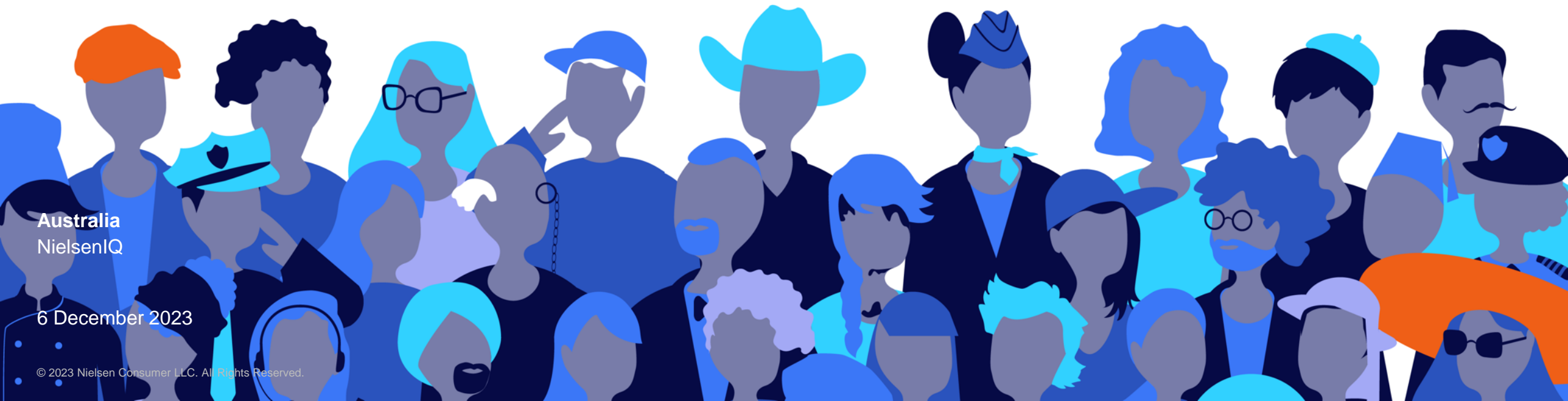


NielsenIQ MLA Annual Summary

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Australia
NielsenIQ

6 December 2023

Contents

- Overall shopper and channel trends
- Fresh Meat competitive landscape over the past year
- Looking back on the impact of MLA's Beef and Lamb activities over the past year

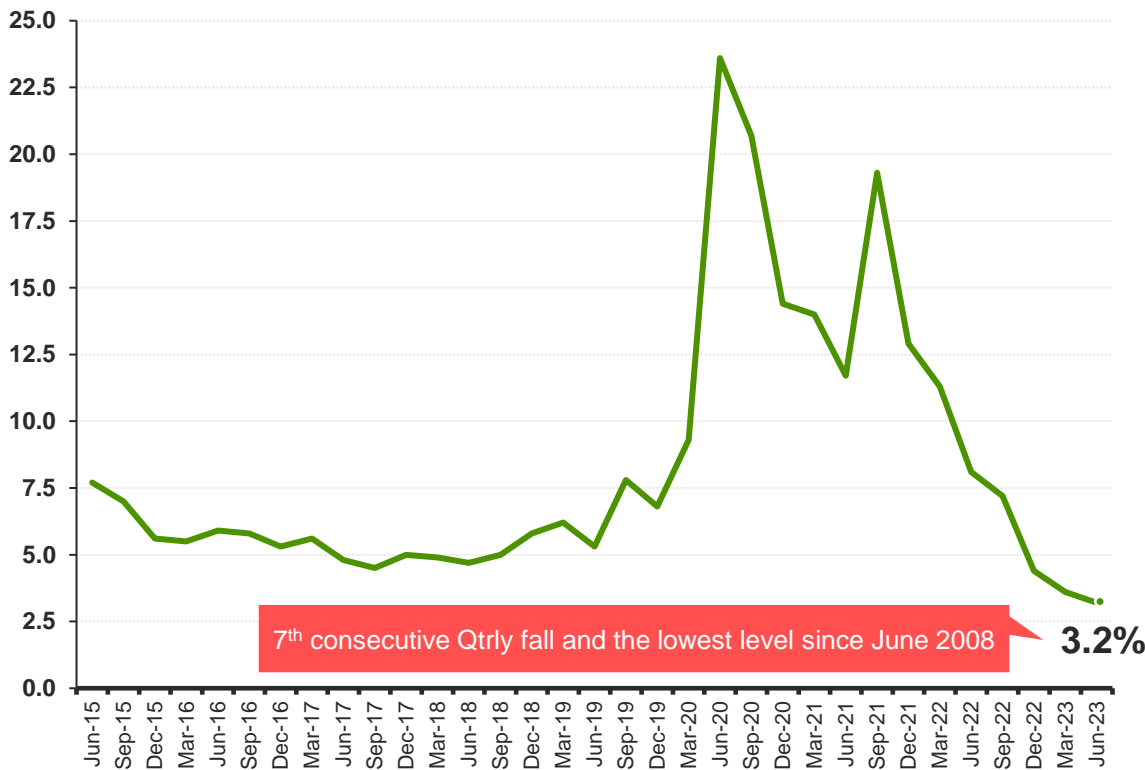
Overall shopper trends

Alex

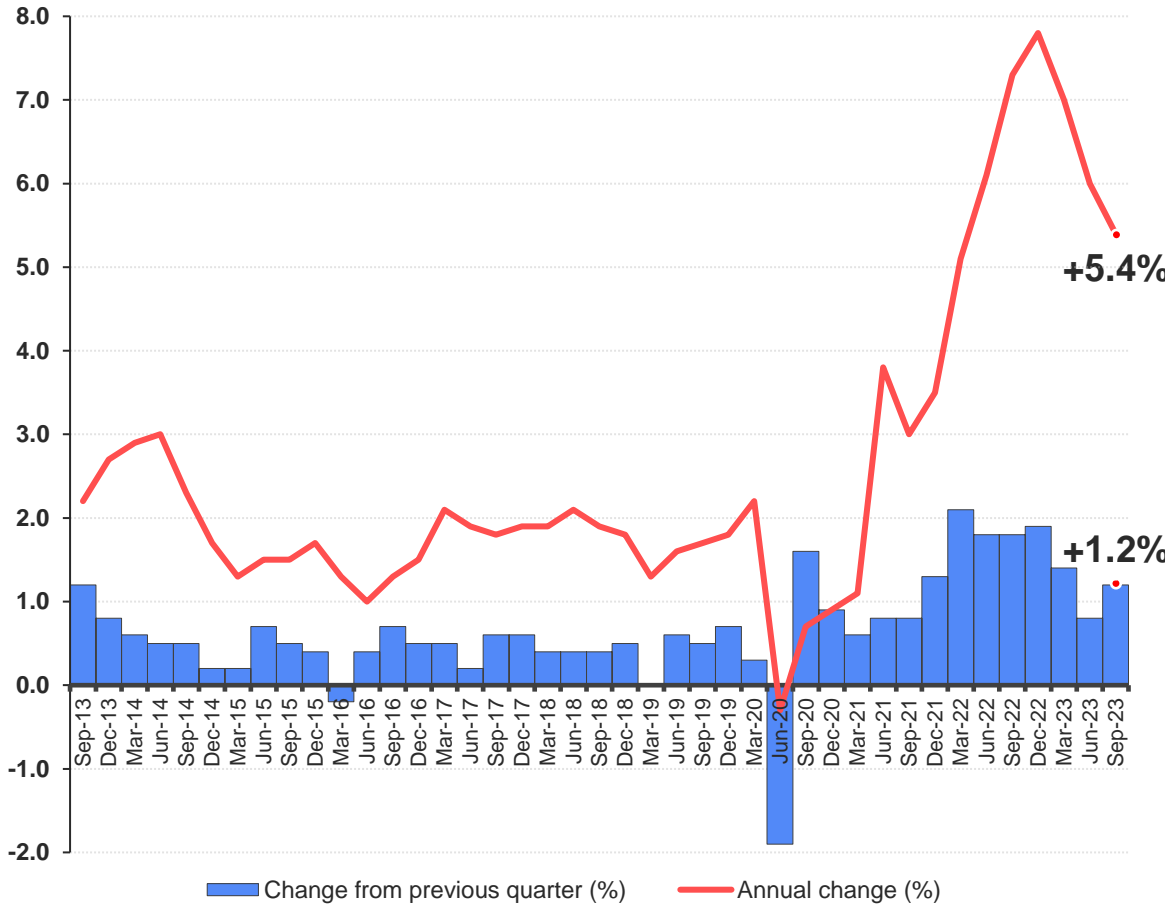
The cautious Australian shopper

Australians were buffered from inflation with \$246bn of Covid savings, but the buffer is quickly evaporating*.

Household Saving Ratio, Australia



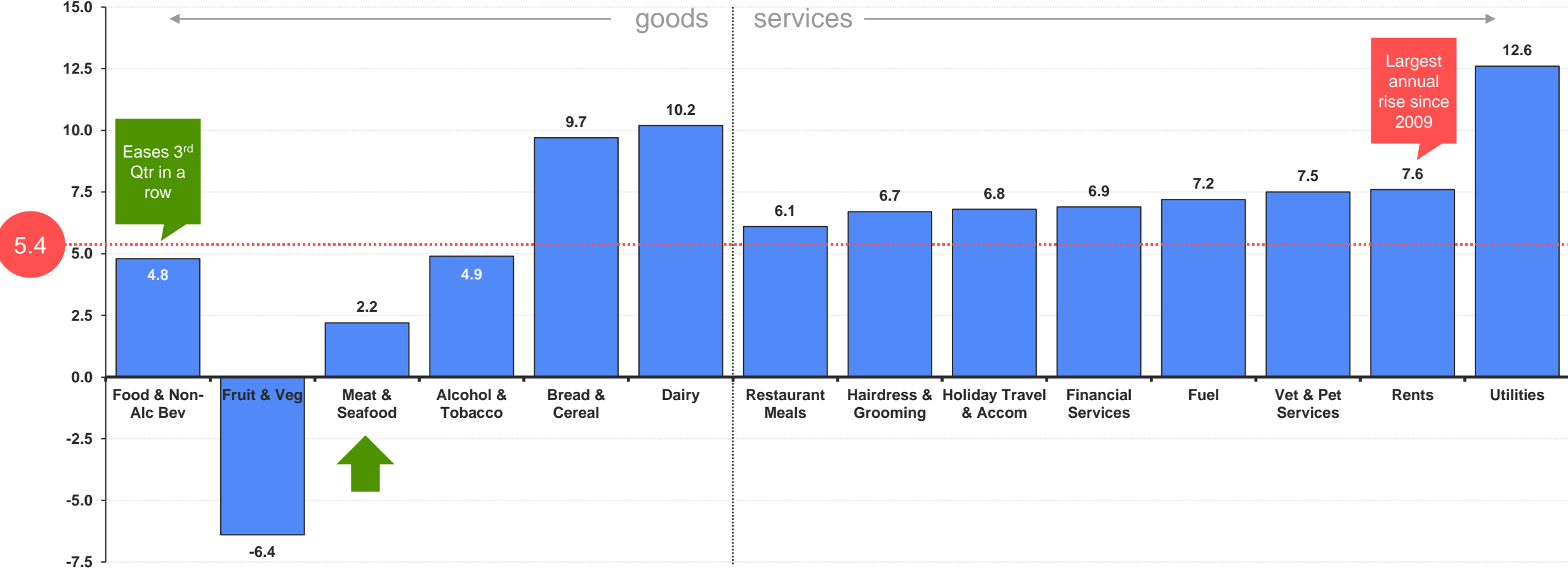
Consumer Price Index, Australia



* 55+ y.o. hold half of all the savings and feeling less pressure, while <35 y.o are the one 'squeezed' the most.

While goods price inflation has continued to moderate largely as expected, the **prices of many services are rising briskly.**

Annual Inflation, % Change | Sep Qtr 2023 vs Sep Qtr 2022



Financial pressures have changed grocery behaviours.

Shopping around



Adapting healthy lifestyles



Shopping at discounters

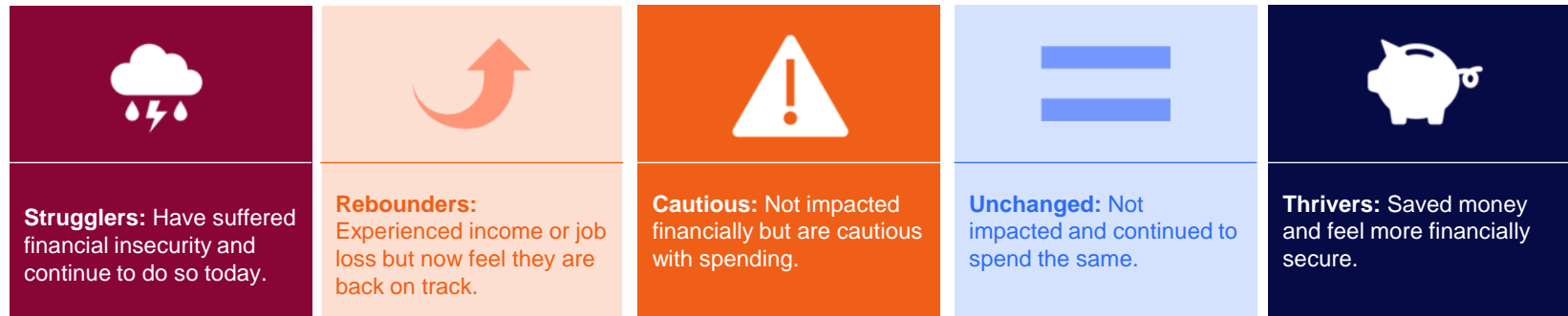
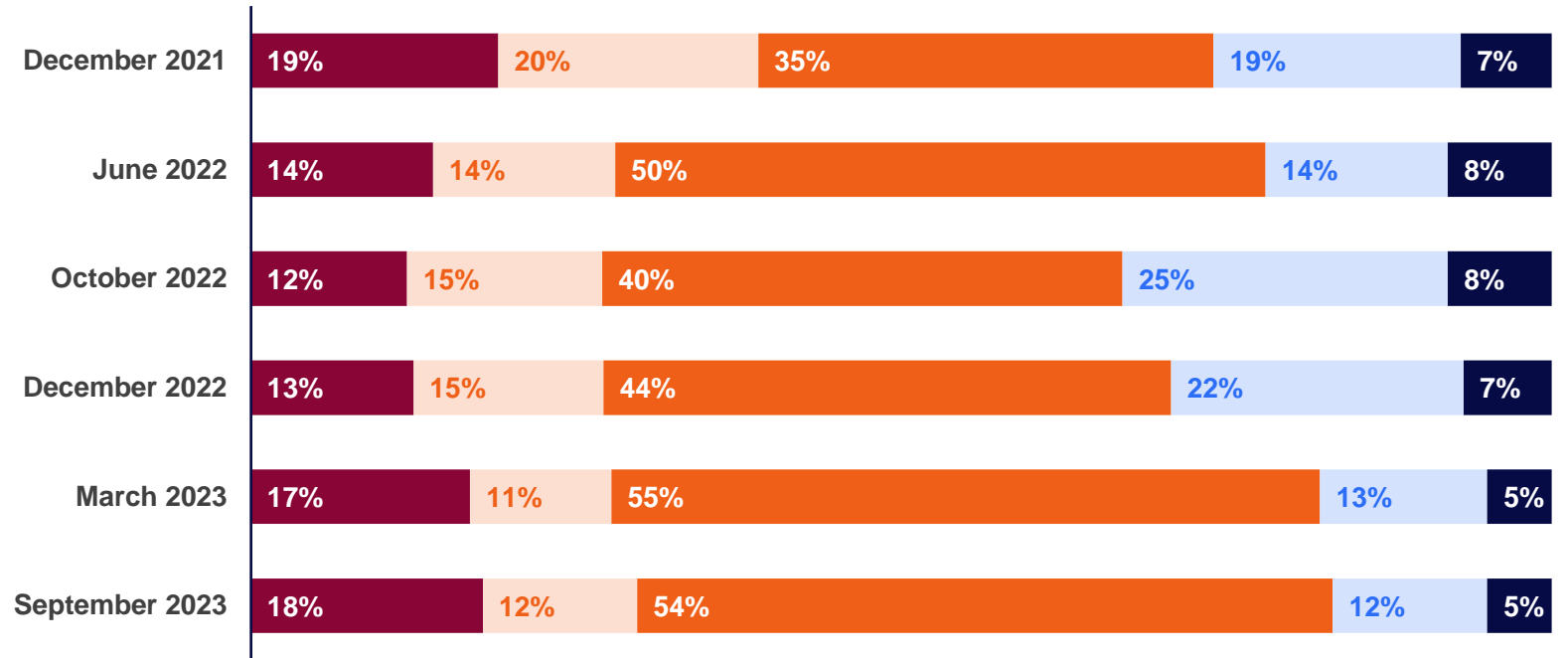


Changing pack sizes



More Australians are becoming cautious with their finances

Being 'Cautious' is not something designated to one type of household. It's a mentality that stretches across small and large households, families and non-families as well as the highly affluent and less affluent.



How are Australians managing their financial situation?

#1

cut back on discretionary expenses

#2

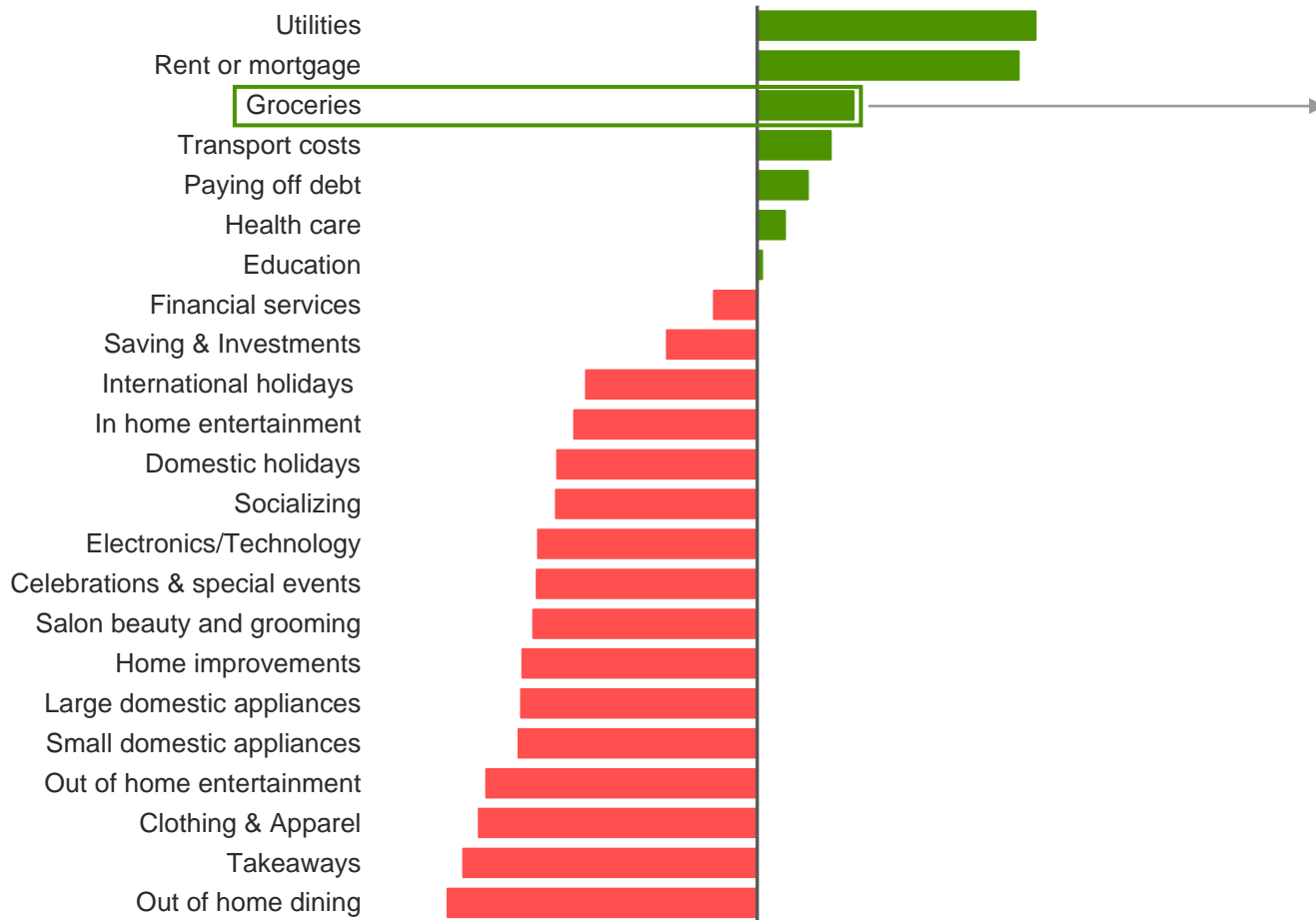
sticking to a budget

#3

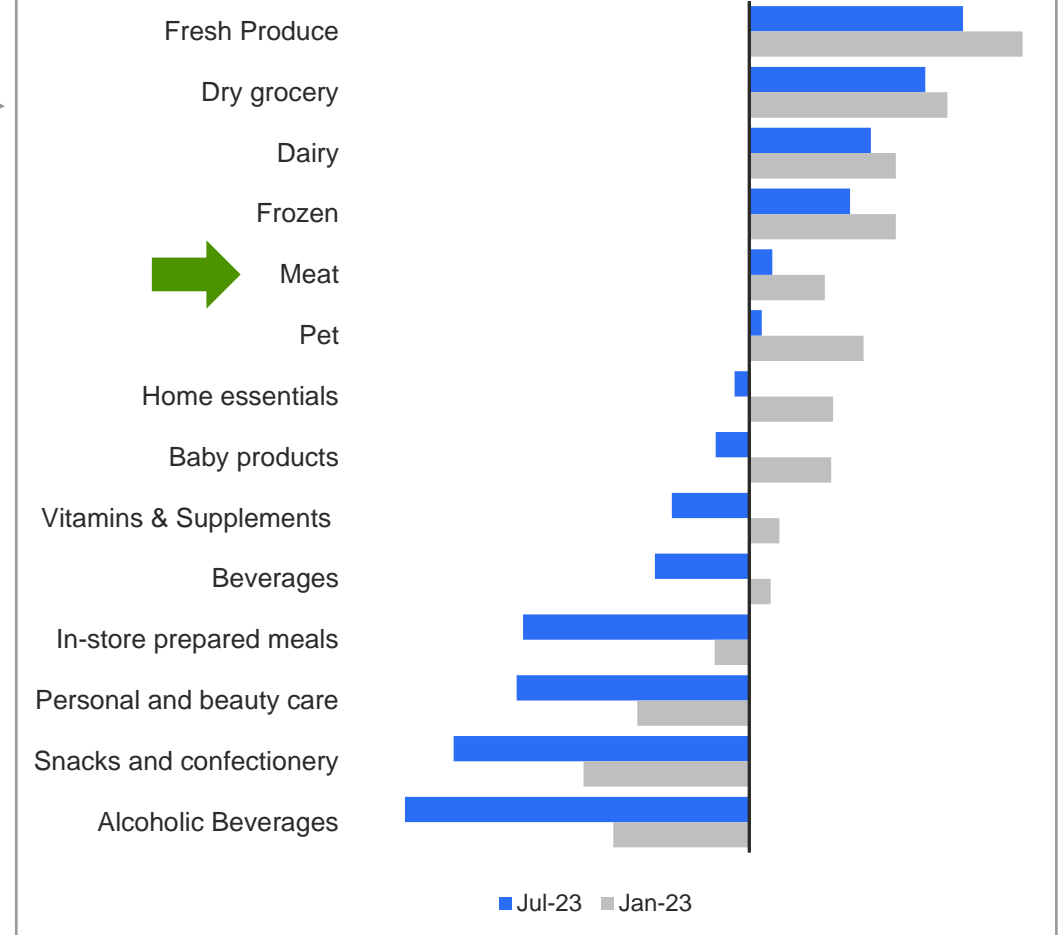
seeking out the lowest possible prices

Australians **expect to spend more with groceries** at the expense of out of home eating and entertainment.

