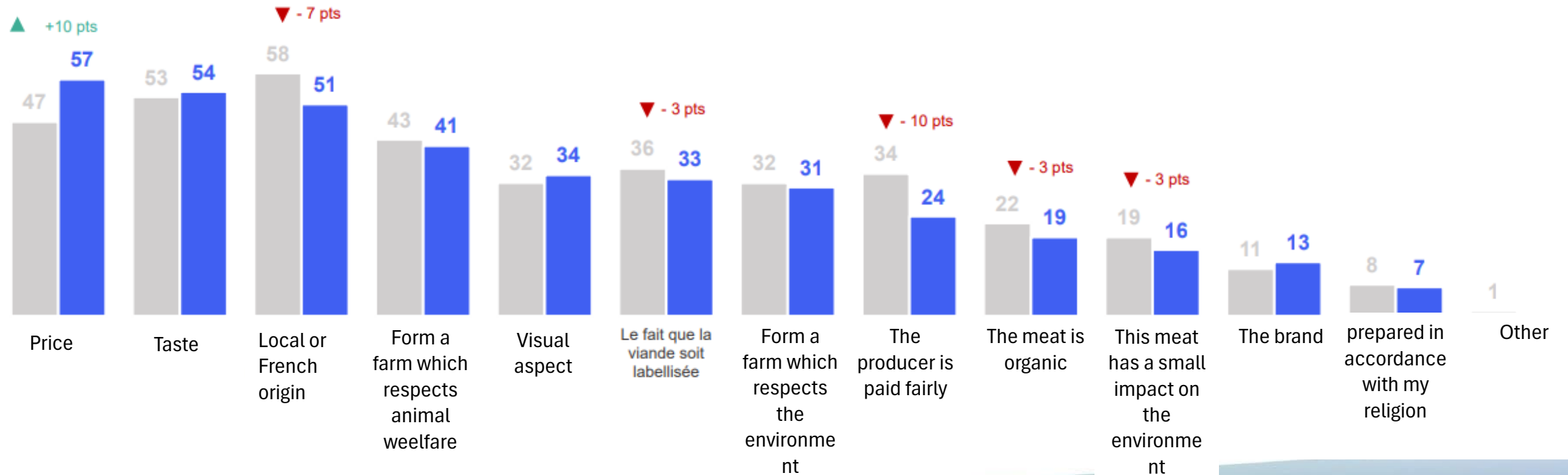
Between 2021 and 2023, price has become the first criterion declared when purchasing meat