Intended spending change in the next 12 months

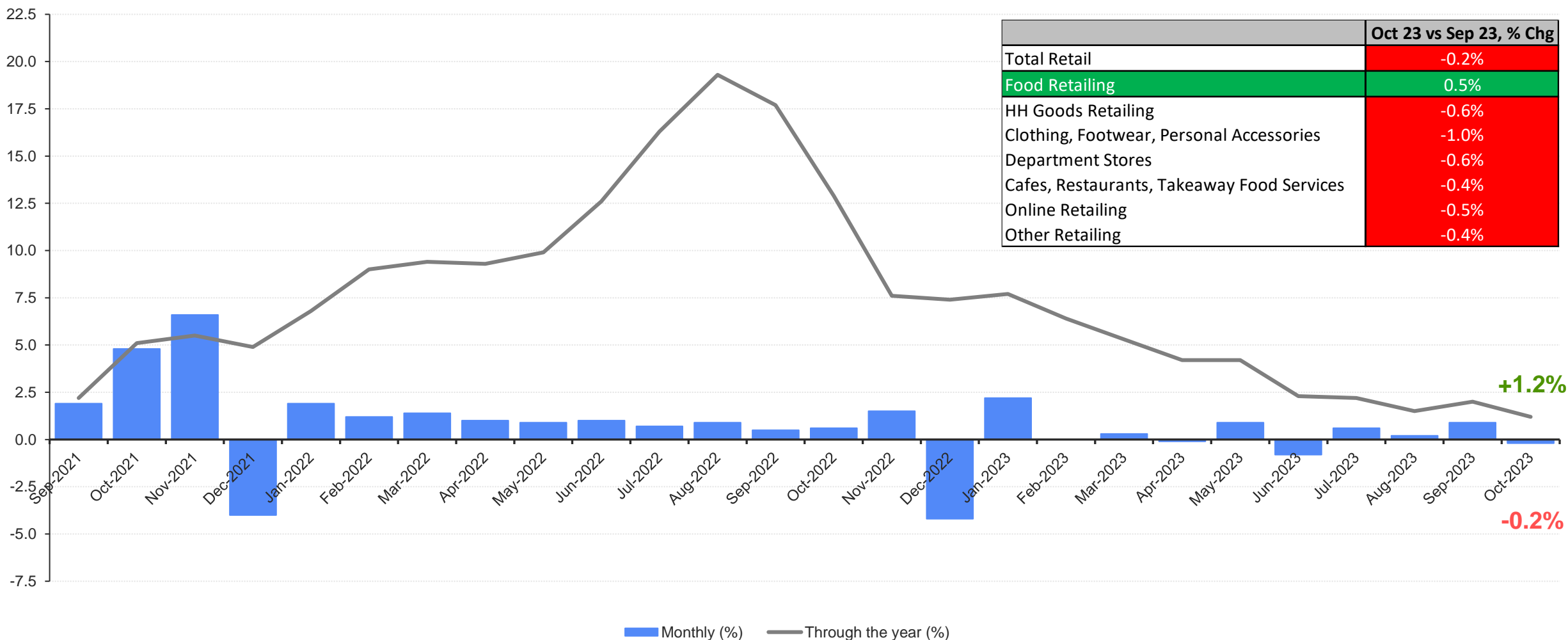


Grocery Breakdown



Total Retail is in marginal +1.2% value sales growth through the last 12 months, and in -0.2% decline in Oct compared to Sep.

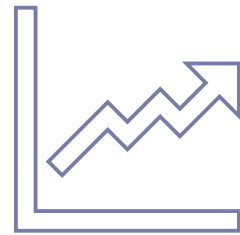
Australian Retail Sales, % Change





HOW DOES YOUR CURRENT BEHAVIOUR COMPARE TO HOW FREQUENTLY YOU USUALLY GO OUT?

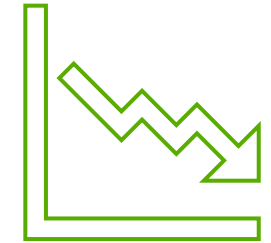
Change in frequency of visitation



28%

Going out more often

+2pp vs Sep



39%

Going out the same

+1pp vs Sep

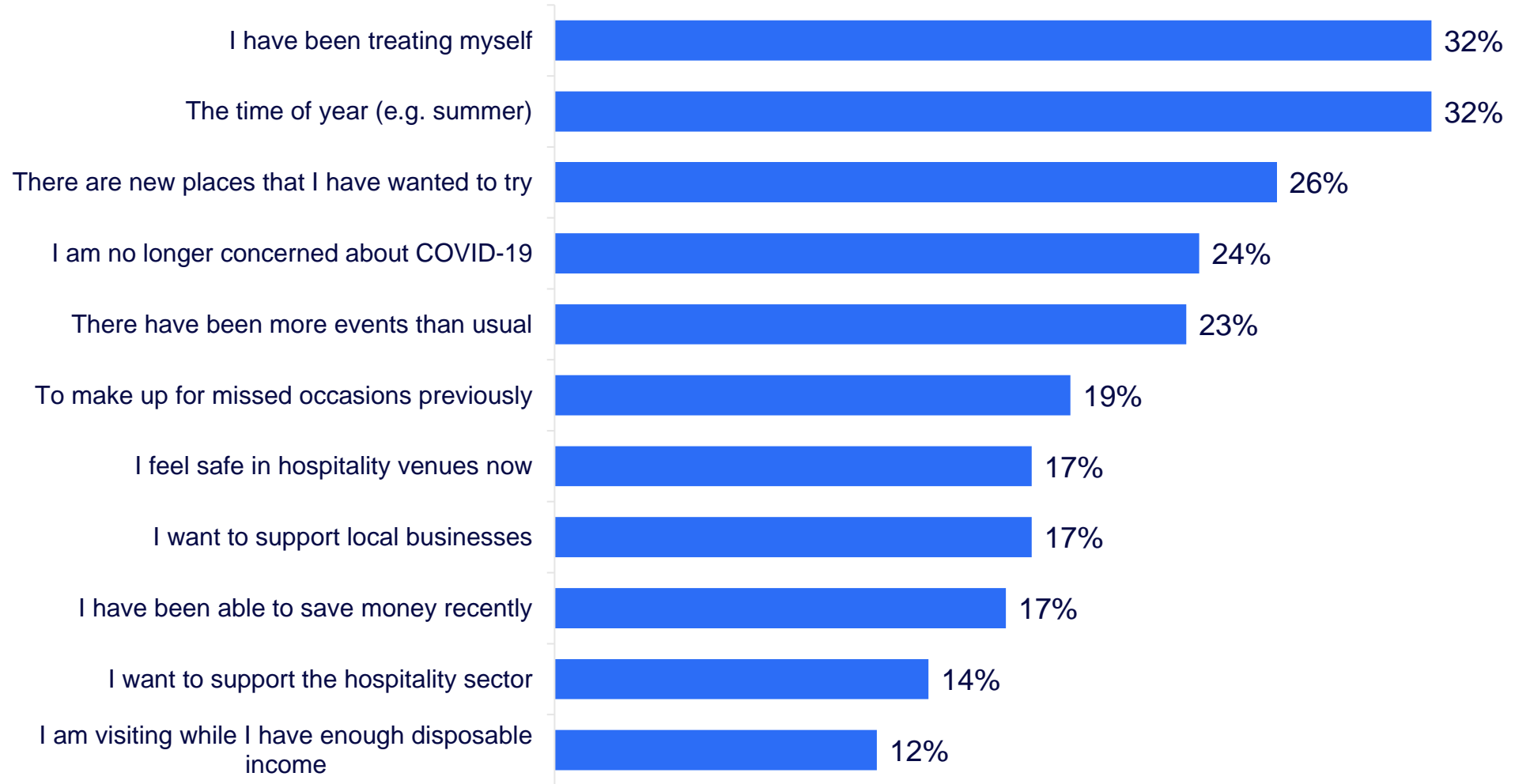
33%

Going out less often

-3pp vs Sep

YOU HAVE SAID THAT YOU ARE CURRENTLY GOING OUT MORE FREQUENTLY THAN USUAL, WHY IS THIS?

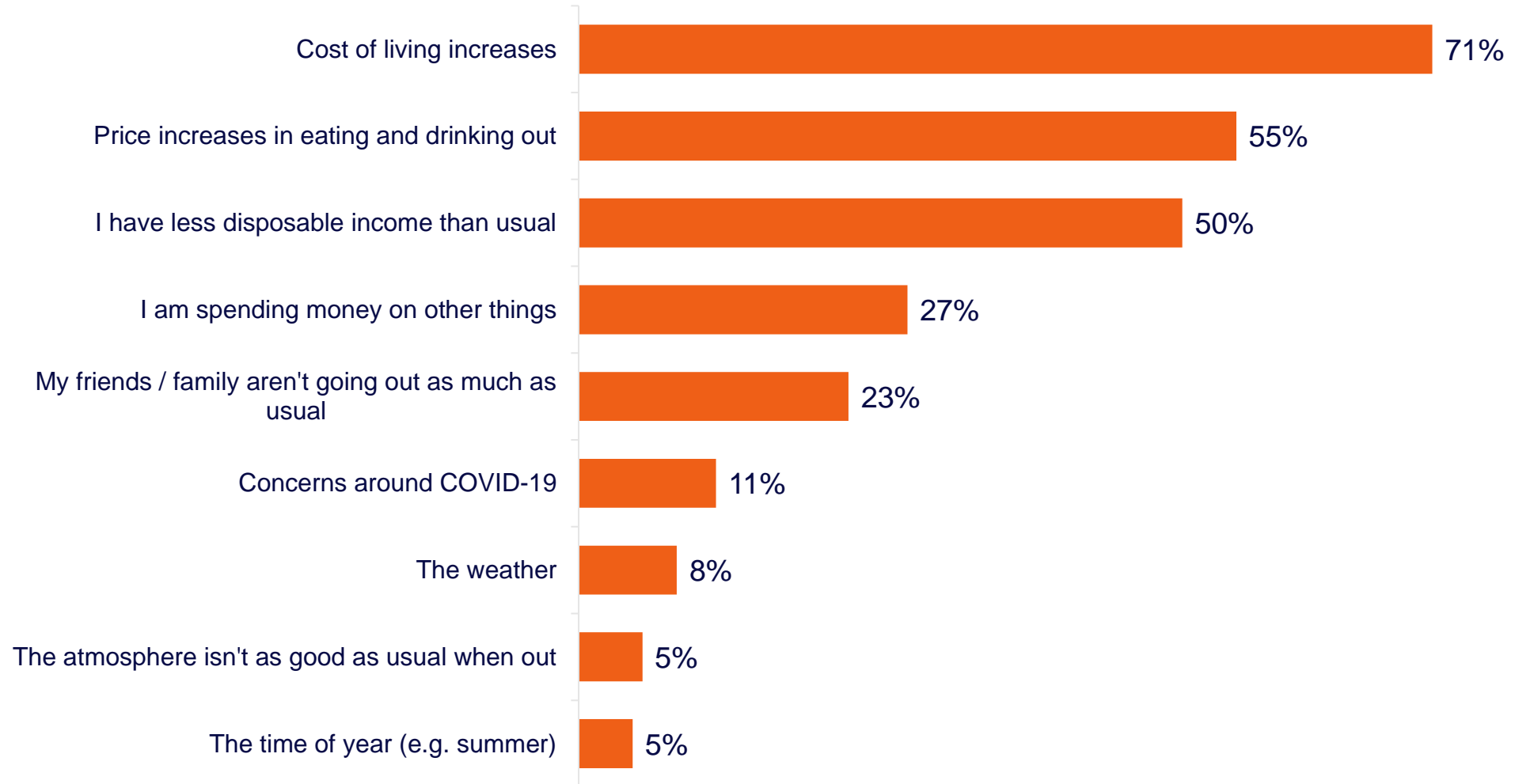
Reasons for going out to the On Premise more frequently than usual



Source: NIQ CGA Monthly On Premise

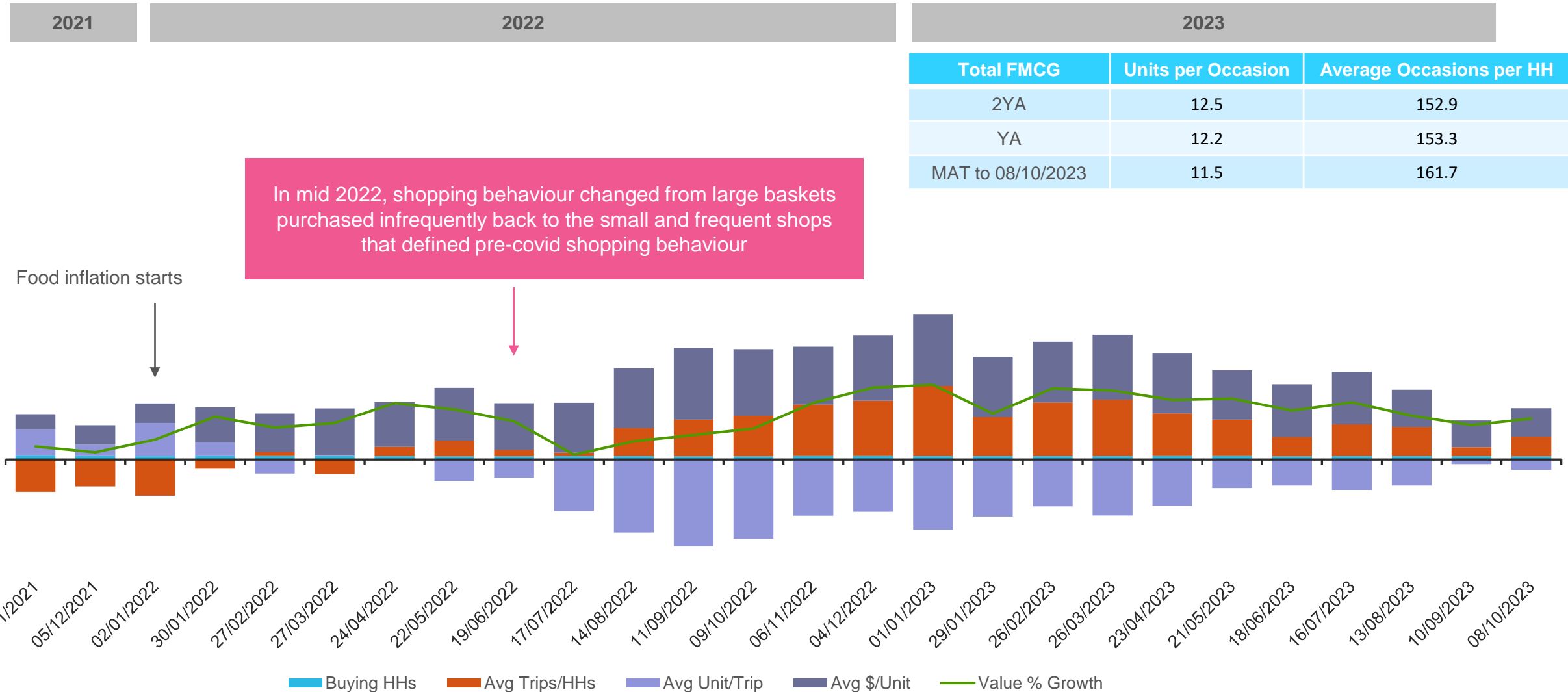
YOU HAVE SAID THAT YOU ARE CURRENTLY GOING OUT **LESS FREQUENTLY** THAN USUAL, WHY IS THIS?

Reasons for going out to the On Premise less frequently than usual



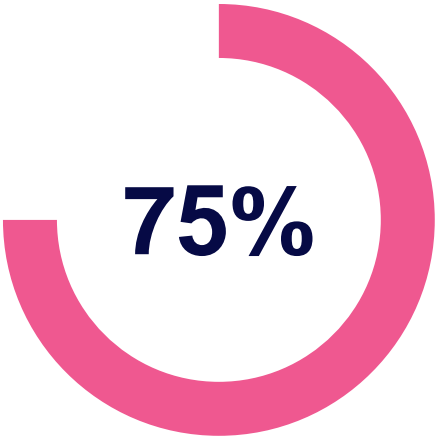
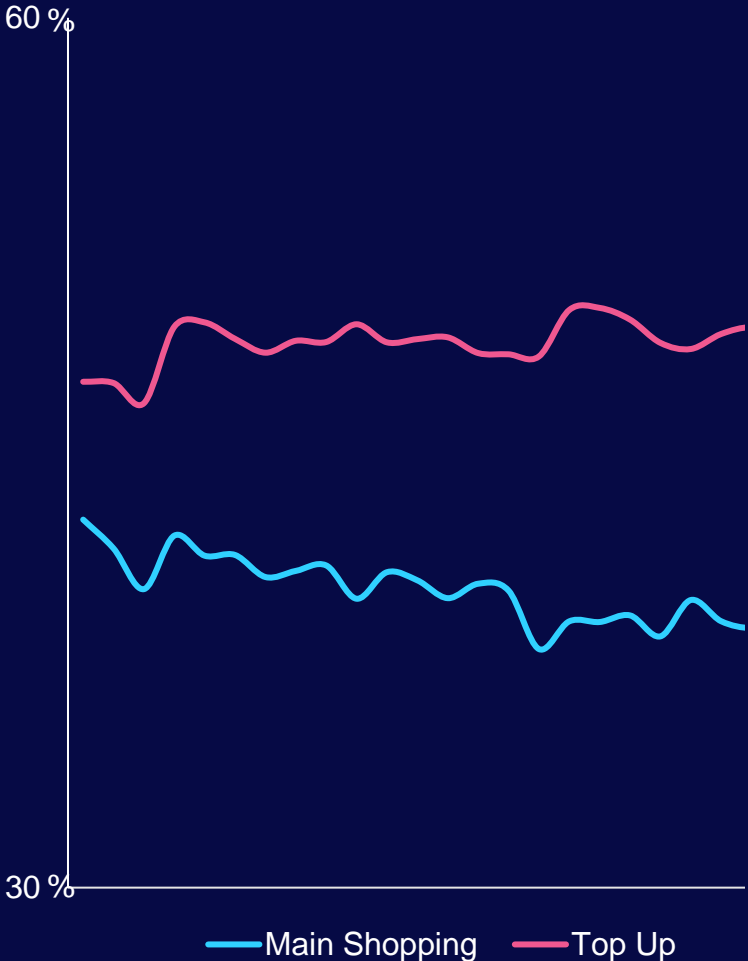
Source: NIQ CGA Monthly On Premise

Consumers shopping little & often, as price dominates growth



Customers are going the extra mile to find the best bargains

Share of Trips



**shop at
3+ different
retailers each
quarter**

**Which of the following
best describes your
regular grocery
shopping habits?**

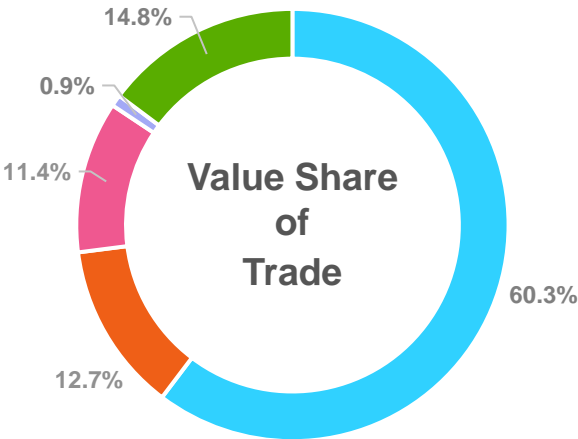
#1

**Shopping
around to find
the best deal**

Amid the inflationary environment, Discounters are outperforming the market.

+/- Channel value share of trade vs YA

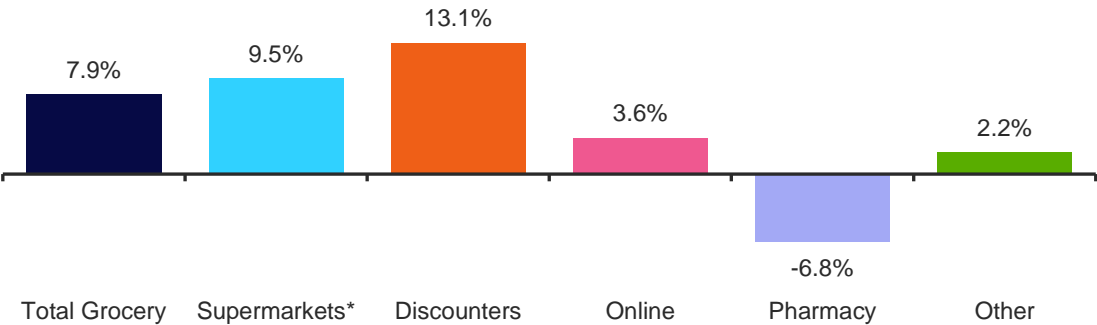
- Supermarkets* (+0.9)
- Discounters (+0.6)
- Online (-0.5)
- Pharmacy (-0.1)
- Other (-0.8)



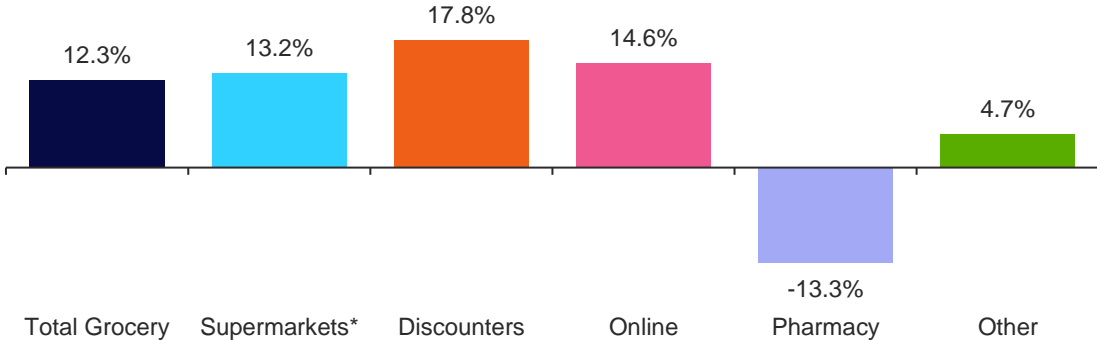
+/- Channel value share of trade vs 2YA

- Supermarkets* (+0.5)
- Discounters (+0.6)
- Online (+0.2)
- Pharmacy (-0.3)
- Other (-1.1)

Channel value growth vs YA



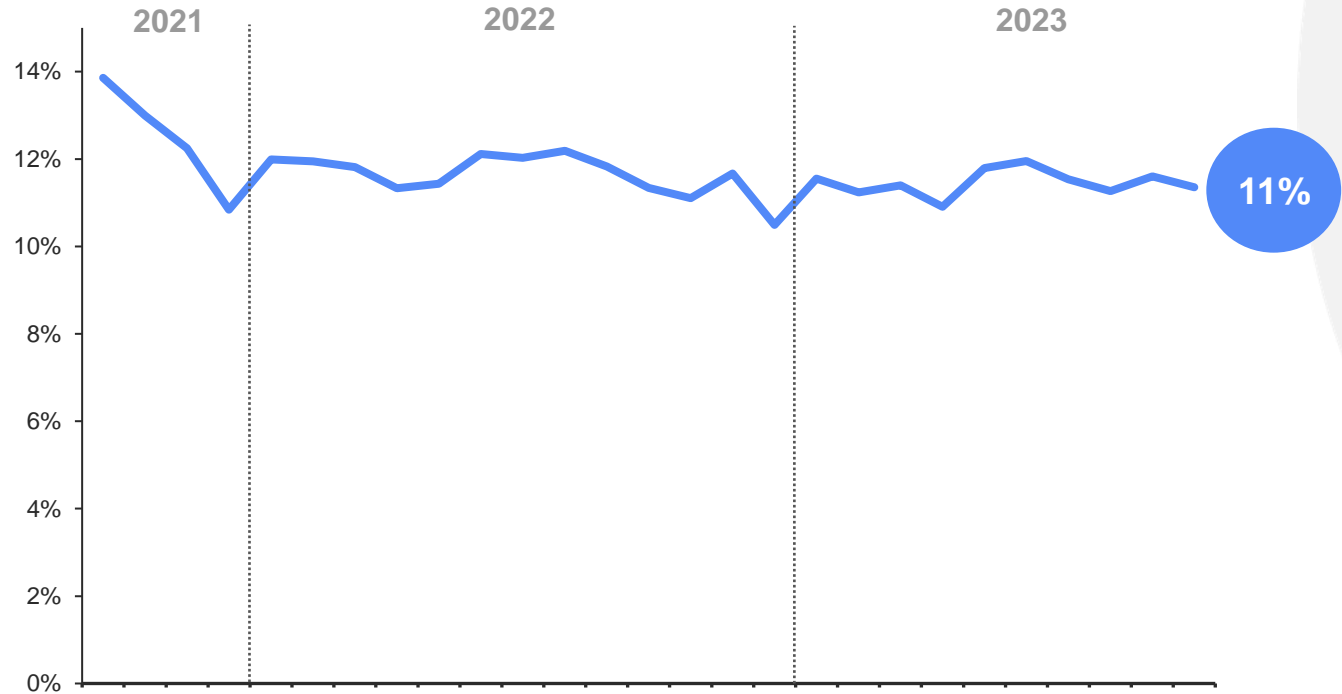
Channel value growth vs 2YA



Source: NielsenIQ Homescan™ | 52 weeks to 08/10/2023 vs Year Ago (YA) & 2YA
 *Bricks & Mortar sales only

Shopping across both B&M and Online has become a standard behavior in more than half of the Australian population.

Online Share of Total \$ Sales, % | Trended 4 weeks to 08/10/2023



In the latest 52 weeks,

57%

Aus Households are cross shopping in both Online and Bricks & Mortar, down -1.5pts vs YA

2x

Avg \$ spend per trip in Online (\$113) vs Bricks & Mortar (\$51)

\$125M

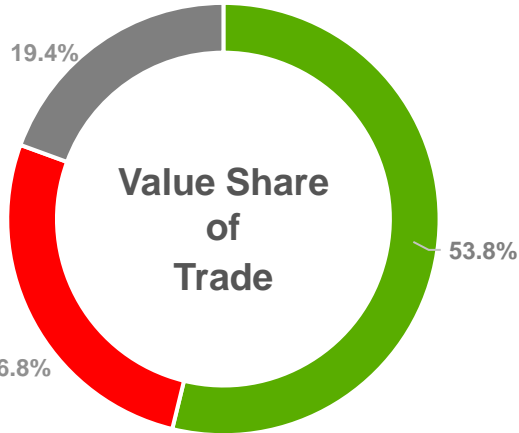
Reallocation of Online spend to Bricks & Mortar channel

Source: NielsenIQ Homescan™ Data to 08/10/2023 vs Year Ago (YA)

Woolworths is growing online sales faster than competition.

Online value share of trade vs YA

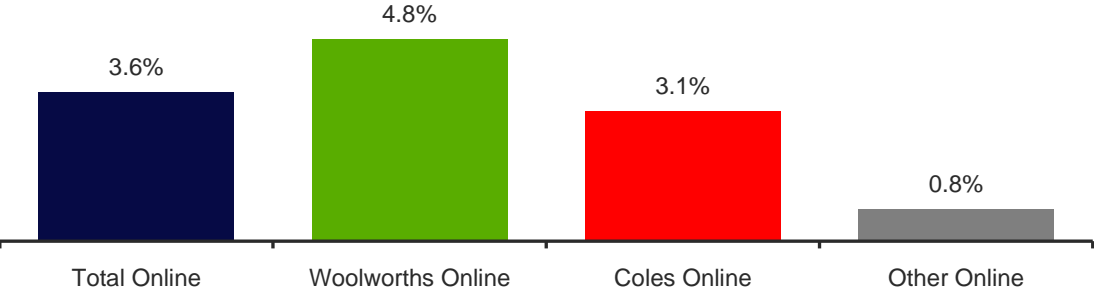
- Woolworths Online (+0.7)
- Coles Online (-0.1)
- All Other Online (-0.5)



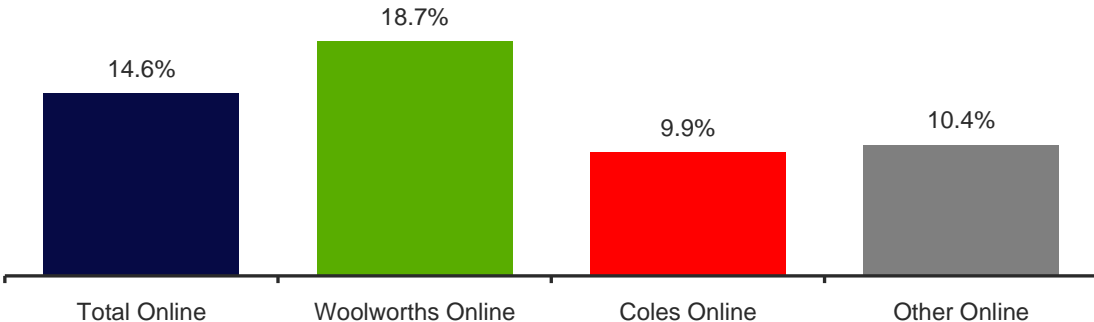
Online value share of trade vs 2YA

- Woolworths Online (+1.9)
- Coles Online (-1.1)
- All Other Online (-0.7)

Online value growth vs YA



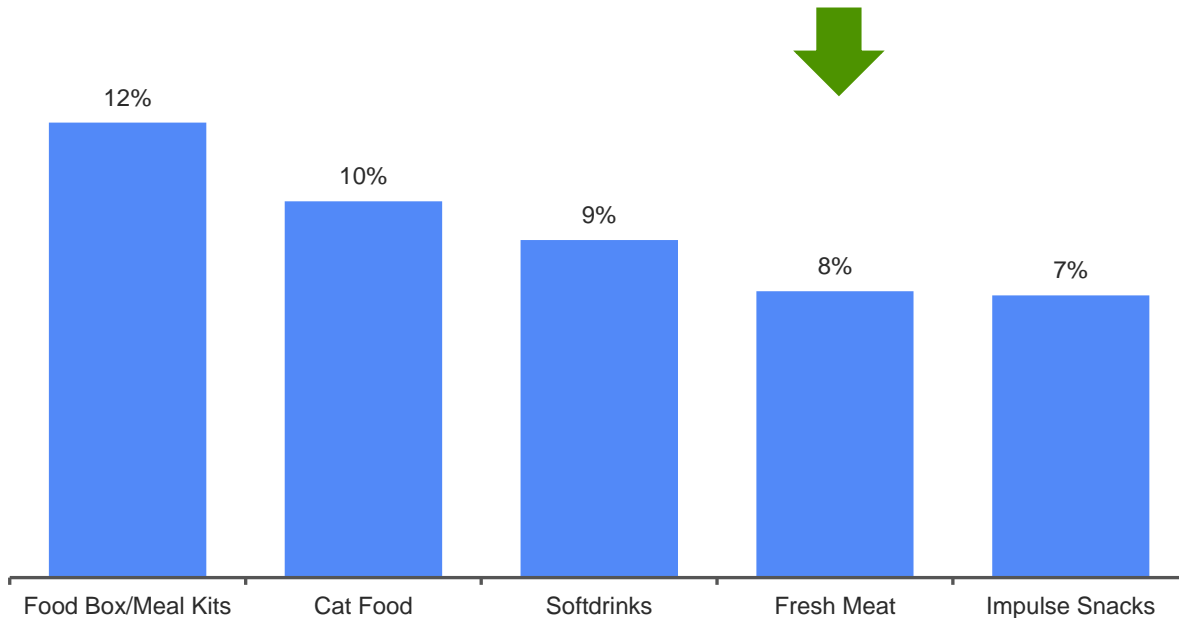
Online value growth vs 2YA



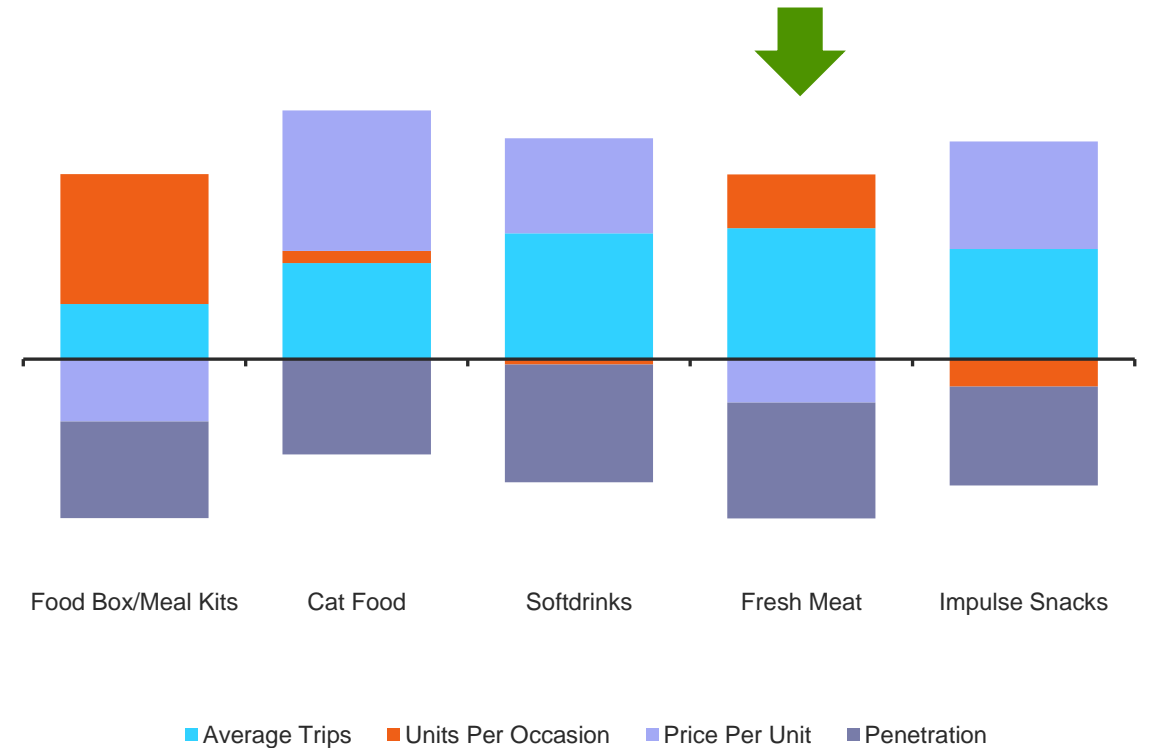
Source: NielsenIQ Homescan™ | 52 weeks to 08/10/2023 vs Year Ago (YA) & 2YA. Note: Banners behind "Other Online" are too small to be split out individually for analysis

Compared to last year, openness to online fresh purchasing continues, as well as Impulse categories. All categories saw increase in average trips despite a decrease in penetration.

% Category contribution to online growth (top 5) vs YA



Consumer purchase metrics driving growth vs YA

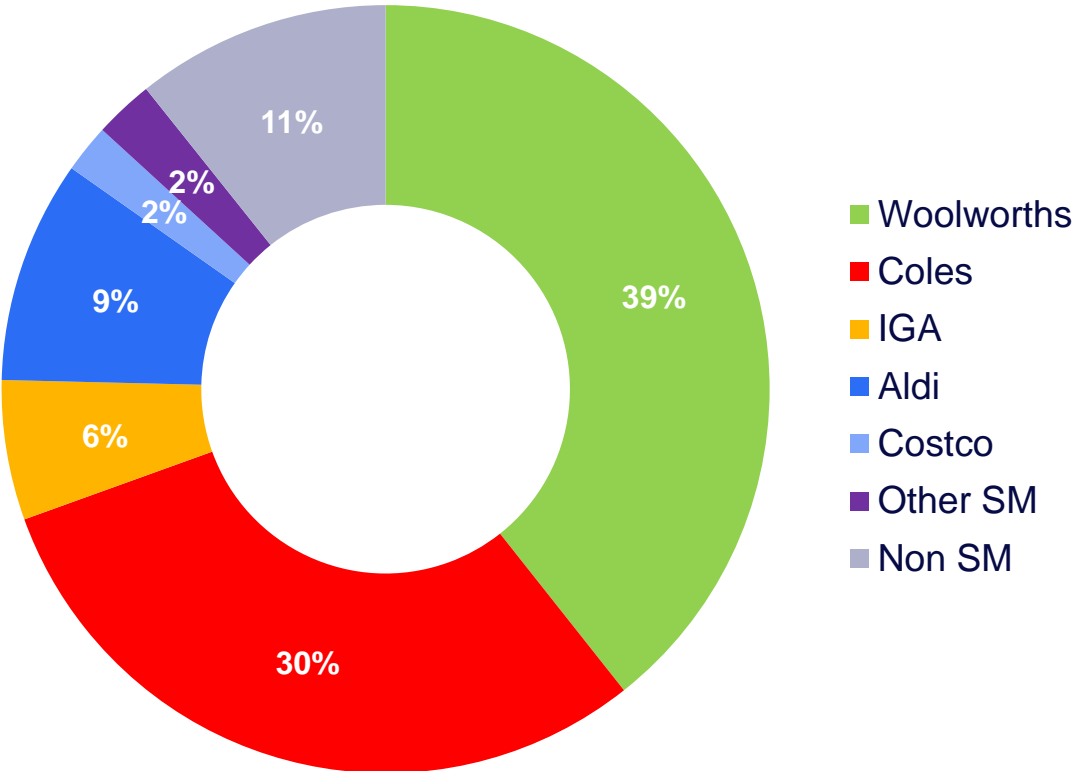


Source: NielsenIQ Homescan™ | 52 weeks to 08/10/2023 vs Year Ago (YA) | Consumer purchase metrics share based to 100%.