● Février 2021

● Mars 2023

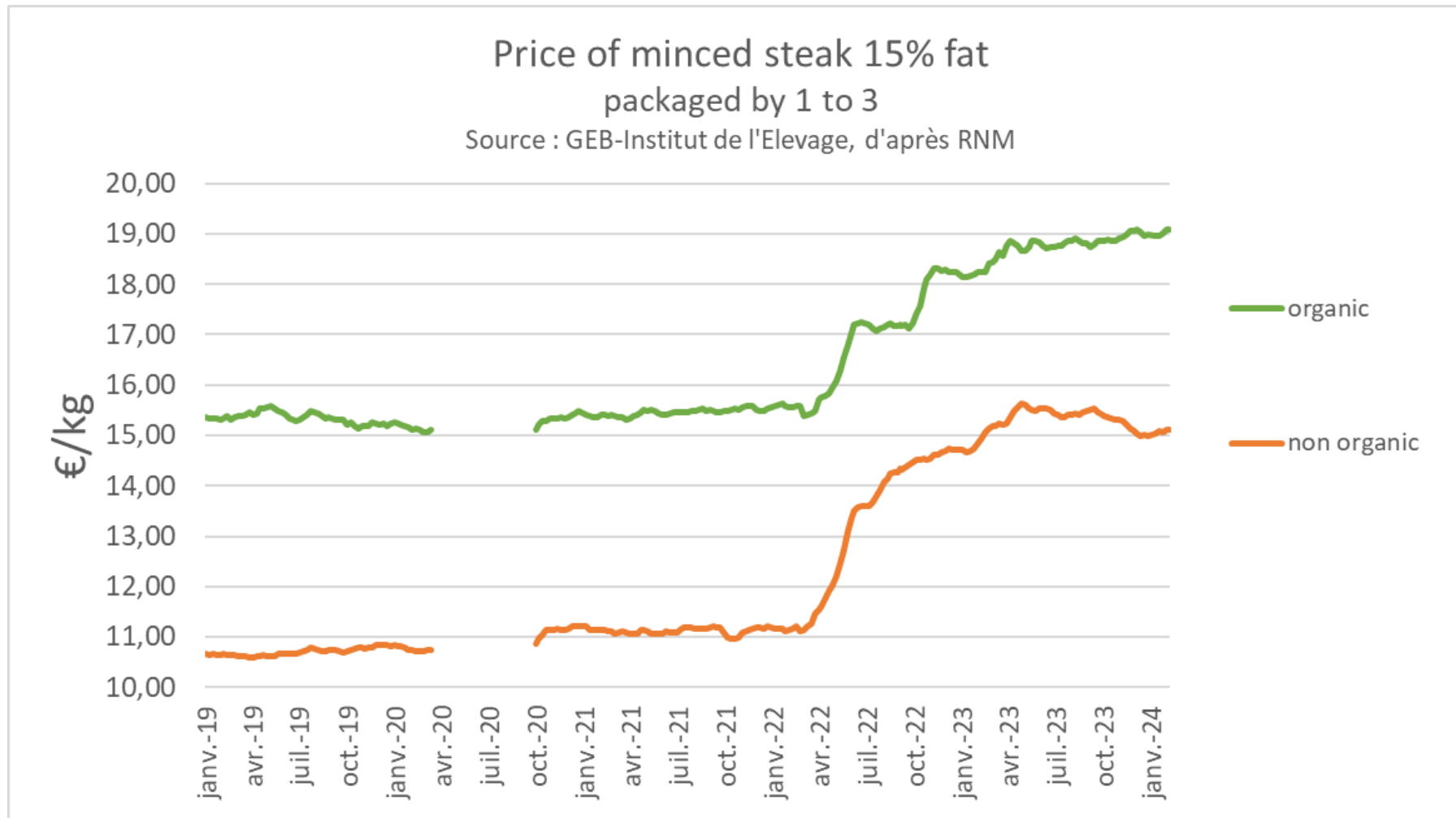
Which of the following criteria are most important to you when buying meat?