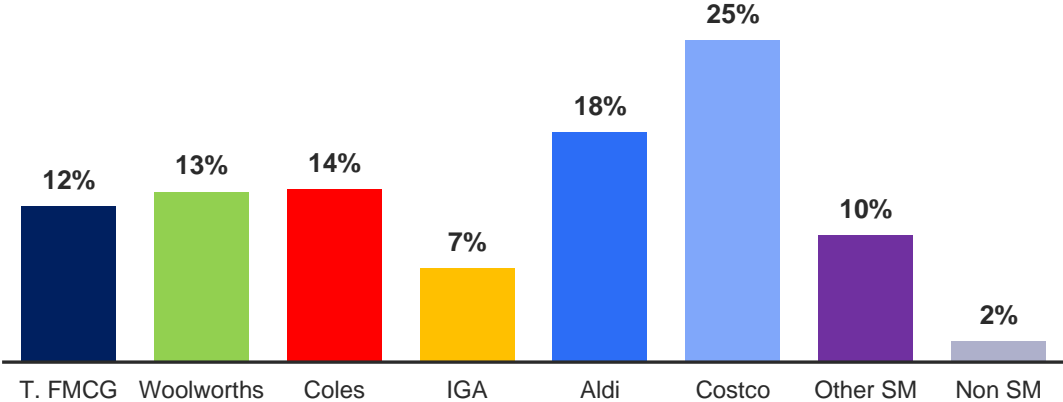
Discounters

ALDI growth continues to outpace major retailers and the market

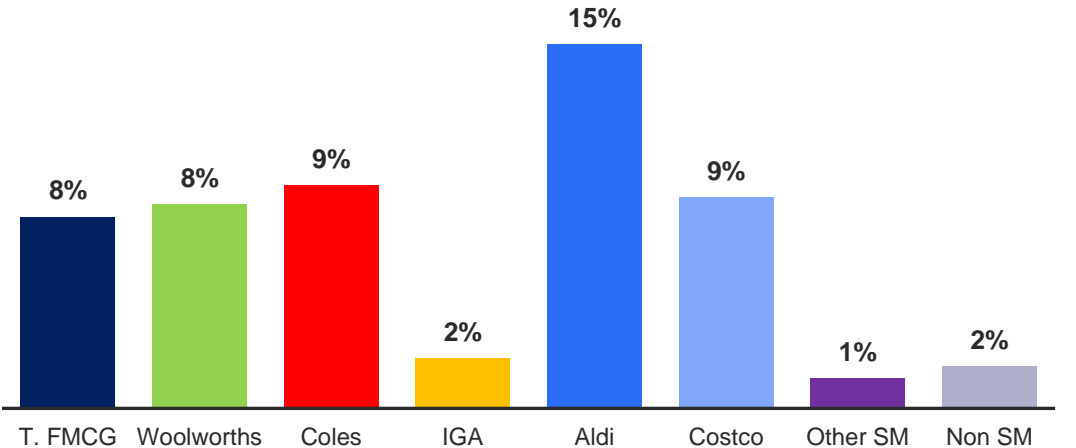
Value Share of Trade



Val % Growth vs 2 YA

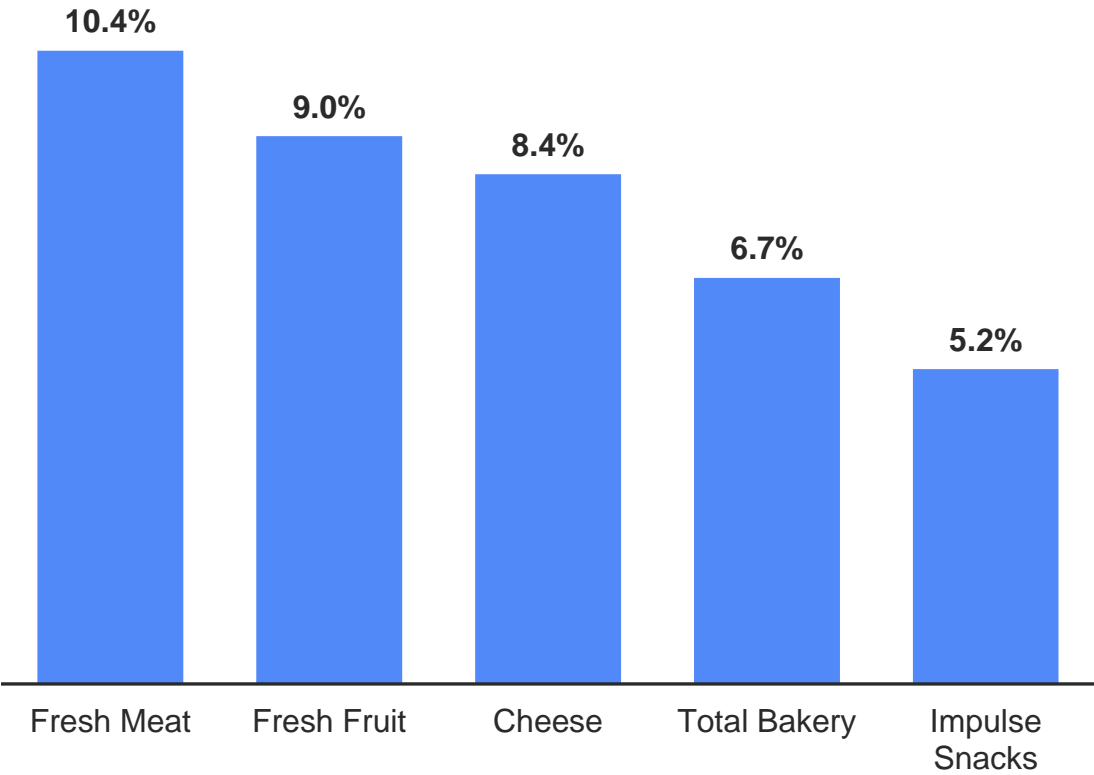


Val % Growth vs YA

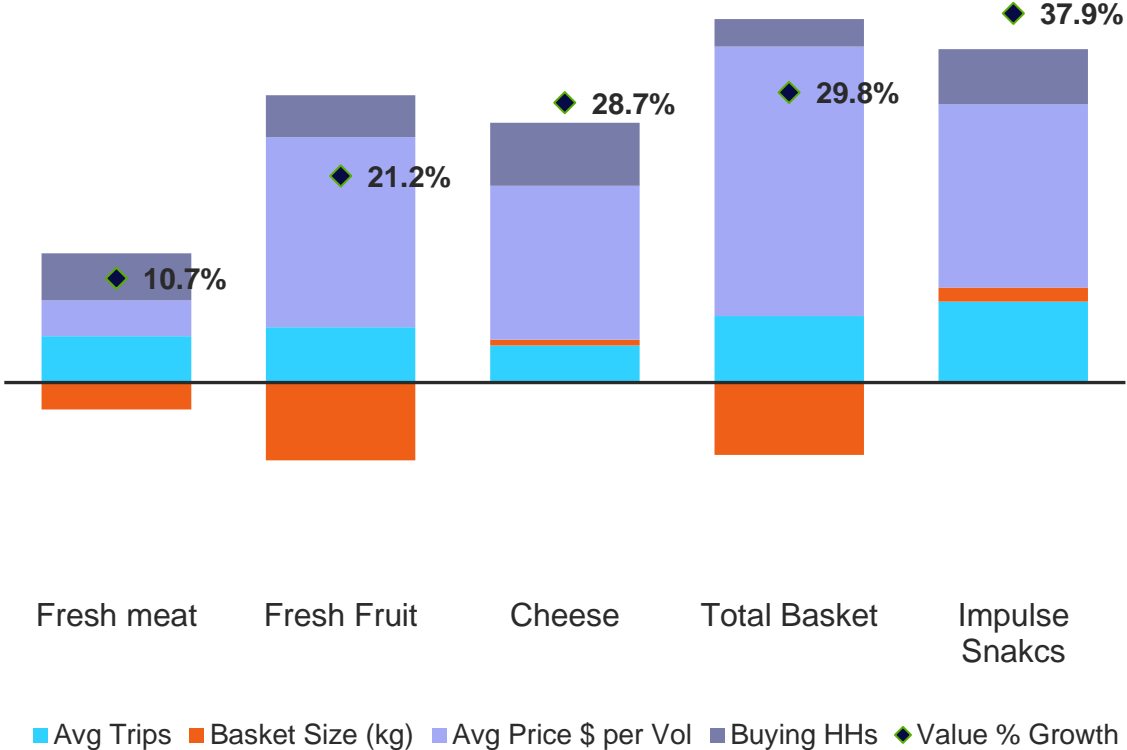


Meat, Fruit & Cheese account for a quarter of ALDI's growth

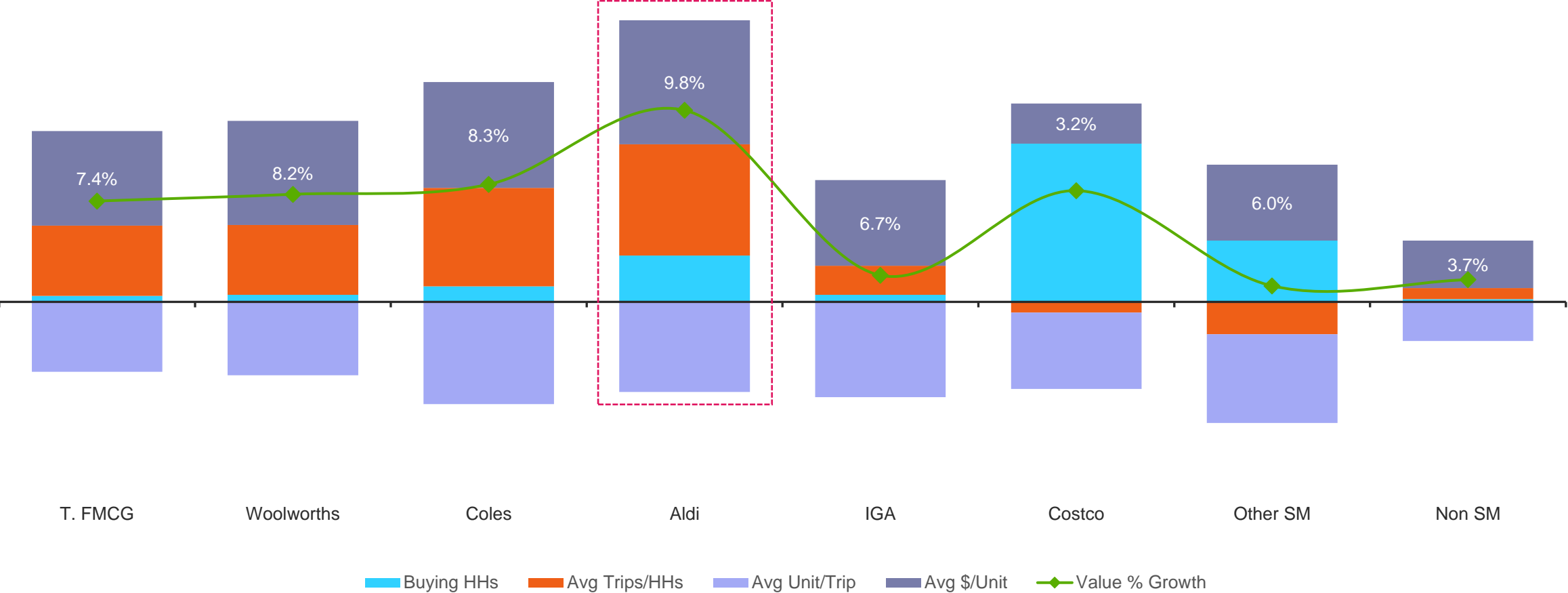
% Contribution to ALDI's growth | Top 5 Categories



Consumer purchase metrics driving ALDI's category growth



Similarly to other retailers, Aldi grows with frequency and price, but attracting new shoppers is bringing it to the next level.



More shoppers, more often: Aldi grows across different demographics with penetration and frequency

	Distribution of Buyers			Aldi Penetration		Aldi Frequency	
	T. FMCG	Aldi	Index	MAT	+/- YA	MAT	+/- YA
Total Panel	100%	100%	100	69.2%	2.0%	22.5	1.8
Start up Families	4%	4%	96	66.2%	-1.0%	20.9	3.7
Small Scale Families	12%	13%	111	76.9%	5.3%	20.6	2.1
Bustling Families	13%	13%	106	73.1%	0.2%	23.1	1.4
Young Transitional	8%	6%	82	56.6%	0.2%	20.2	3.1
Independent Singles	21%	19%	89	61.6%	2.4%	21.2	1.0
Established Couples	18%	18%	102	70.9%	3.0%	20.5	1.9
Senior Couples	25%	26%	106	73.2%	1.3%	26.1	1.6
Affluence-Low	20%	21%	104	71.8%	1.8%	24.3	1.6
Affluence-Below Average	27%	28%	104	71.8%	1.2%	24.8	2.6
Affluence-Above Average	31%	31%	100	69.0%	2.5%	21.3	1.0
Affluence-High	22%	20%	92	63.6%	1.5%	19.0	1.3



Source: NIQ Homescan | MKS_1700610 | Lifestage & affluence – consumer profiling | MAT to 08/10/2023

For Costco network expansion is key to penetration growth, generating trialist buyers

With few average shopping occasions at Costco, share growth lags trial in new markets

Costco penetration & share Total FMCG ex. Liquor & Tobacco

Total Australia

Penetration: 19.2% (+1.9)
Value share: 2.0% (0)



Western Australia (2 stores)
Pen: 23.5% (+5.3)
Share: 2.0% (+0.2)

Casuarina,
Perth opened
7/12/22

SA + NT (1 store)
Pen: 20.6% (+3.5)
Share: 1.8% (-0.1)

Queensland (3 stores)
Pen: 15.8% (+3.1)
Share: 1.6% (-0.1)

Coomera,
GC opened
22/06/23

New South Wales (5 stores*)
Pen: 20.9% (+0.6)
Share: 2.4% (0)

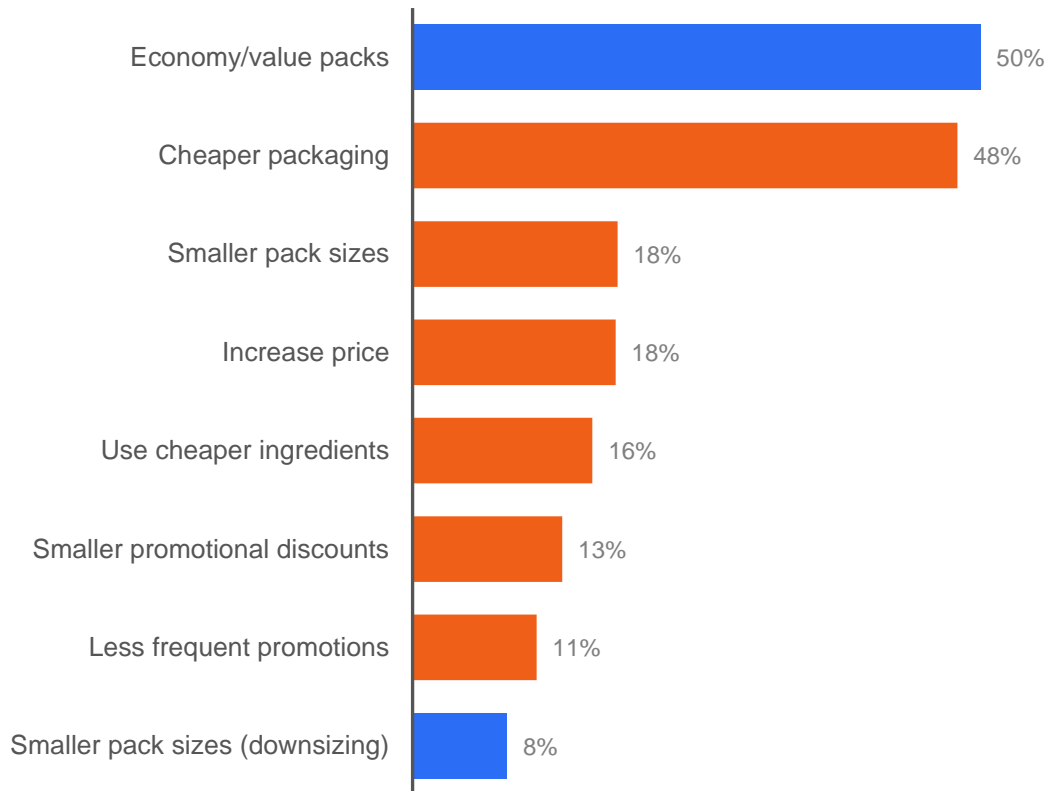
Victoria (4 stores)
Pen: 18.9% (+0.6)
Share: 2.2% (+0.1)

Source: NIQ Homescan | MKS887201_731945 | MAT to 08/10/23 | Store count & openings: <https://www.realcommercial.com.au/news/new-costco-stores-australia> | *Includes Canberra Airport store

Packsize

Australians claim to prefer upsizing, not every category grows driven by larger packs

If raw material costs rose substantially for a manufacturer, what would you prefer they do?



52%

categories are growing volume ahead of units

One size does not fit all: upsizing/downsizing trends depends on the product mission

	Top DOWNSIZING categories (growing units > volume)	Top UPSIZING categories (growing volume > units)
1	Sugar Confectionary	Coffee
2	Sugar & Sweeteners	Dishwashing
3	Shelf Stable Desserts	Tea
4	Soup	Laundry
5	Rice	Dog Food



Coffee: Upsizing is driven by beans, which offer a high-quality alternative for capsules, with lower cost per cup



Rice: Downsizing driven by the microwave segment. At \$2.40 per unit microwave rice offers an affordable convenience

Instead, Aussies are right sizing for their household needs

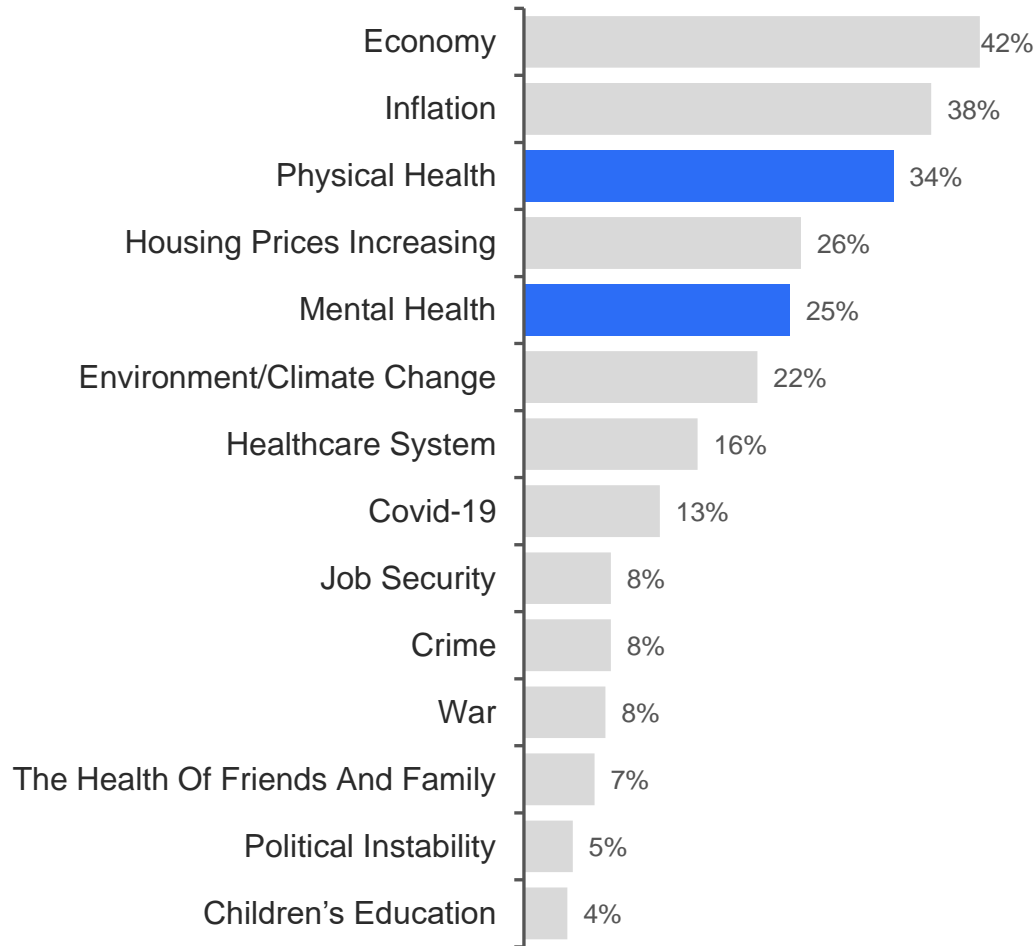


Chilled Milk	Value % Growth	Volume % Growth	Source of Volume
1L	17%	2%	Switching from 2L
2L	10%	-7%	Switching to 1L & 3L
3L	23%	7%	Incremental purchasing + switching from 2L

Reducing waste is the second most common behaviour Australians use to live sustainably

Health and nutrition is still a priority for Australians

Australian's Top Concerns



Most relevant product attributes



NIQ view of FMCG

1. Shoppers are cautious

Shoppers are expecting to spend more on groceries in the next 12 months. They are looking around for the best deal as they stretch their dollars further

2. The growth of Discounters

Australians are switching spend to Discounters. The shift in spend is not limited to commodities, with shoppers increasingly willing to try Discounters such as Aldi and Costco in non-traditional discounter categories such as Meat, Dairy and Bakery.

3. Right sizing

In the face of rising costs, there's no clear trend towards a preference to up or downsize. Instead, customers are making the right decision for them by product / category balancing immediate cost, cost per volume, a desire for convenience and potential waste.

4. Adapting Healthy Lifestyles

Health and Wellness is still relevant for consumers, although they have been more concerned about the rising cost of living lately. Companies still have opportunities to explore attributes related to real/natural ingredients that provide health and nutrition, as these are key benefits consumers value.



Fresh Meat Competitive Landscape

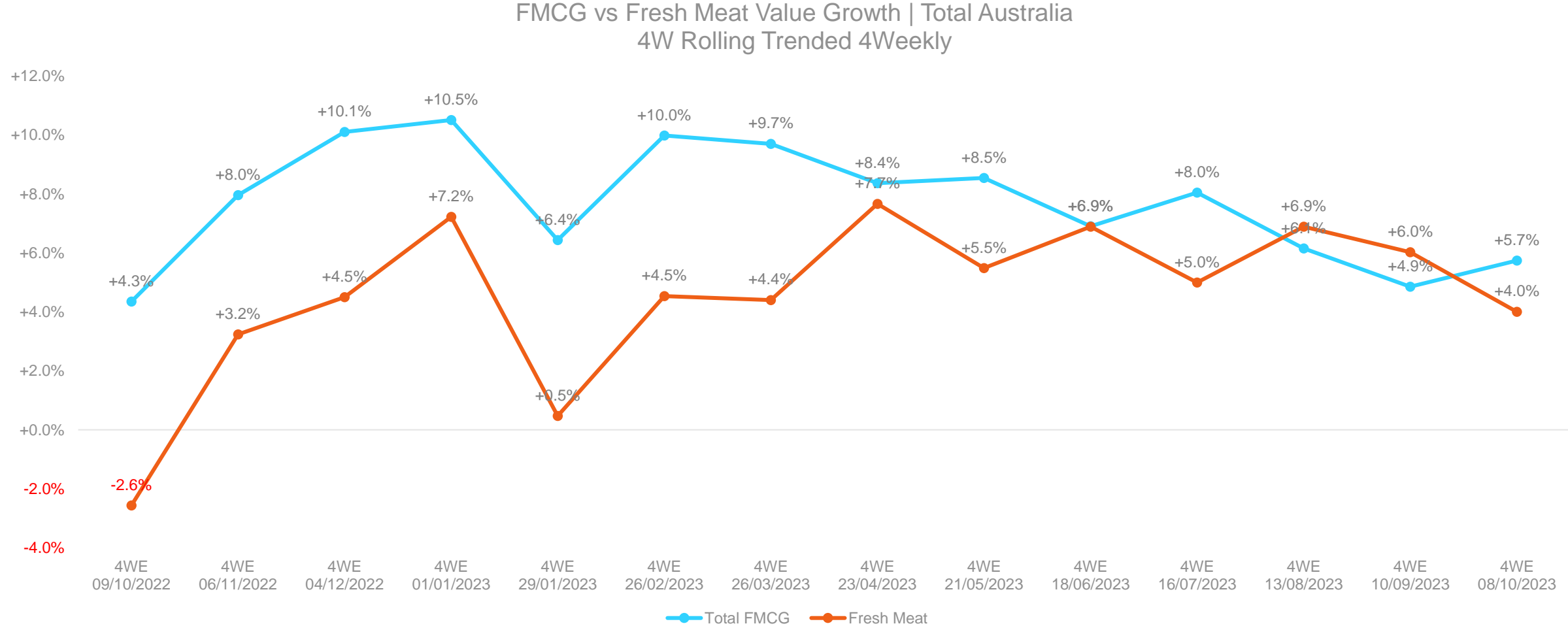
Christian



Channel view

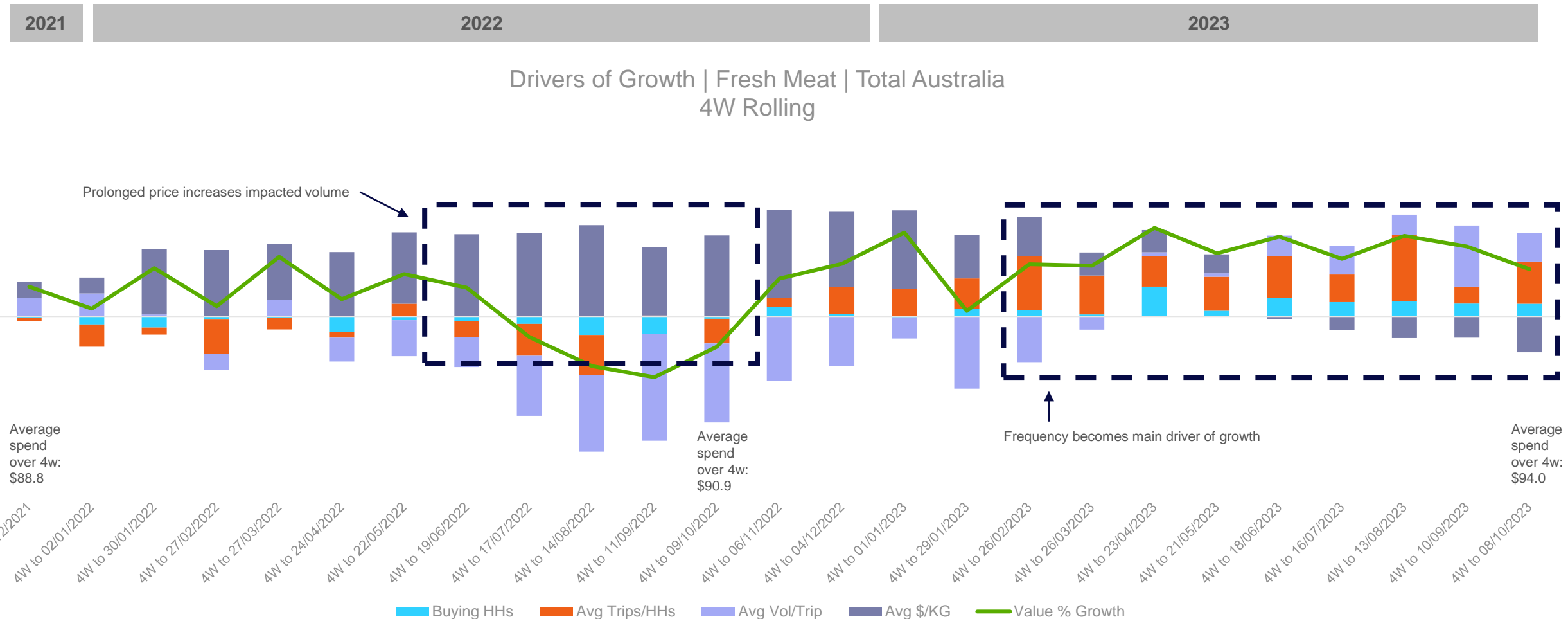
Fresh Meat has followed overall FMCG trends with value growth slowing post 2023 inflation peak

While lower than mid-year, growth remains elevated vs 2022



Source; nielsenIQ Homescan

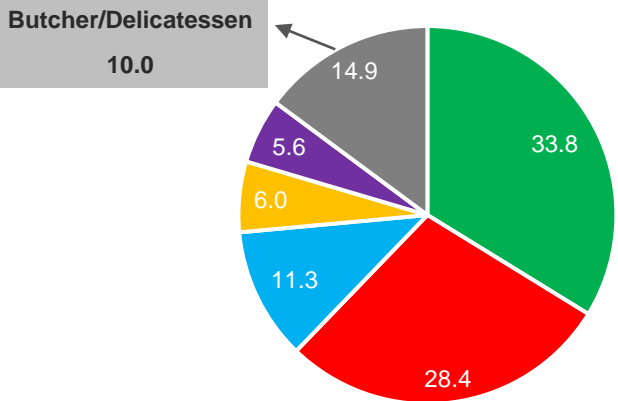
Fresh Meat has seen elevated value growth as price has lowered and buyers have begun shopping meat more frequently in 2023 – new buyers in 2023 also helping value growth



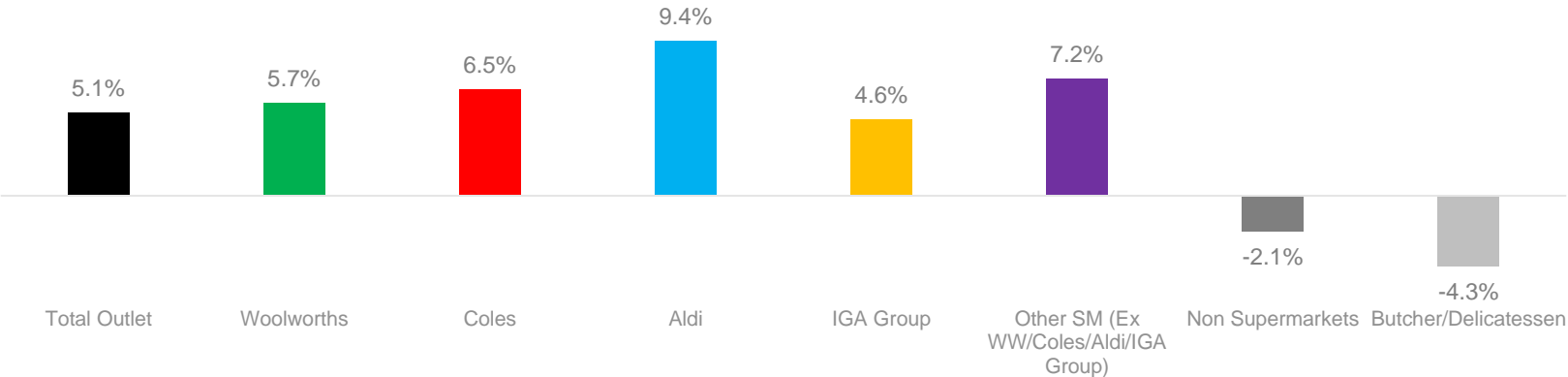
In Fresh Meat the Majors are driving growth, however shoppers are demonstrating value seeking behavior as evident with discounters (Aldi & Costco) growth

This is despite price stabilising in second half of 2023 from the 2022 increases

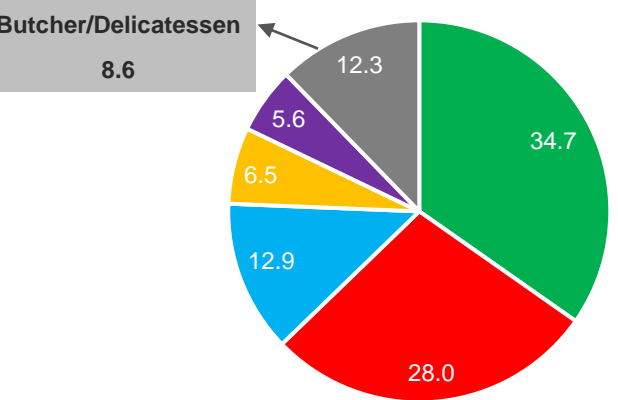
Value Share of Trade | Fresh Meat | 52W



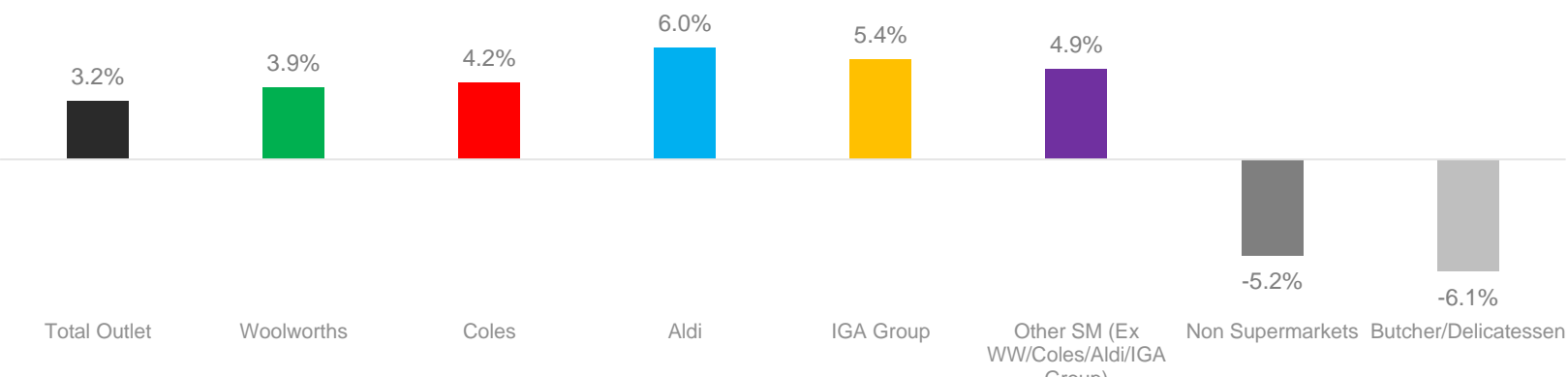
Value % Chg | Fresh Meat | 52W



Volume Share of Trade | Fresh Meat | 52W



Volume % Chg | Fresh Meat | 52W

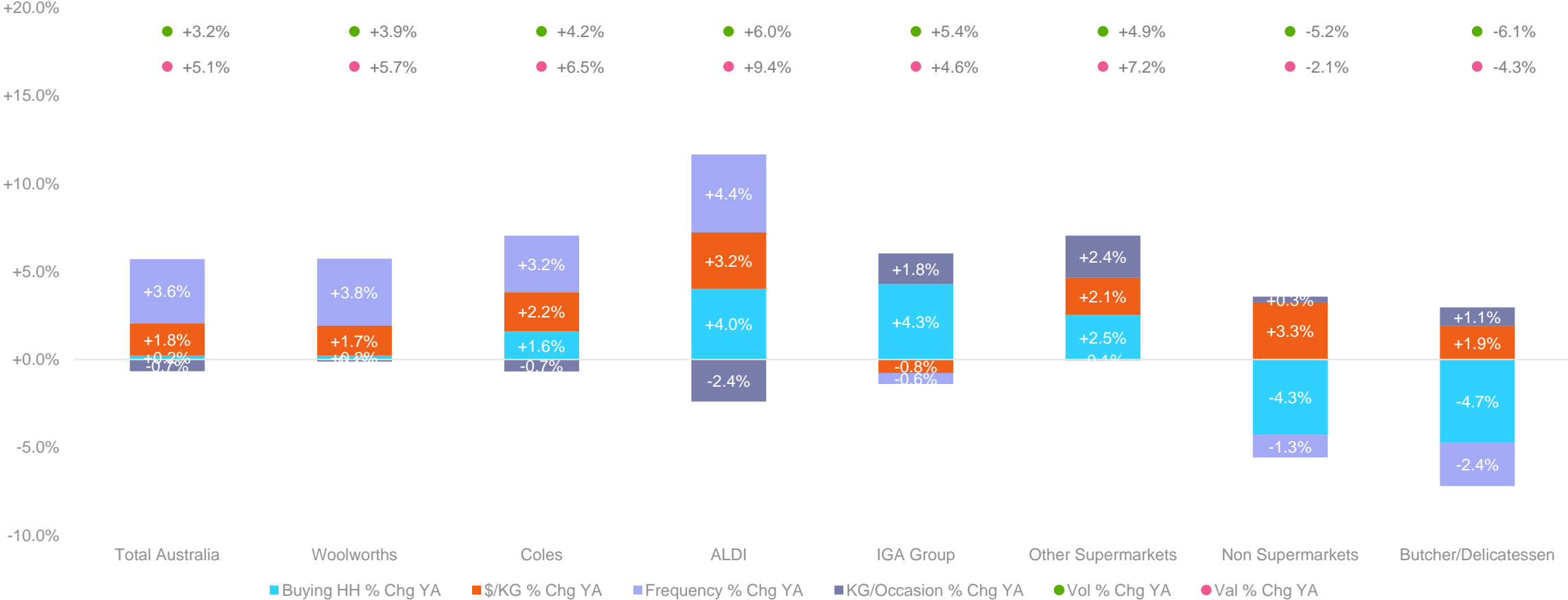


Note: Non-Supermarkets includes butchers as well as food boxes (HelloFresh/Marley Spoon), Harris Farm and other green groceries, and online only stores such as Amazon
 Source: NielsenIQ Homescan

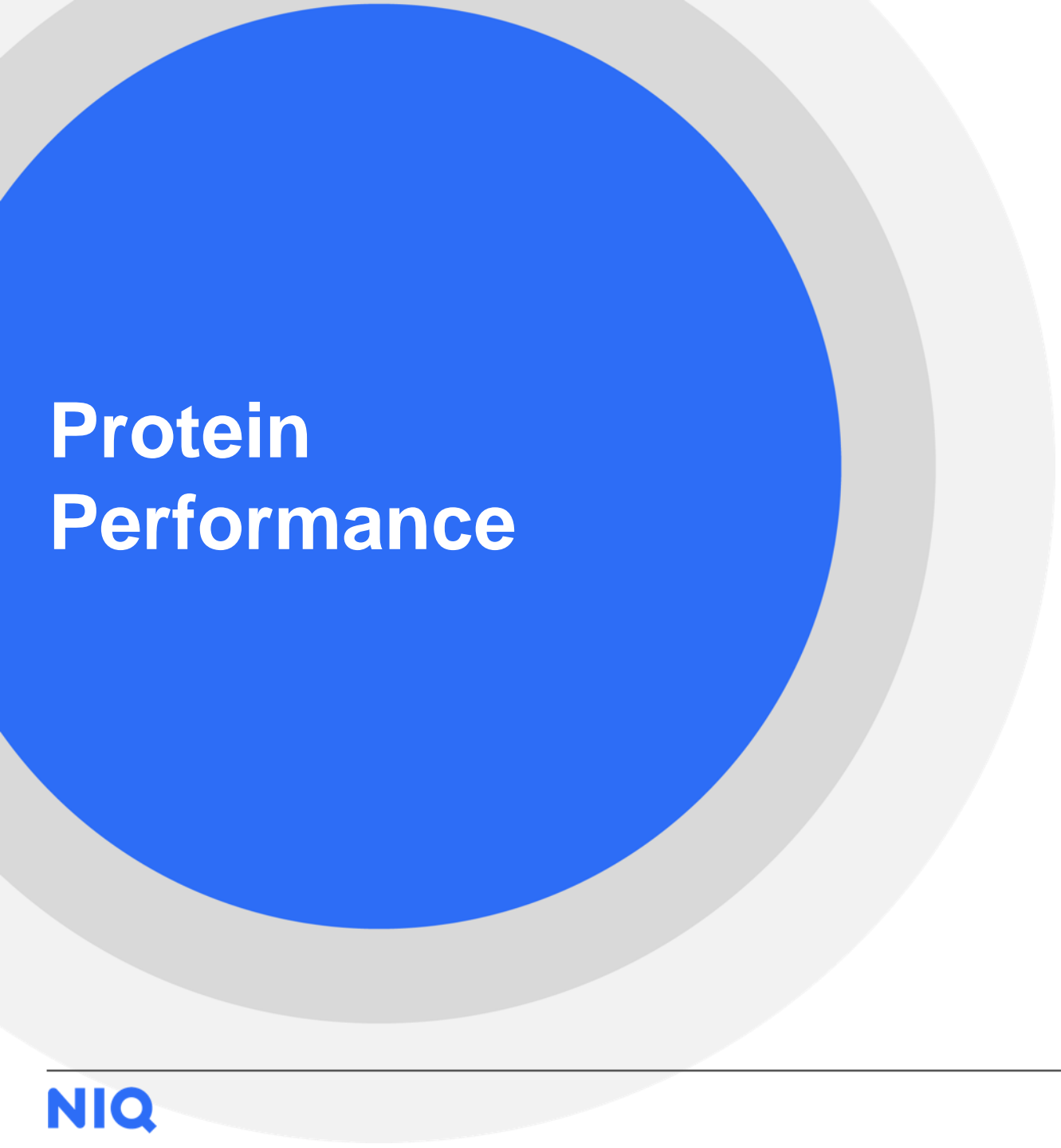
Frequency growth across Major Supermarkets, Coles and Aldi also growing through new buyers

Decline amongst Non-SM and Butchers/Delicatessen primarily from declining shoppers – shoppers moving back to majors

KPI Drivers of Change | Fresh Meat | 52W



Source: NielsenIQ Homescan



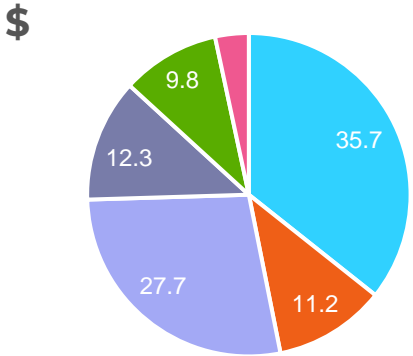
Protein Performance

Through 2023 Fresh Meat has achieved both Value & Volume Growth as supply stabilised

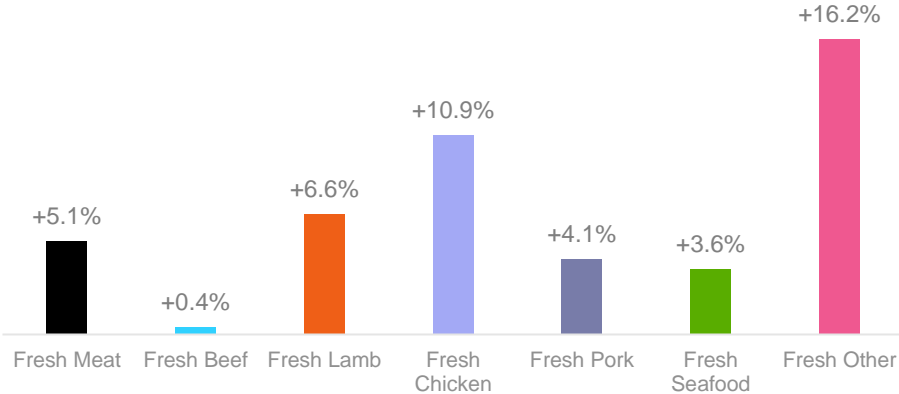
Chicken has managed to drive value but not volume. Whereas Lamb has been key in both value and volume growth

Total Fresh Meat | Value & KG Share & Growth | 52 weeks to 08/10/2023 vs YA

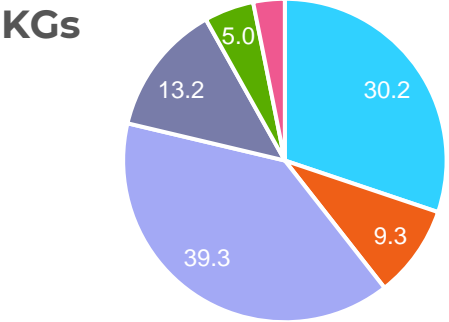
Value Share by Protein | Total Australia | 52W



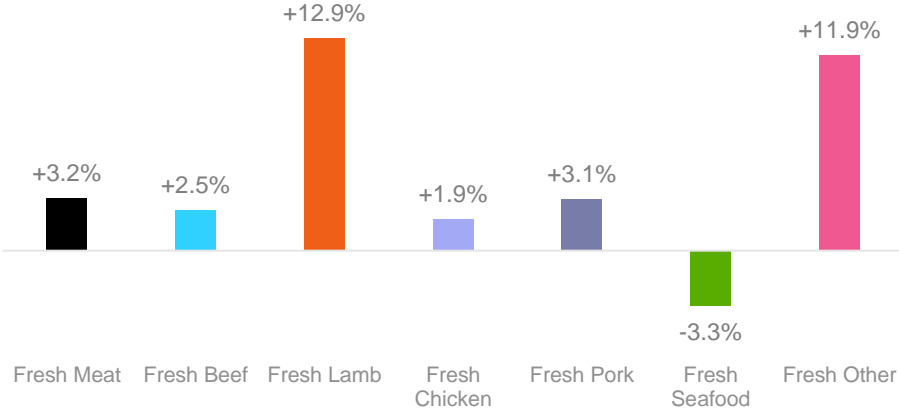
Value % Chg | Total Australia | 52W



Volume Share by Protein | Total Australia | 52W



Volume % Chg | Total Australia | 52W

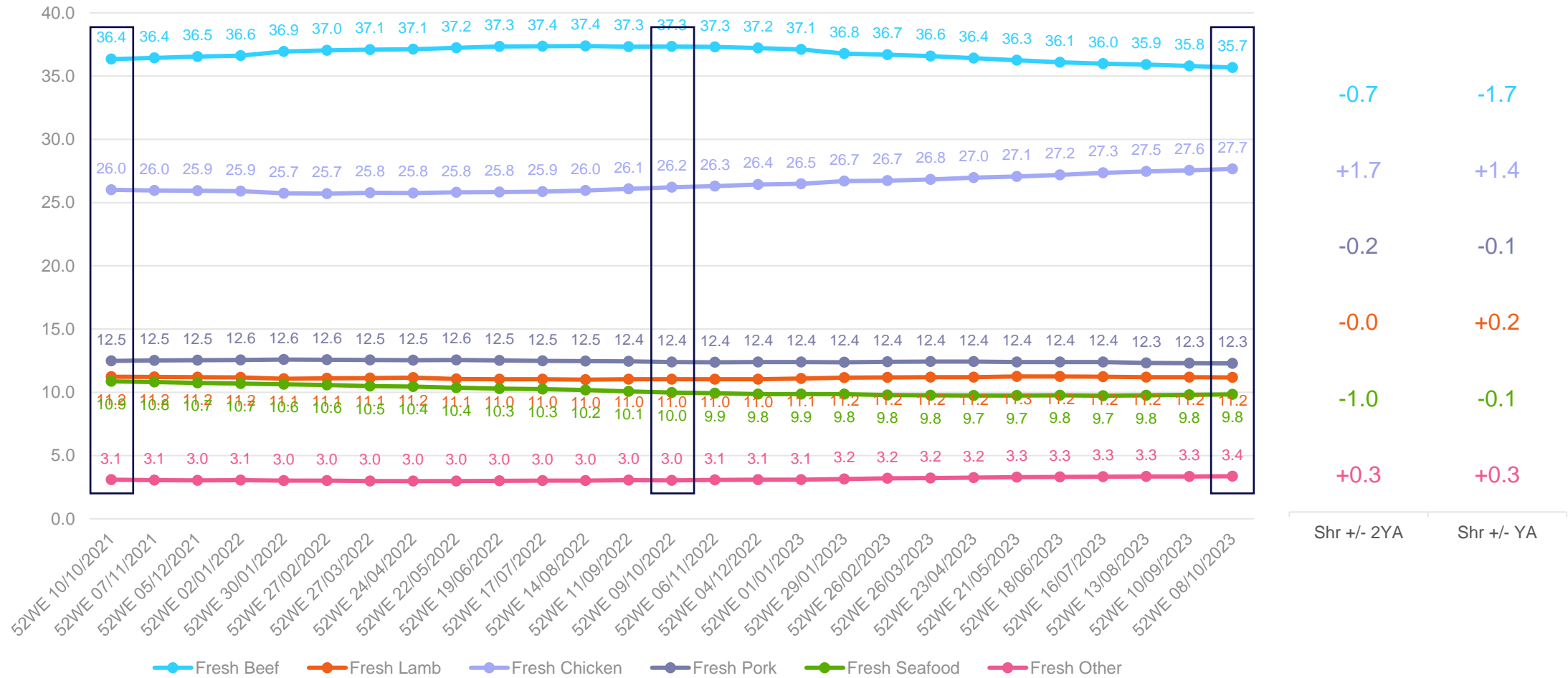


Source: NielsenIQ Homescan™

Chicken has been the main beneficiary of Beef share decline, increasing by 1.4pp in the latest MAT