To those who say they eat meat, in %

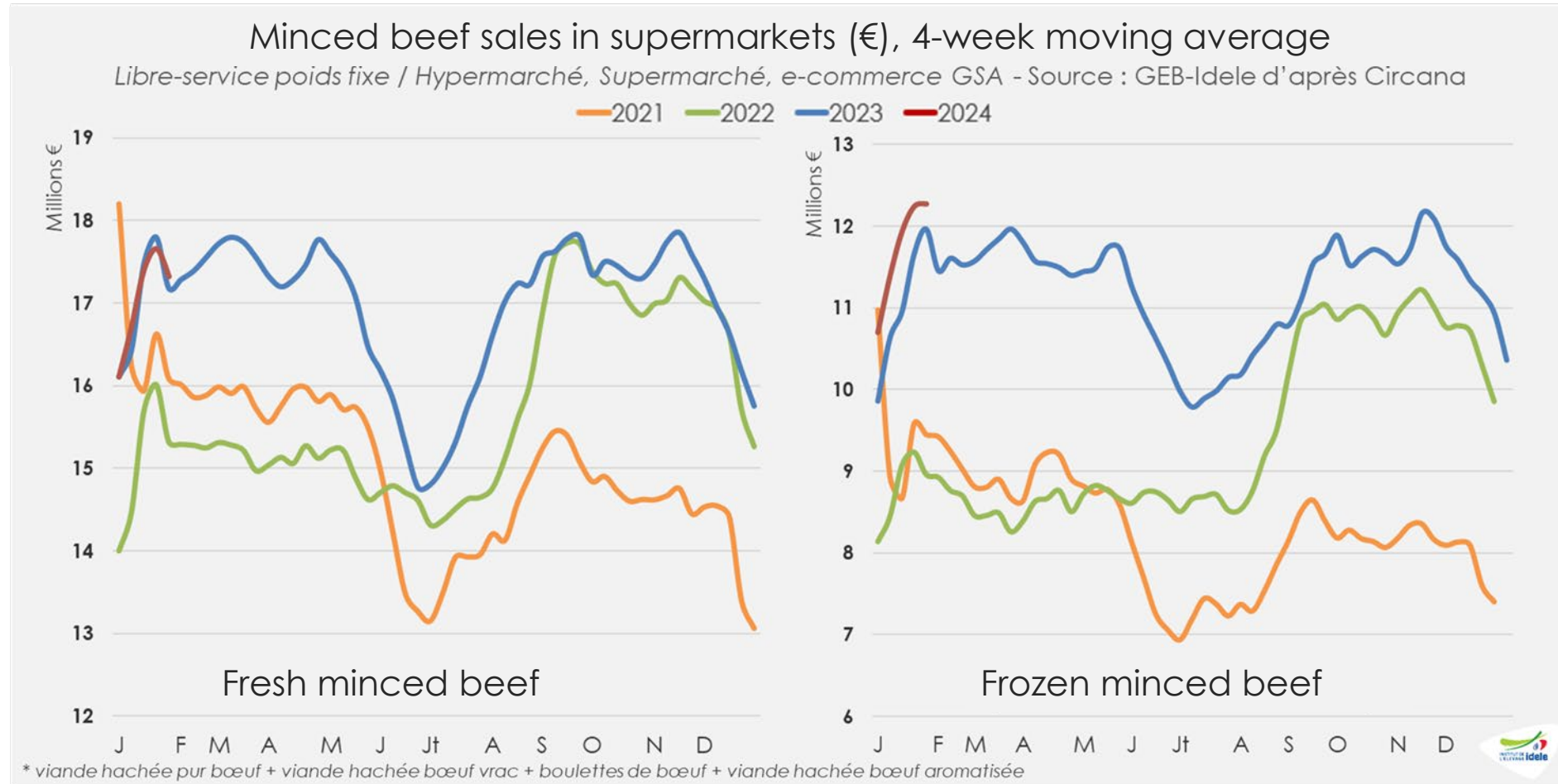


Source : Harris Interactive – Mars 2023

The upward revaluation of the price of minced steak, which was necessary to balance the valuation of the carcass, came at the bad time



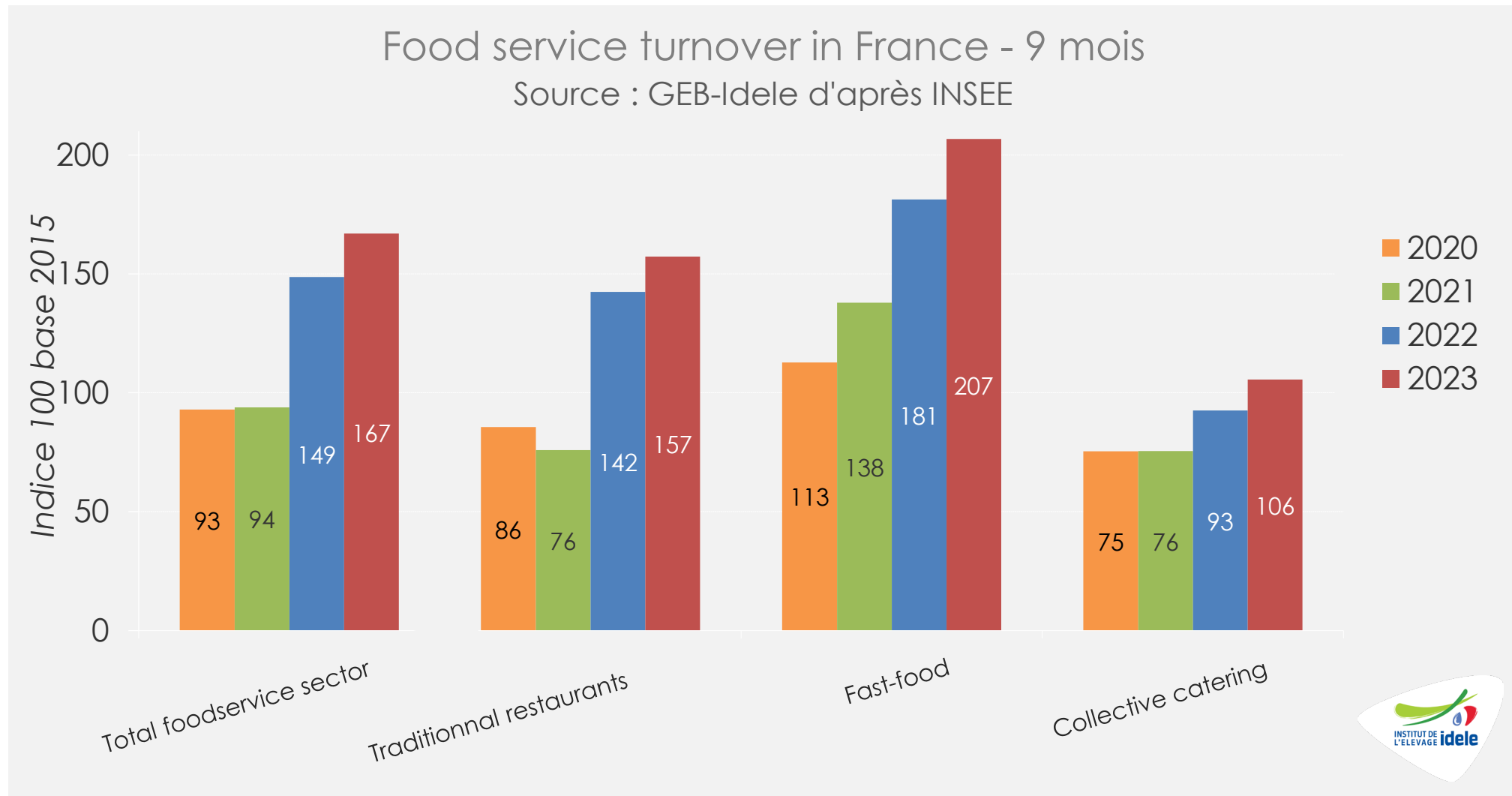
Retail sale of minced meat : still increasing in value, but not in volumes



Household purchases january-november

Evolution 2023/2022	In 11 months (jan-november)		
	Volumes bought	turnover	Average price
	(%)	(%)	(€/kg)
Fresh meat	-3,7	+3,6	13,33
Of which Veal	-6,8	-1,9	17,42
Sheep meat	-1,4	+1,9	17,65
Pork	-4,3	+4,9	9,04
Horse meat	-19,3	-17,4	18,51
Beef	-2,4	+3,9	16,24
Of which beef cuts	-3,1	+0,3	17,47
Minced beef (pure beef)	-2,7	+8,5	13,89

FOOD SERVICE SECTOR STILL INCREASING (IN € AND IN VOLUME)



Evol turnover /2022

+ 12%

+ 12%

+ 14%

+ 14%

Price /2022

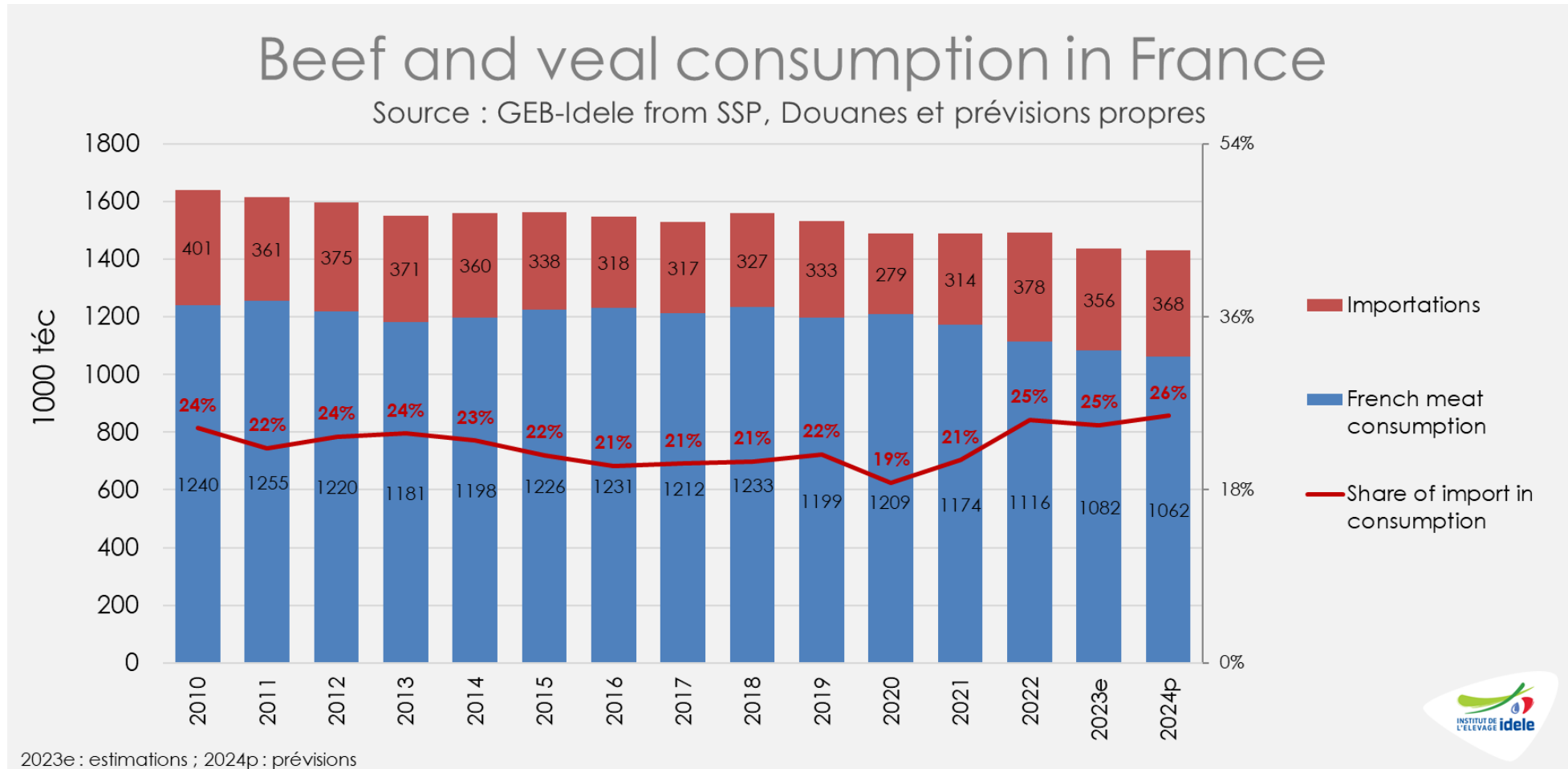
+ 5%

+ 6%

+ 11%

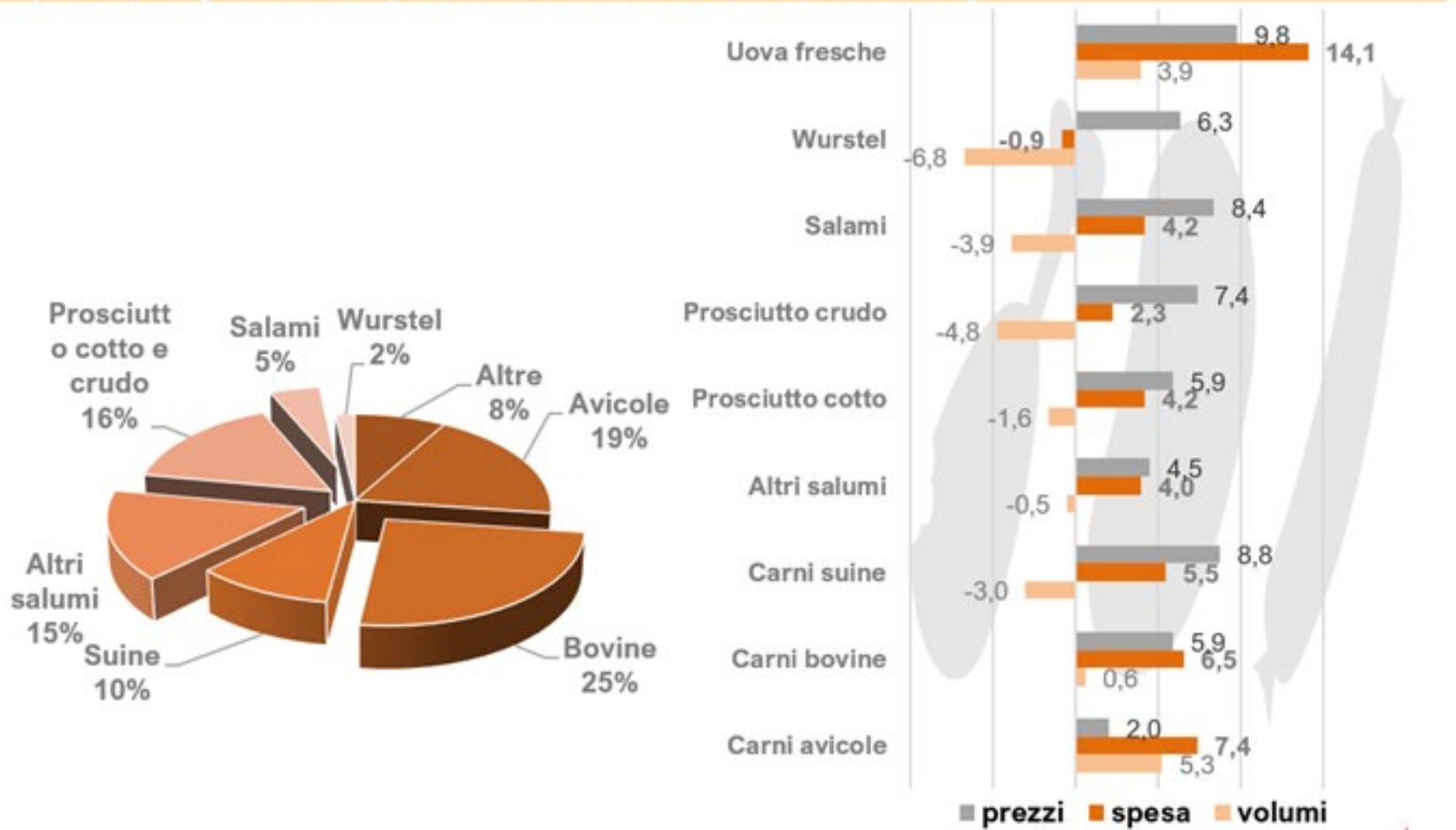
+ 3%

French consumption in 2023 : -3,7% /2022 due to economic difficulties



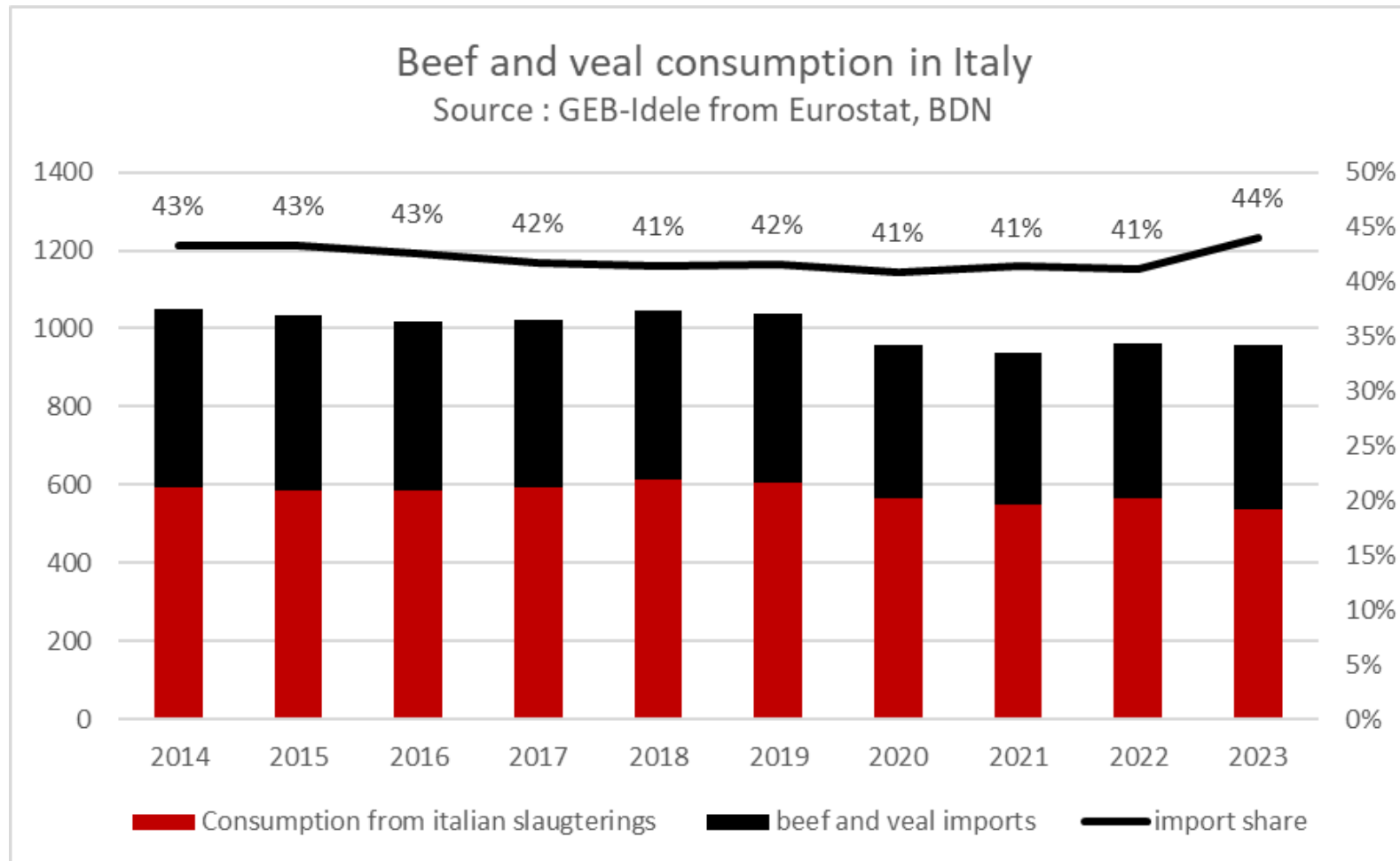
Beef consumption has increased very slightly in 2023