Lamb has seen some value share gains as volume rises, especially in latest 52w

Val % Share | Total Australia | 52W Rolling Trended 4Weekly

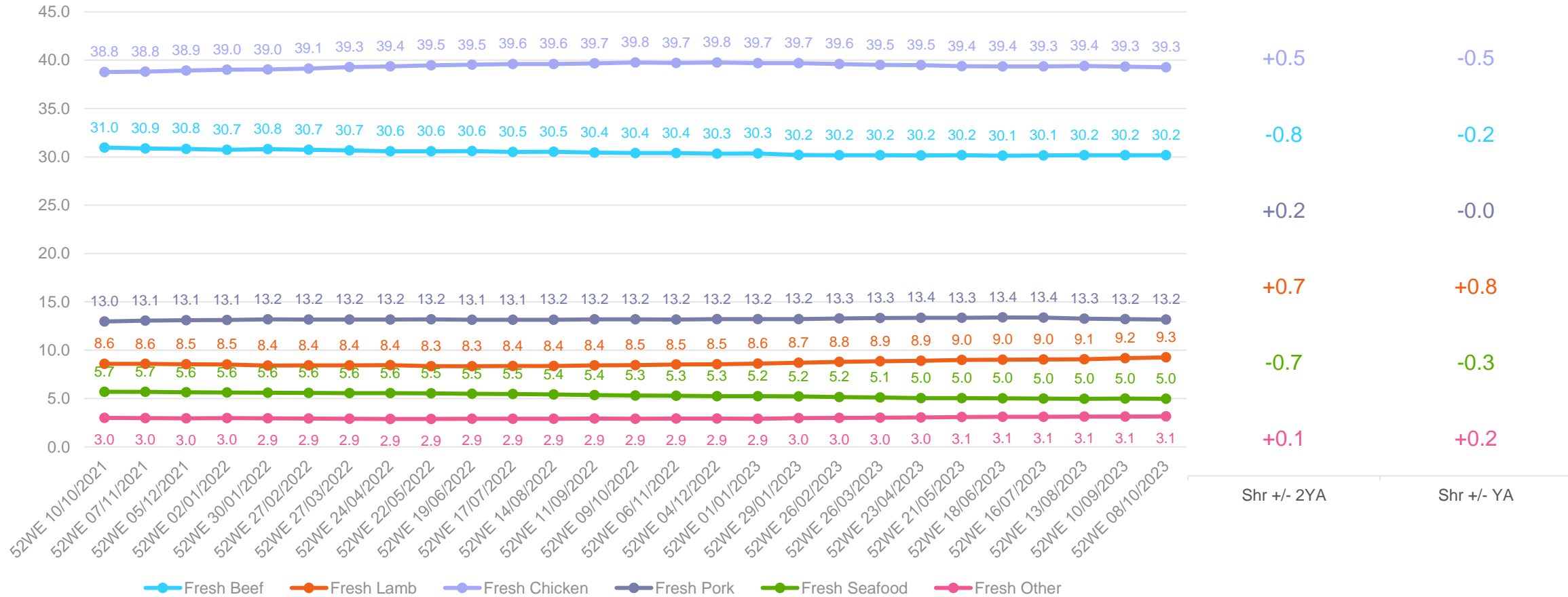


Source: NielsenIQ Homescan

Whilst Fresh Beef returned to volume growth, it did not translate to share gains like Lamb

From a Volume perspective Chicken has seen share declines

Vol % Share | Total Australia | 52W Rolling Trended 4Weekly



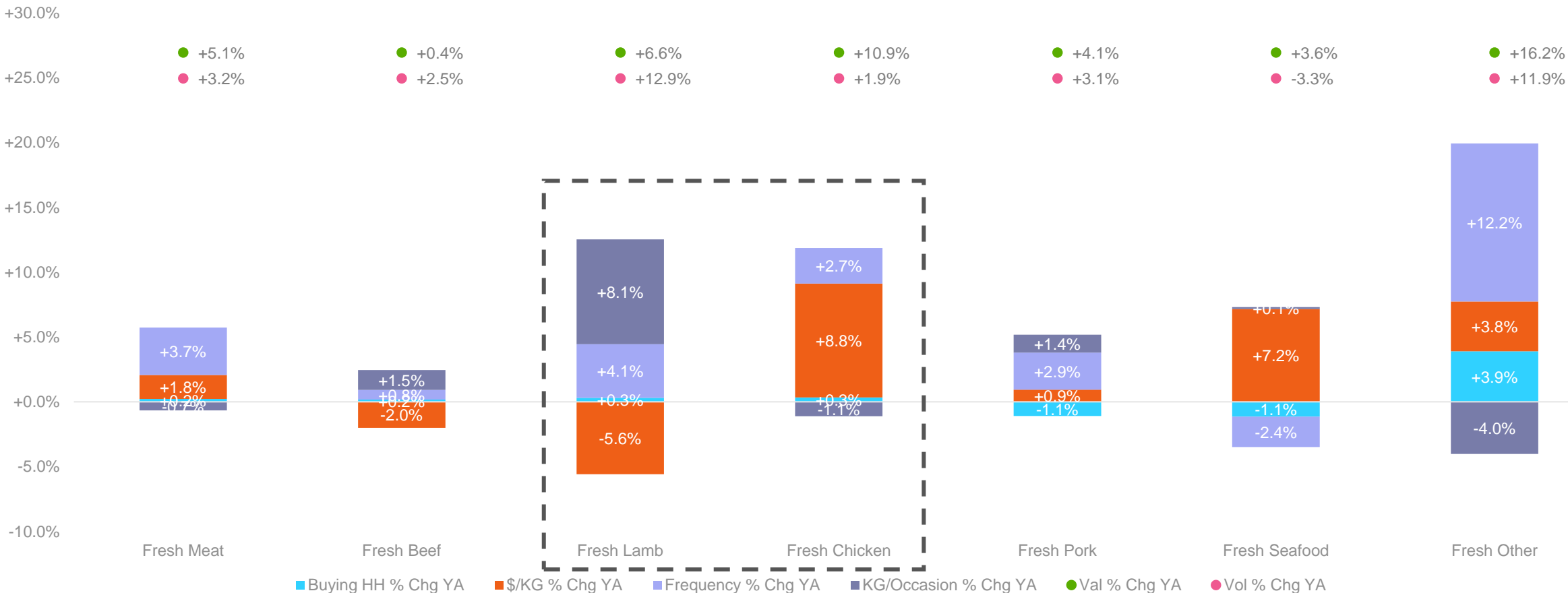
Source: NielsenIQ Homescan



The two fastest growing proteins, Chicken and Lamb, have very different growth profiles

Chicken is in growth from price, whereas Lamb is growing through volume per occasion

KPI Drivers of Change by Protein | Total Australia | 52W

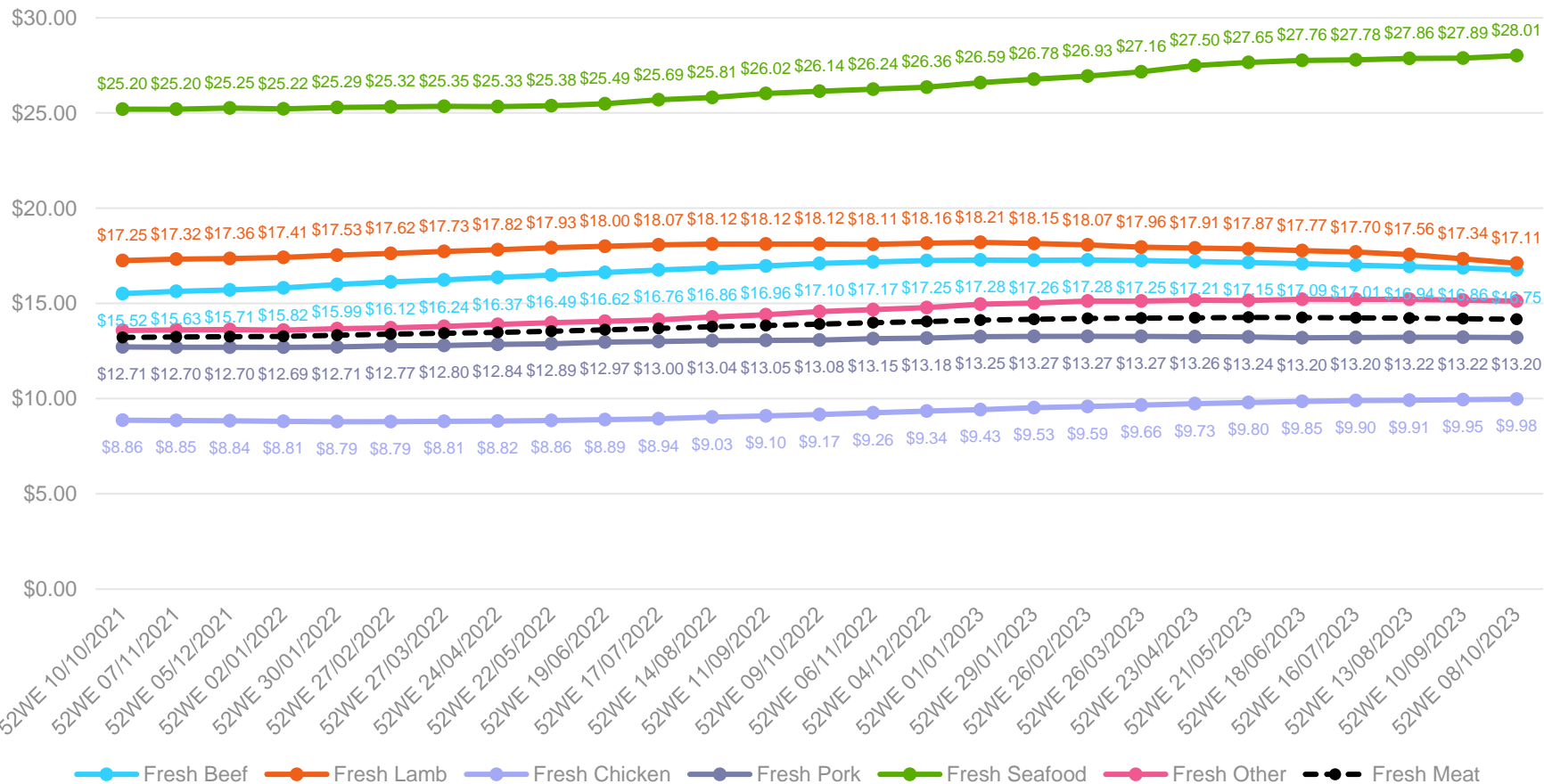


Source: NielsenIQ Homescan

Chicken has had the fastest price increase over the last two years but has not lost it's competitive price point – now nearing \$10 price point

Both Beef and Lamb are now closer priced to the rest of proteins after widening in late 2022

\$/KG | Total Australia | 52W Rolling Trended 4Weekly



Protein	% Chg vs 2YA	% Chg vs YA
Fresh Seafood	+11.2%	+7.2%
Fresh Lamb	-0.8%	-5.6%
Fresh Beef	+8.0%	-2.0%
Fresh Other	+11.4%	+3.8%
Fresh Pork	+7.2%	+1.8%
Fresh Chicken	+12.6%	+8.8%
Fresh Meat	+3.9%	+0.9%

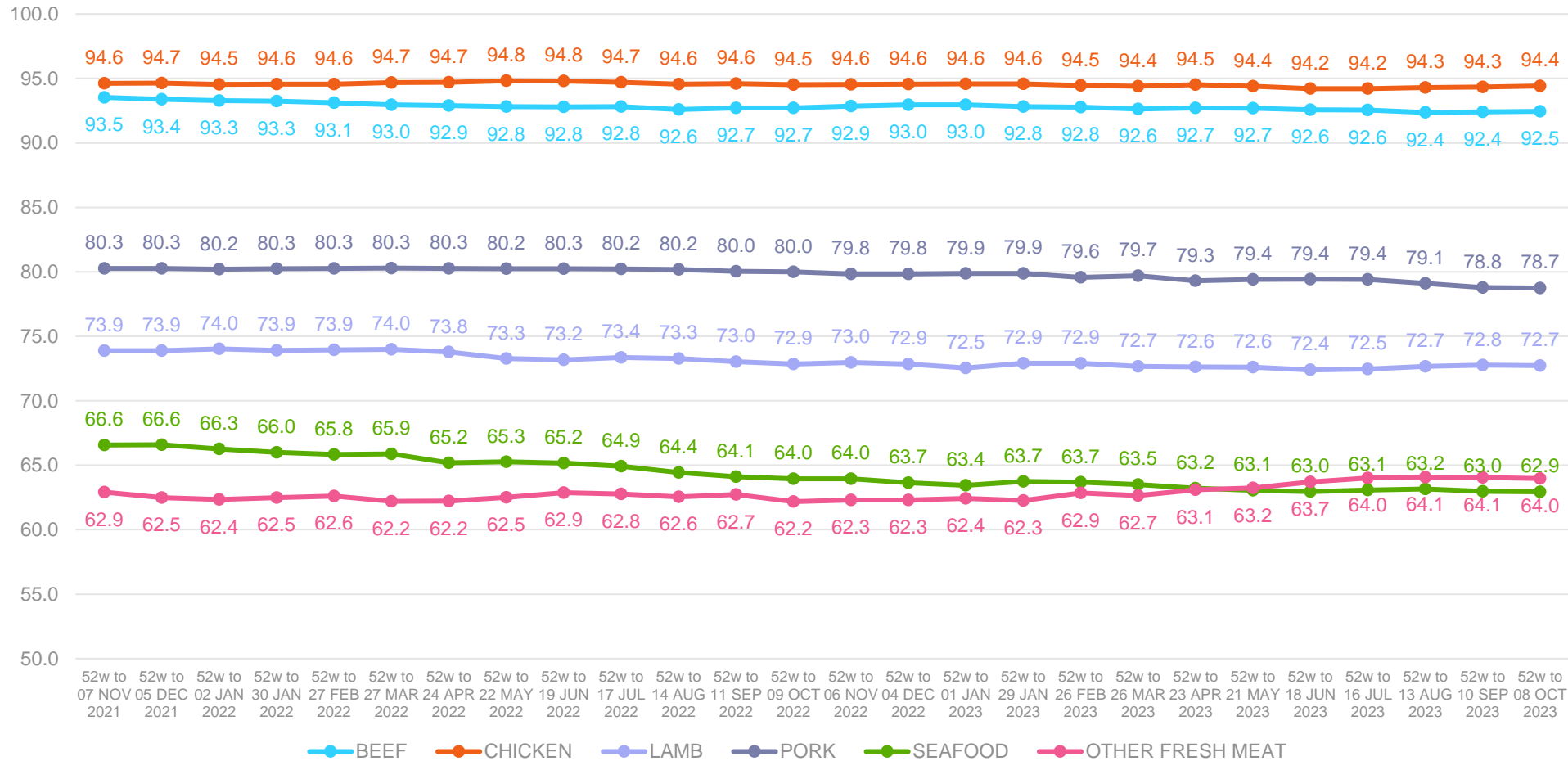


Source: NielsenIQ Homescan

Chicken has widened Penetration gap with Beef over last two years

The two largest proteins are both losing buyers, although Beef is losing buyers faster than Chicken

Fresh Meat by Protein | Household Penetration | Total AUS | Trended 52 weeks to 08/10/2023



(+/-) Change vs 2YA	(+/-) Change vs YA
-0.3	-0.2
-1.3	-0.7
-1.6	-1.1
-1.1	-0.1
-4.0	-1.3
+1.1	+1.7

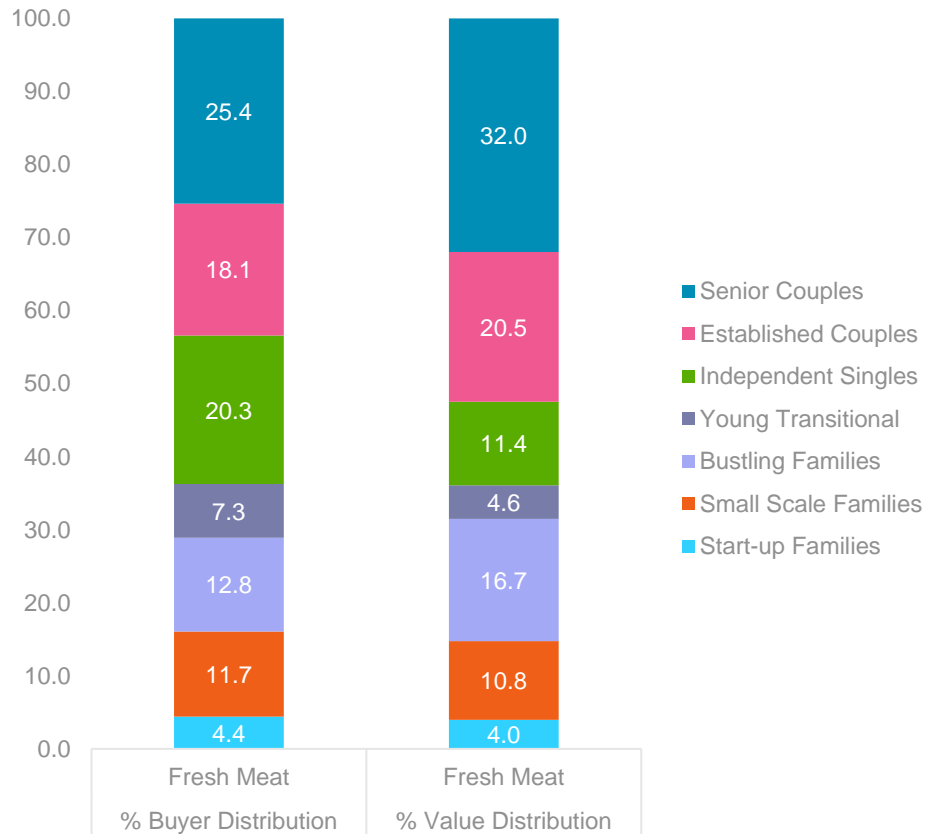
Source: NielsenIQ Homescan



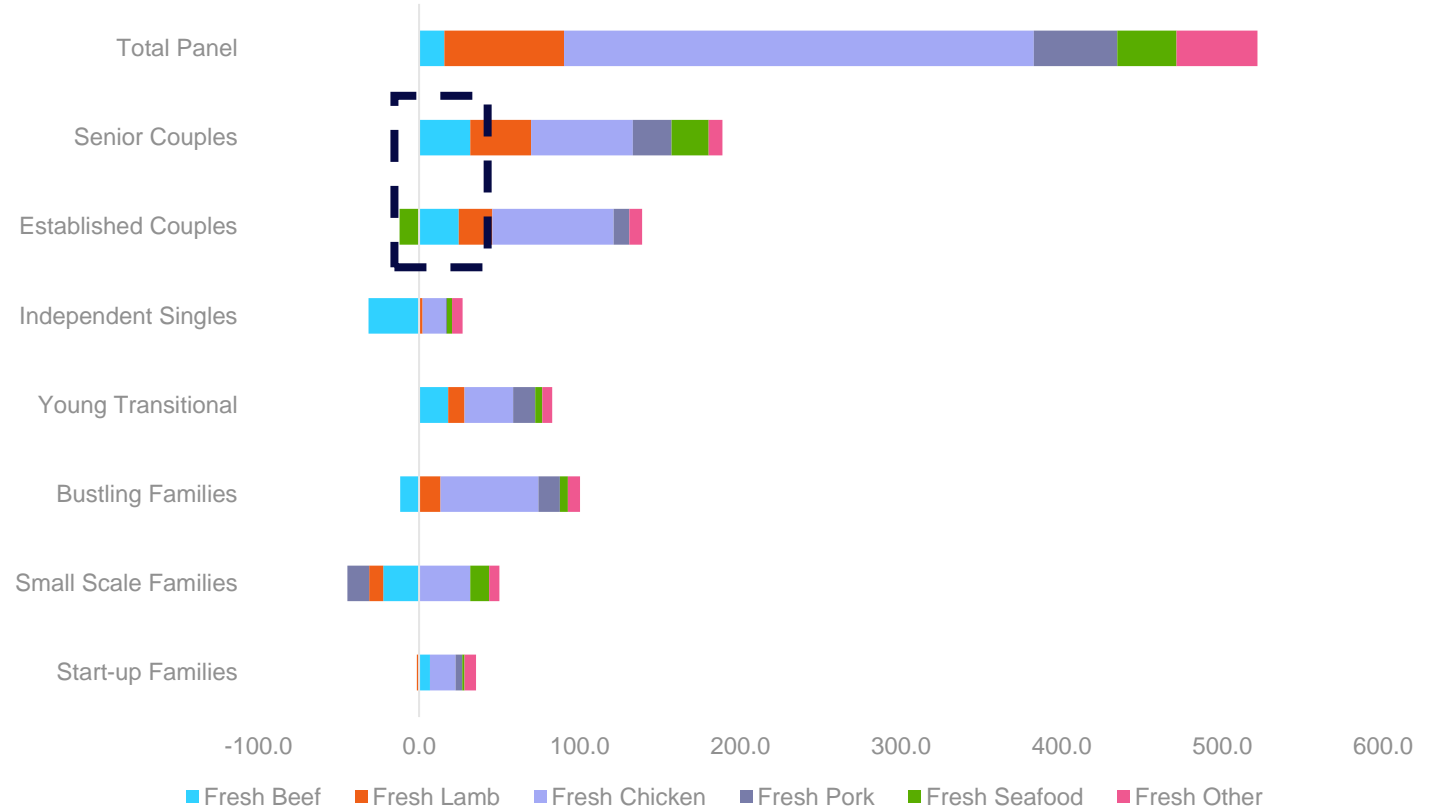
Older households were most of Fresh Beef growth, in line with driving overall value growth for Fresh Meat.

Families and smaller households which are most sensitive to cost of living pressures saw the largest overall drop in spending

Fresh Meat Lifestage Performance
Total Australia | 52W



Lifestage Val (\$m) Change by Protein
Total Australia | 52W

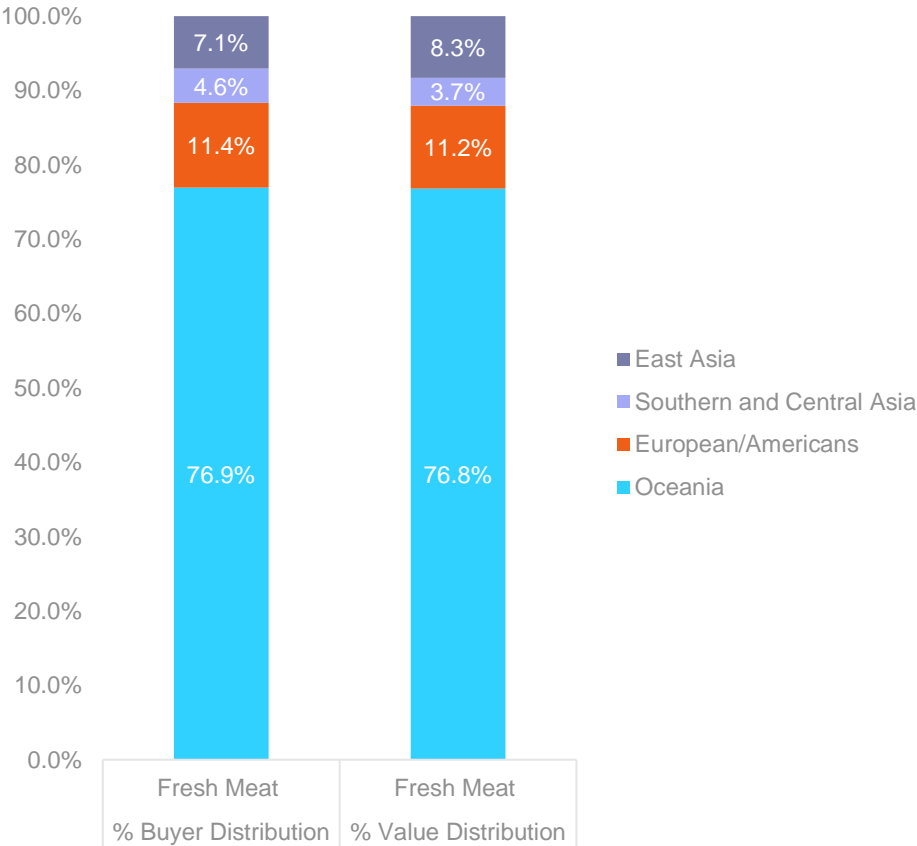


Source: NielsenIQ Homescan

East Asian households increased spend on Fresh Beef more than Australian-born households

Australian-born households still drove overall Fresh Meat growth due to a large increase spent on Chicken

Fresh Meat Ethnicity Performance
Total Australia | 52W



Ethnicity Val (\$m) Change by Protein
Total Australia | 52W



Source: NielsenIQ Homescan

Fresh Meat Key Takeaways

Shoppers are adjusting to reality of inflation, frequency is now key for growth

- Fresh Meat has followed overall FMCG trends with value growth slowing post 2023 inflation peak. Buyers have begun **purchasing meat more frequently** in 2023, this trend has been driven by major SMs.
- Whilst Major SM's are driving growth in Fresh Meat, there has been a shift to both **Aldi (+9.4%)** and **Other SM (+7.2%)** who are **outpacing the market** on value growth percentage (Total AUS: +5.1%).