Altri proteici di origine animale: ripartizione e dinamica su base annua nel 2023



Fonte: Elaborazioni ISMEA su dati NielsenIQ

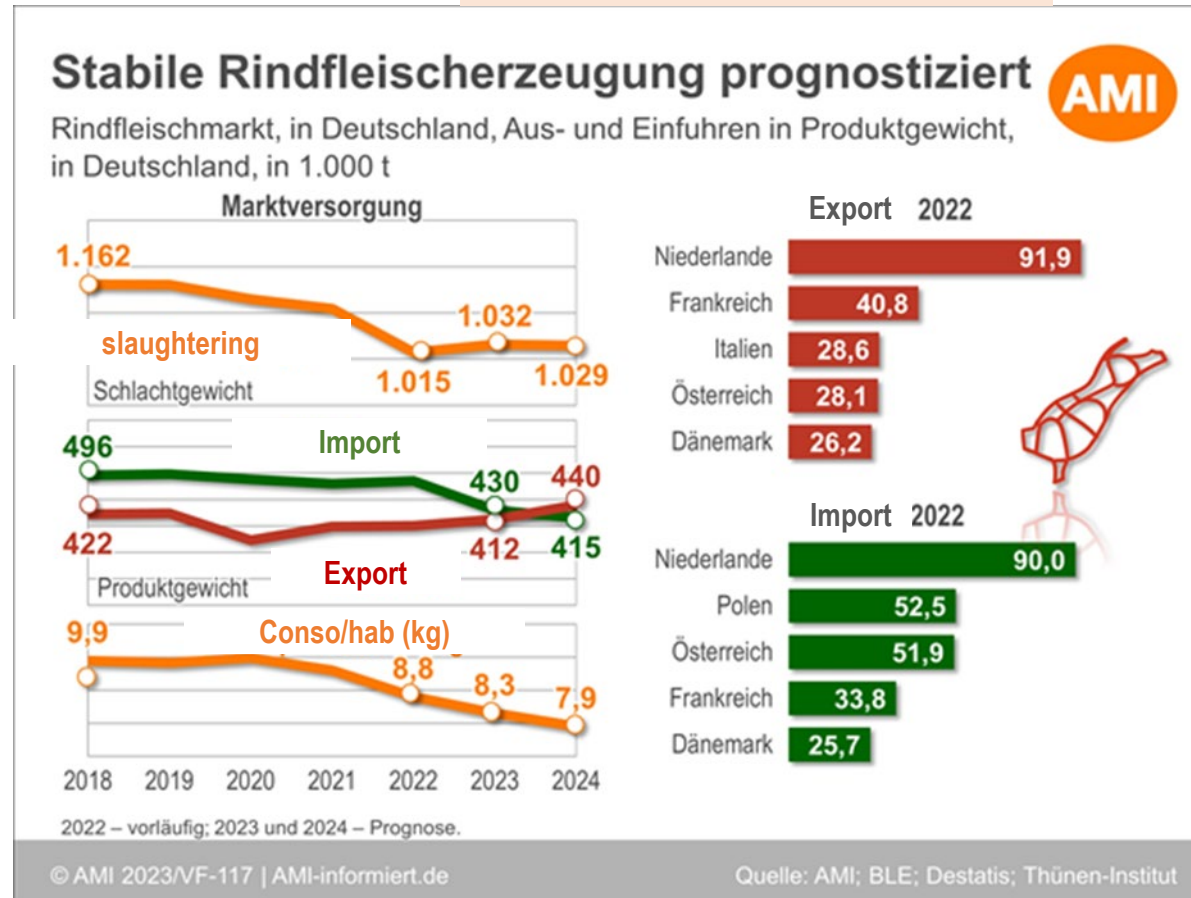
Drop in production and sharp increase in imports