Beef & Lamb return to growth, however, is being outpaced by Chicken.

- Lamb has seen **strong volume growth from price declines** as both Lamb and Beef move back closer in price to the rest of the proteins. Chicken is the fastest growing protein in value, due to **large price rises** over the last year.
- **Beef and Lamb** have seen **volume growth from KG** purchased each occasion with Lamb also gaining volume from shoppers **purchasing more frequently**. Predominantly growth has come through older households (Senior & Established Couples).

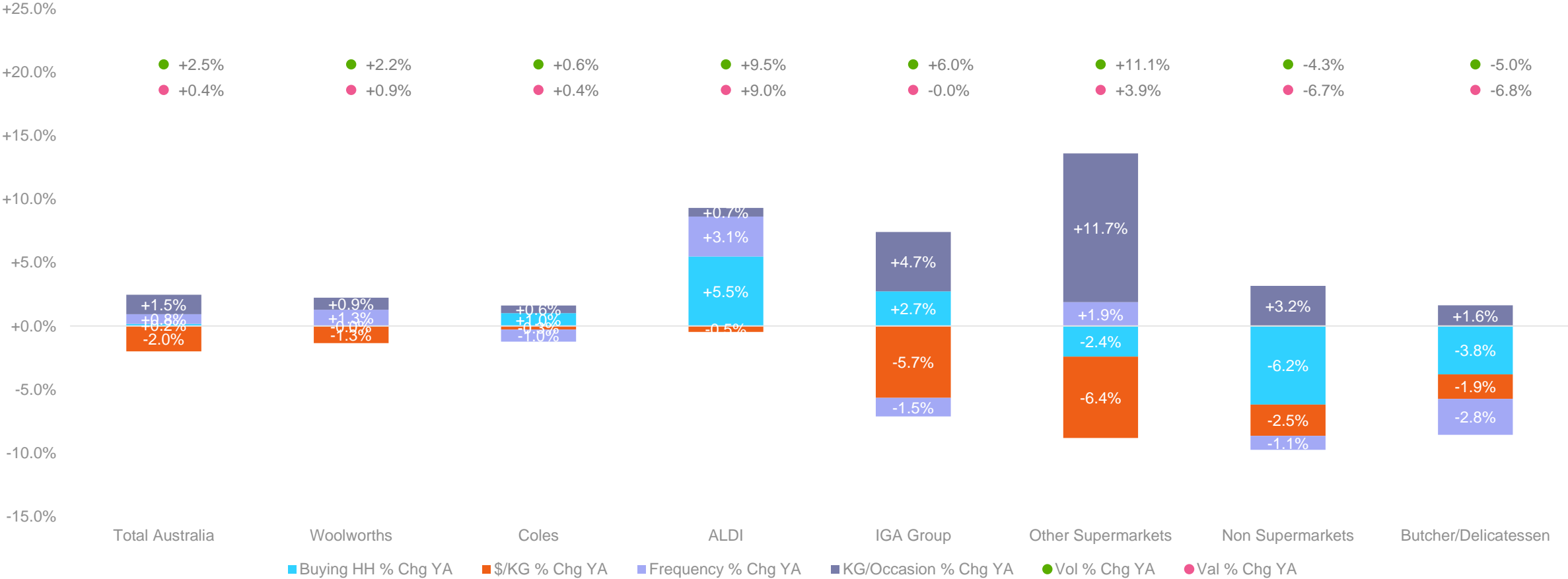
Fresh Beef

Christian

Across Australia shoppers have been purchasing larger portions of Beef more frequently. Within Fresh Beef shoppers are moving from non-supermarkets back into majors and Aldi

Shopper losses for Butchers moving to SM, but also some buyers dropping butchers completely from their Beef shopping

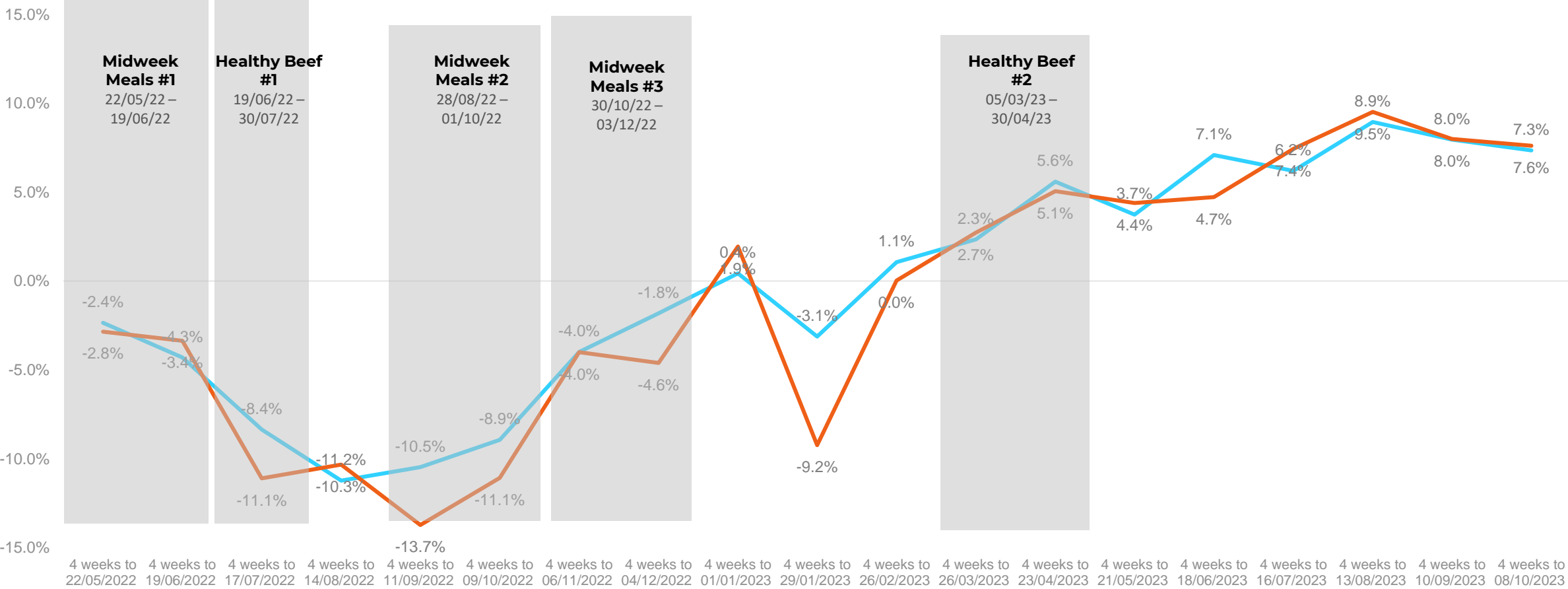
KPI Drivers of Change | Fresh Beef | 52W



Source: NielsenIQ Homescan

Volume has returned to growth for Beef, especially as prices drop in second half of 2023

Fresh Beef vs Fresh Meat | Rolling 4wks % Volume Growth | Trended 4 weekly to 08/10/2023



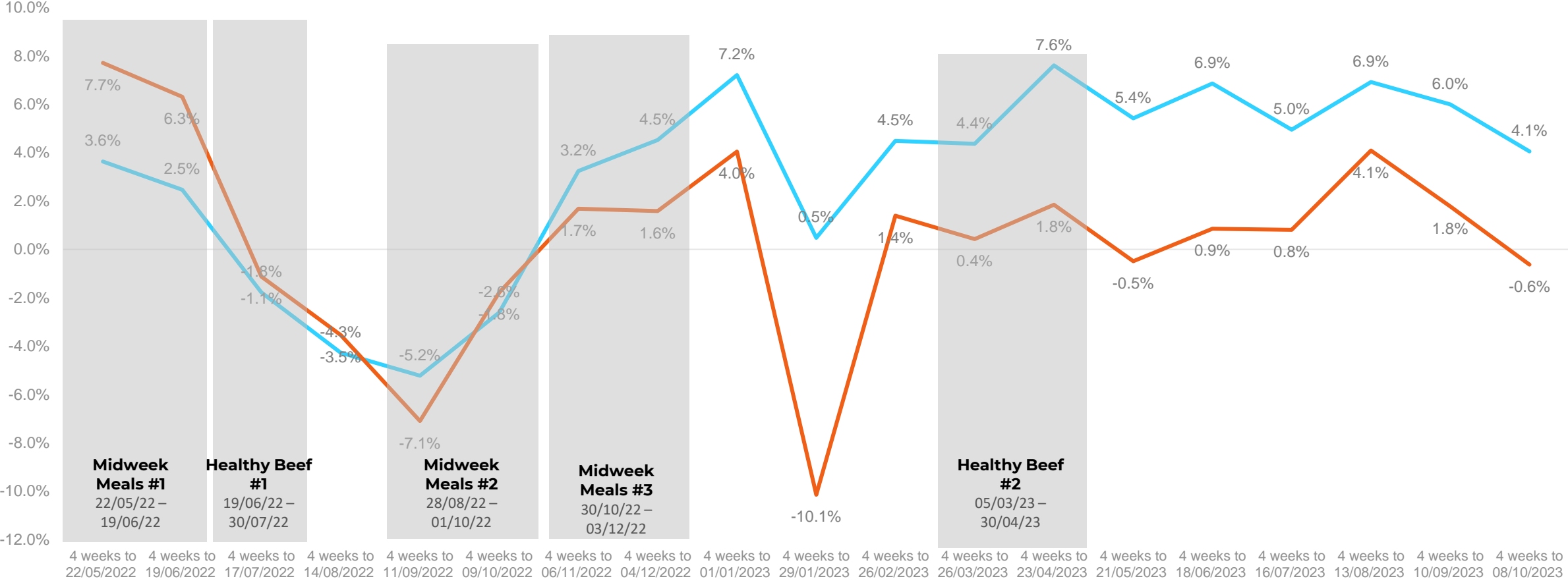
Price per Volume	4 weeks to 22/05/2022	4 weeks to 19/06/2022	4 weeks to 17/07/2022	4 weeks to 14/08/2022	4 weeks to 11/09/2022	4 weeks to 09/10/2022	4 weeks to 06/11/2022	4 weeks to 04/12/2022	4 weeks to 01/01/2023	4 weeks to 29/01/2023	4 weeks to 26/02/2023	4 weeks to 26/03/2023	4 weeks to 23/04/2023	4 weeks to 21/05/2023	4 weeks to 18/06/2023	4 weeks to 16/07/2023	4 weeks to 13/08/2023	4 weeks to 10/09/2023	4 weeks to 08/10/2023
Fresh Meat	14.0	13.9	13.9	14.0	14.1	14.2	14.3	14.2	15.0	14.6	14.5	14.2	14.4	14.2	13.8	13.8	13.8	13.8	13.7
Fresh Beef	17.6	17.2	17.4	17.1	17.3	17.4	17.3	17.2	17.0	17.0	17.3	16.9	16.8	16.7	16.6	16.4	16.3	16.3	16.1

Source: NielsenIQ Homescan™



Recent price drops in last quarter have lowered Fresh Beef value sales growth vs YA

Fresh Beef vs Fresh Meat | Rolling 4wks % Value Growth | Trended 4 weekly to 08/10/2023

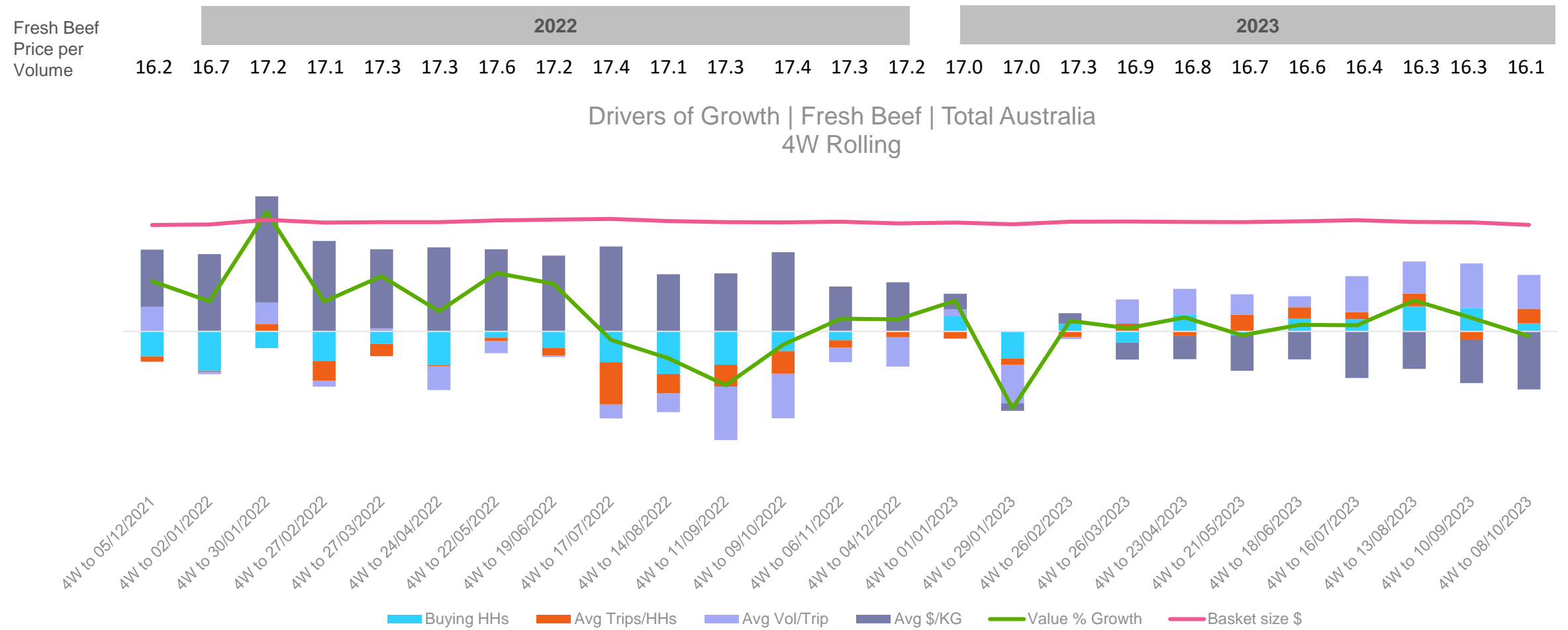


Price per Volume	4 weeks to 22/05/2022	4 weeks to 19/06/2022	4 weeks to 17/07/2022	4 weeks to 14/08/2022	4 weeks to 11/09/2022	4 weeks to 09/10/2022	4 weeks to 06/11/2022	4 weeks to 04/12/2022	4 weeks to 01/01/2023	4 weeks to 29/01/2023	4 weeks to 26/02/2023	4 weeks to 26/03/2023	4 weeks to 23/04/2023	4 weeks to 21/05/2023	4 weeks to 18/06/2023	4 weeks to 16/07/2023	4 weeks to 13/08/2023	4 weeks to 10/09/2023	4 weeks to 08/10/2023
Fresh Meat	14.0	13.9	13.9	14.0	14.1	14.2	14.3	14.2	15.0	14.6	14.5	14.2	14.4	14.2	13.8	13.8	13.8	13.8	13.7
Fresh Beef	17.6	17.2	17.4	17.1	17.3	17.4	17.3	17.2	17.0	17.0	17.3	16.9	16.8	16.7	16.6	16.4	16.3	16.3	16.1

Source: NielsenIQ Homescan™

Supply stabilisation, and consequently price drop, across 2023 have seen increase in Fresh Beef consumption.

Shoppers now buying more KG and more frequently

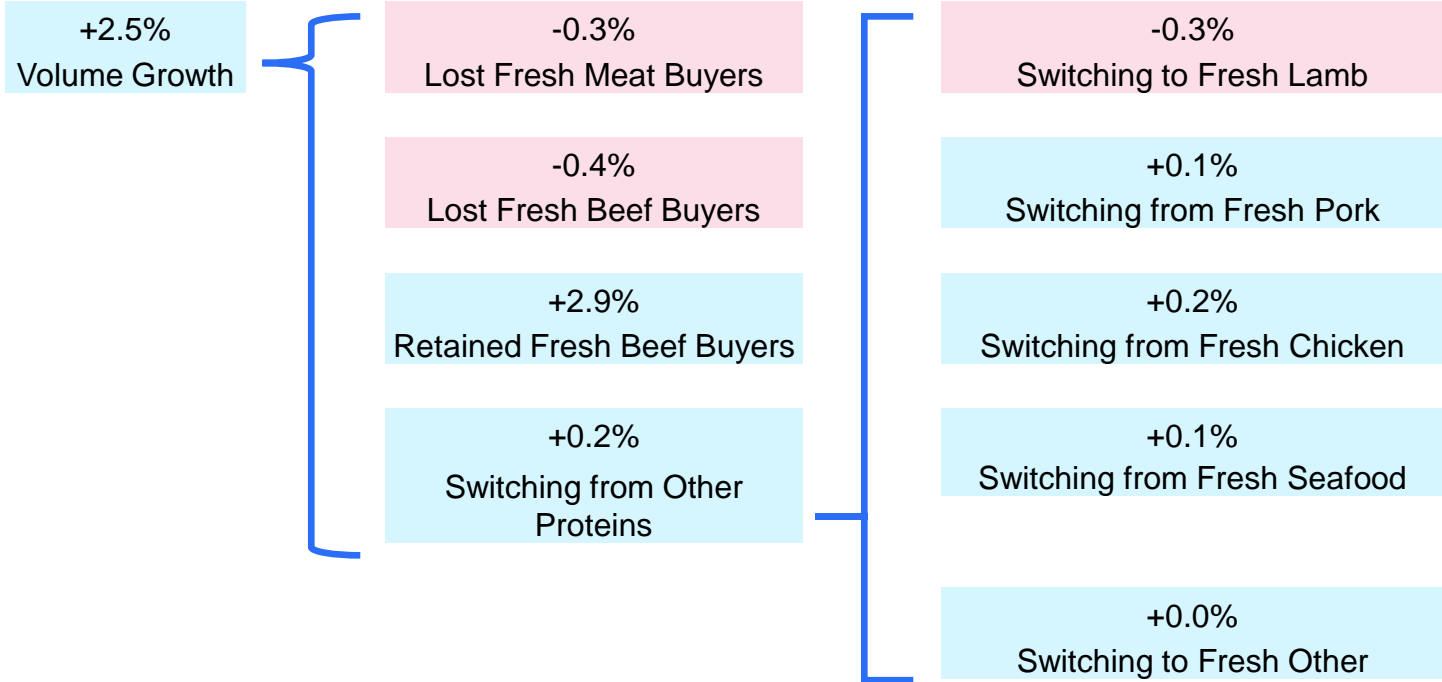


Fresh Beef Volume growth primarily from existing buyers by consuming more.