In Germany, the economic recession led to a drop in beef consumption

Less consumption therefore less import and more export

Forecats, september 2023

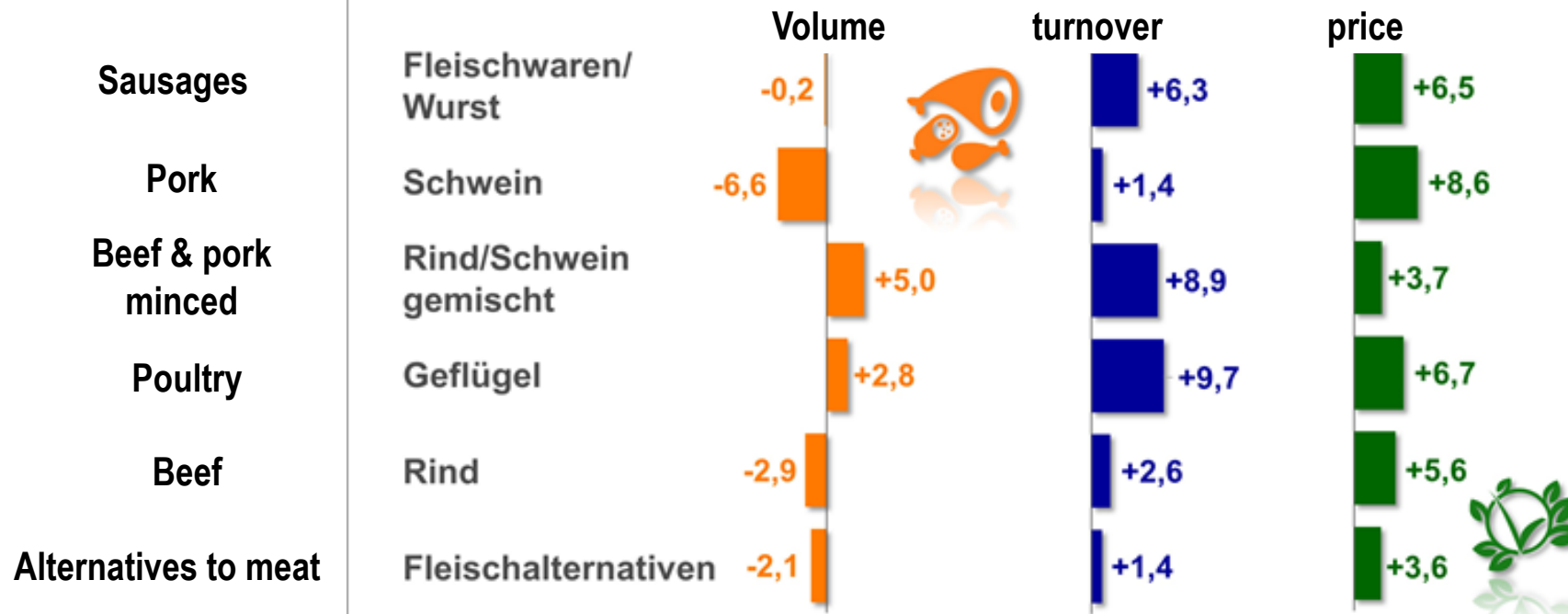


Household purchases total year 2023

Fleischnachfrage sinkt auch 2023



Nachfrage privater Haushalte in Deutschland nach Fleisch, Geflügel, Wurst und Alternativen, 2023, Veränderungen zum Vorjahr in %



Conclusions

- Depending on the Member States, beef consumption reacts differently to the economic crisis
- but common trends emerge :
 - a demand for cheaper products, as long as purchasing power is reduced.
 - Mid-range and high-end products suffered more from the crisis. In particular, the consumption of organic products has suffered greatly throughout Europe
 - The share of beef consumed in foodservice tends to increase