The largest switching losses have been to Fresh Lamb



Fresh Beef | Source of Volume | Total Australia | 52WE 08/10/2023 vs YA

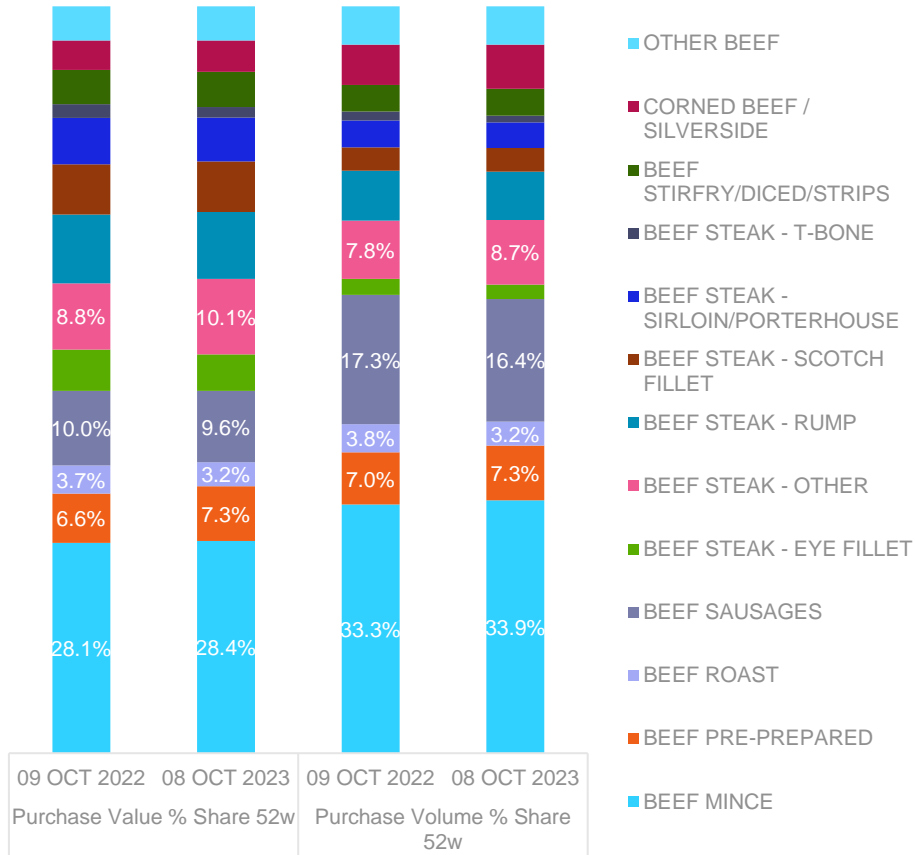


Source: NielsenIQ Homescan

Value cuts (E.g. Steak Other, Mince, Corned Beef) have been driving value growth

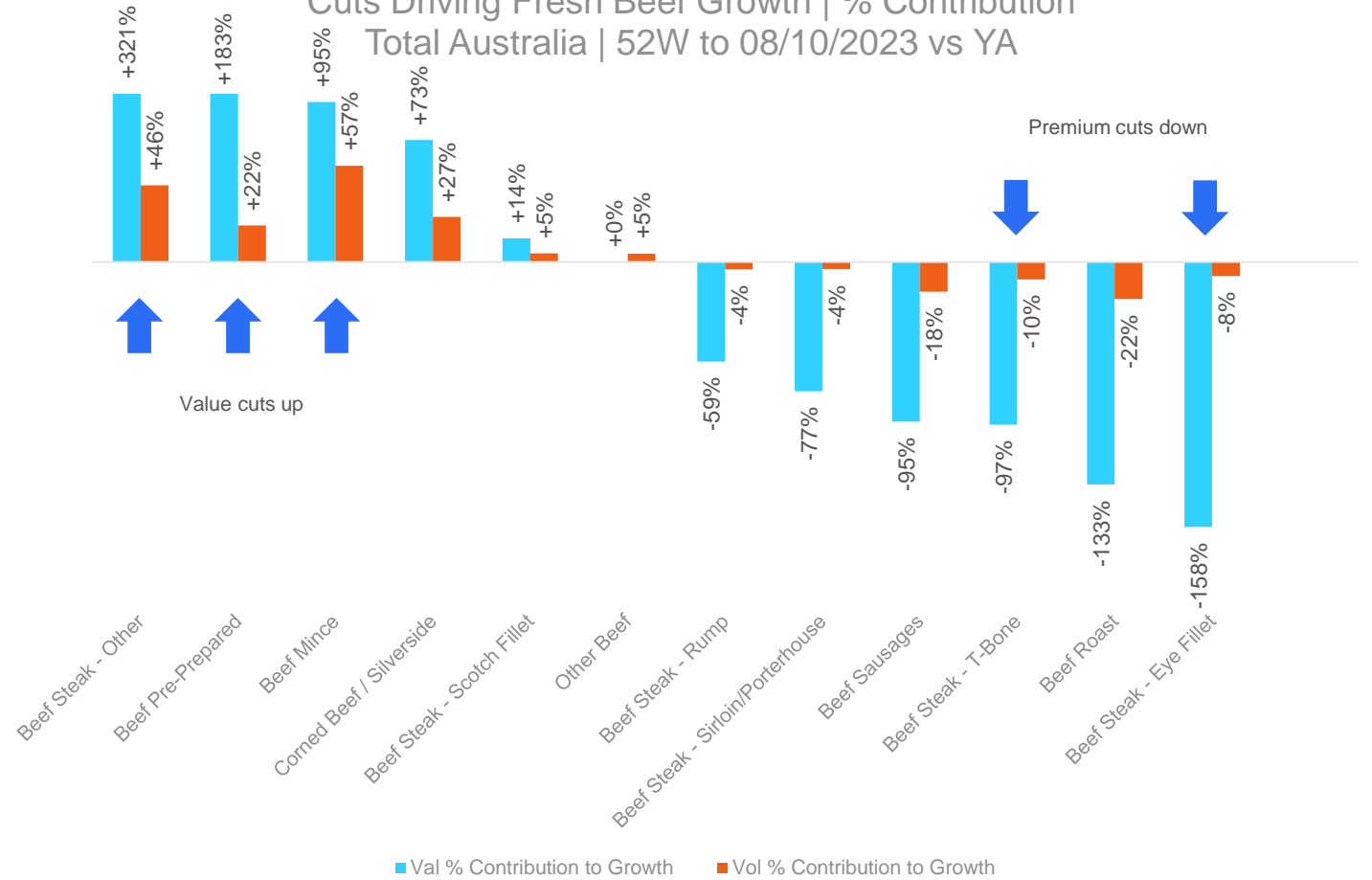
Premium cuts have struggled, experiencing large drops during peak inflation periods Q2 2022 and Q4 2022

Value and Volume Share | Fresh Beef
52W to 08/10/2023 vs YA



TOTAL BEEF STEAK	38%	24.5%
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Cuts Driving Fresh Beef Growth | % Contribution
Total Australia | 52W to 08/10/2023 vs YA

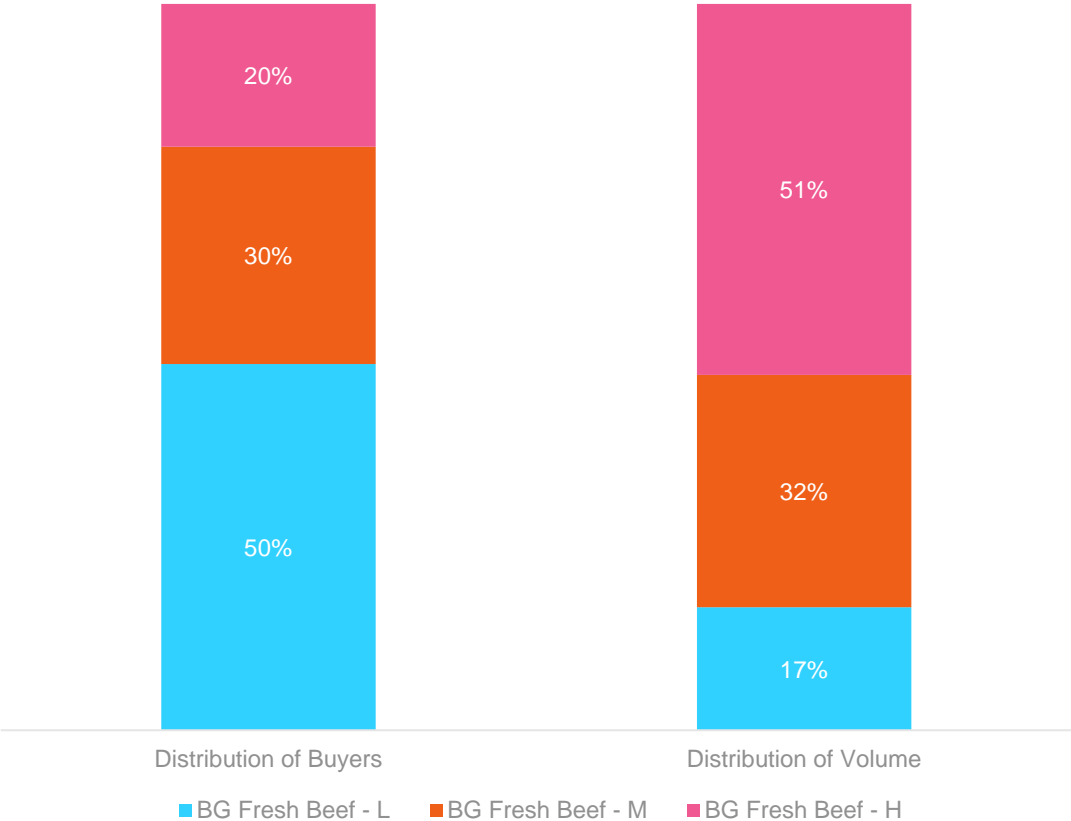


Source: NielsenIQ Homescan

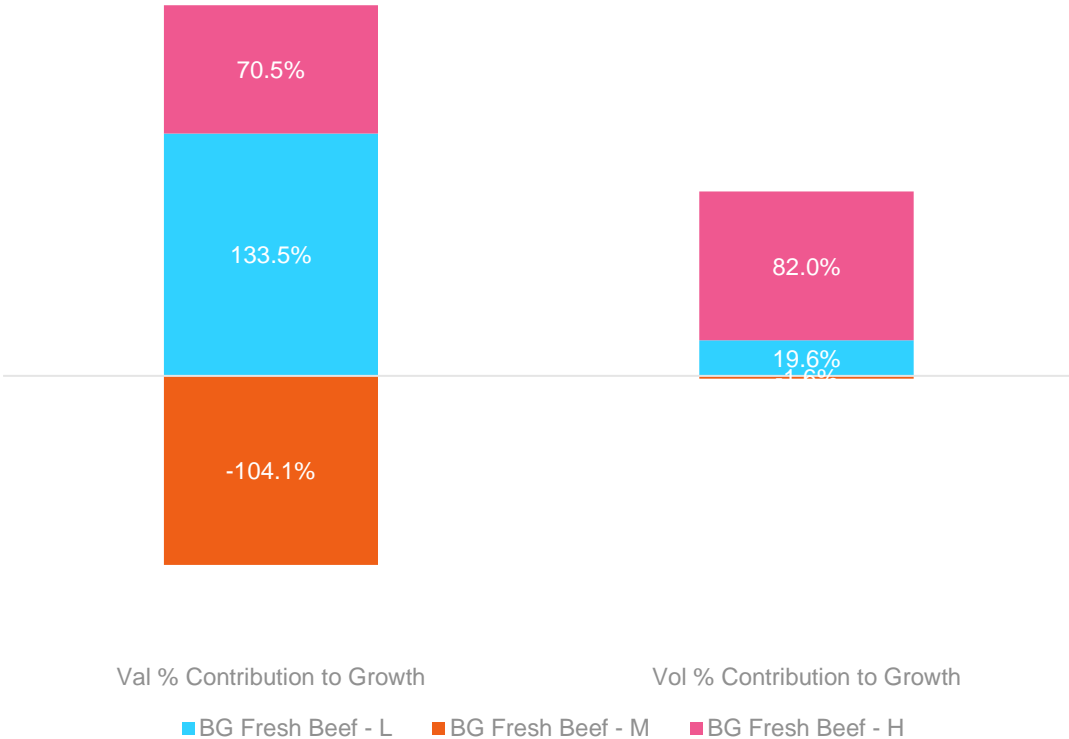
Value growth for Fresh Beef is coming from Light buyers

Only buyer group spending less is Medium buyers, these buyer represent 30% of the spend on Fresh Beef

Fresh Beef | HML % Distribution of Buyers/Volume
Total Australia | 52WE 08/10/2023 vs YA



Fresh Beef | HML % Contribution to Change
Total Australia | 52WE 08/10/2023 vs YA

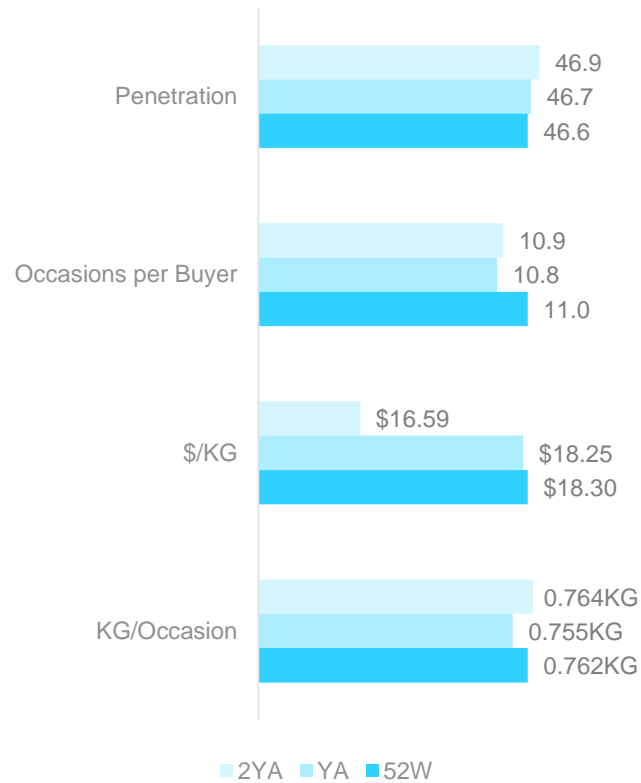


*Series marked with * have low sample size, use with caution
Source: NielsenIQ Homescan

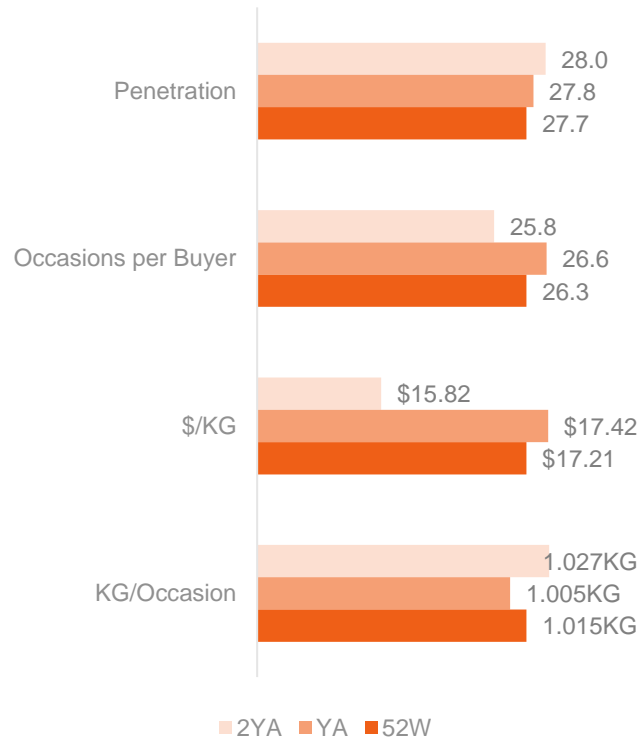
While Heavy buyers shop more frequently, they do not spend as much per kg as Light and Medium buyers

Targeting light and medium buyers is an avenue to growing Fresh Beef – especially Medium buyers who shop 2.5x as often as light buyers

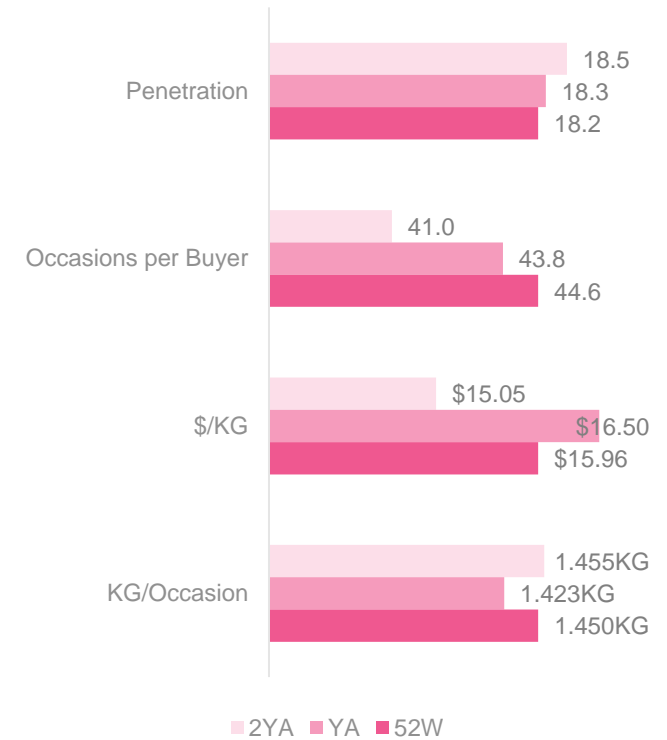
Fresh Beef | Light Buyer KPIs
Total Australia | 52WE
08/10/2023



Fresh Beef | Medium Buyer KPIs
Total Australia | 52WE
08/10/2023



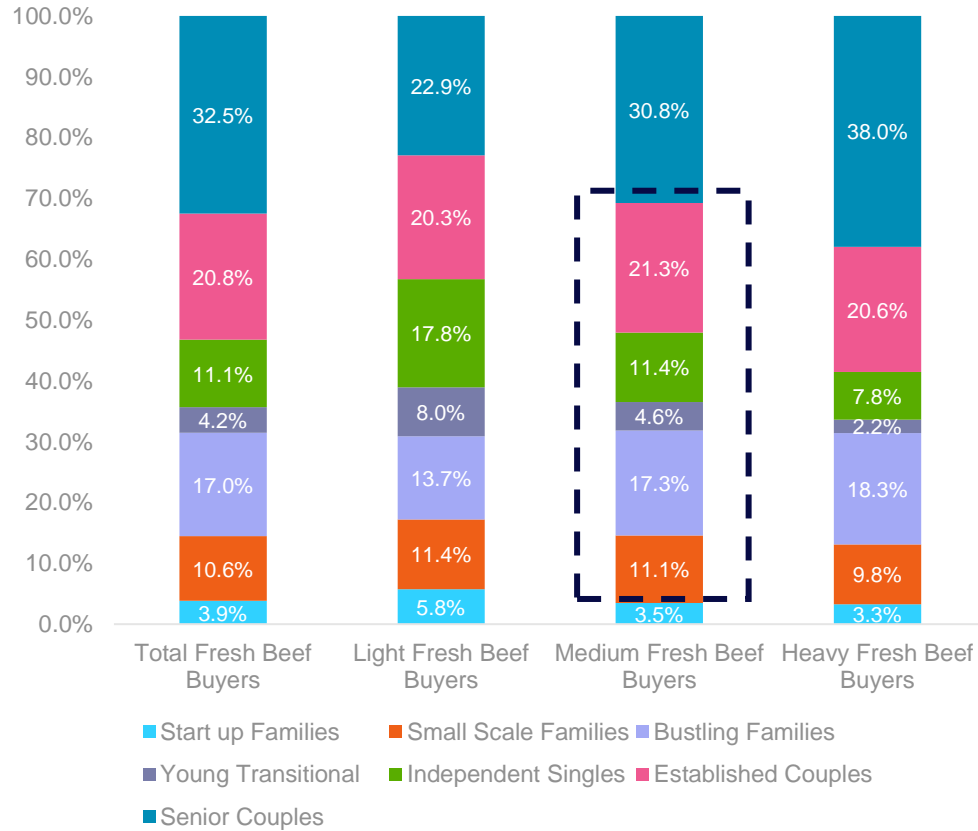
Fresh Beef | Heavy Buyer KPIs
Total Australia | 52WE
08/10/2023



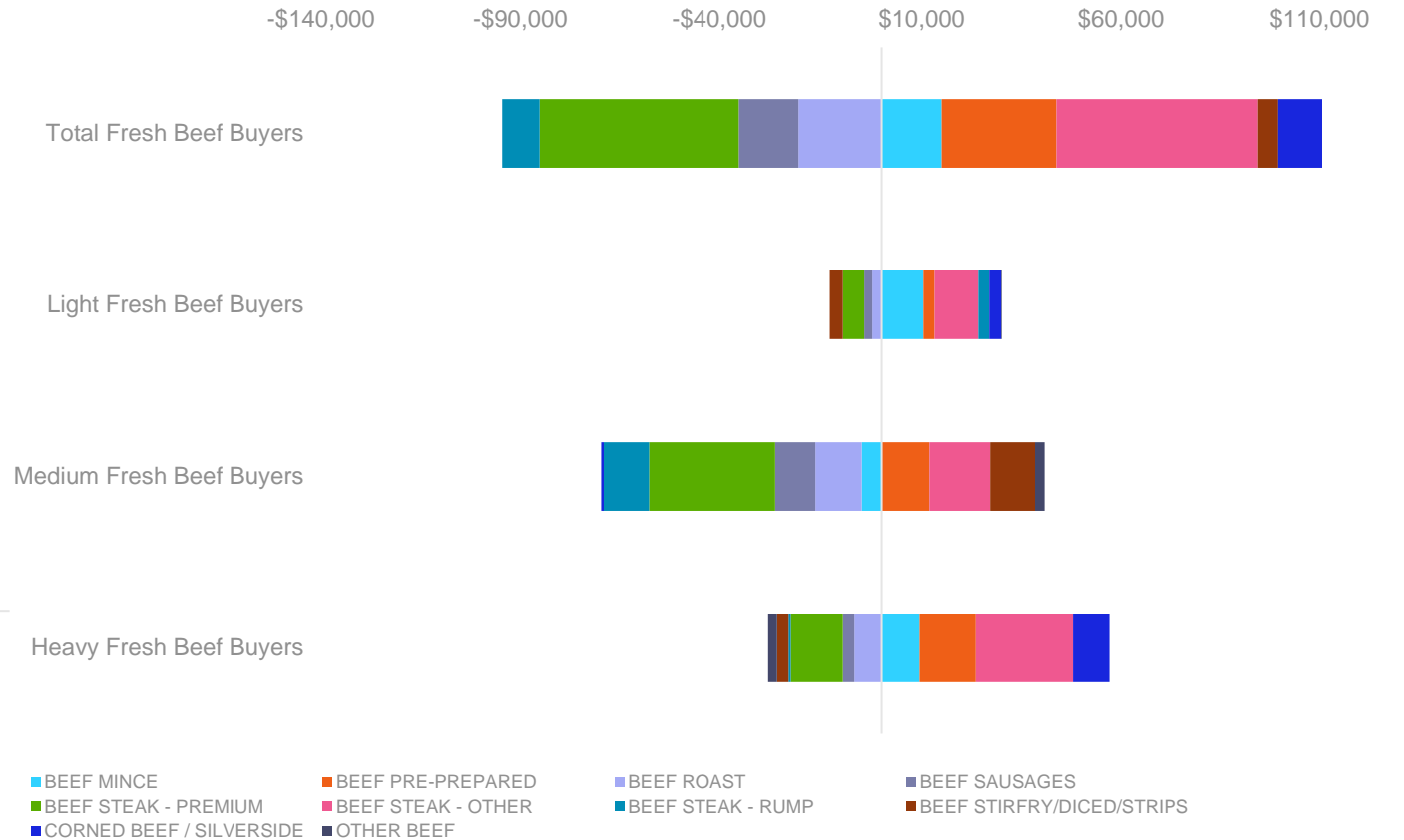
Light & Heavy buyers have largely increased spend through Steak Other, Pre-Prepared and Mince. Medium Buyers have decreased spend on core Beef cut Mince

Medium buyers are Established Couples and families with older children, these shoppers should be target to increase Beef sales

Total AUS | MAT to 08/10/2023 | Value Distribution Lifestage



Fresh Beef by Cut | Value (000) +/- YA | Total AUS | MAT to 08/10/2023 vs YA | HML



Beef Steak Premium is Eye Fillet, Scotch Fillet Sirloin/Porterhouse & T-Bone
Source: NielsenIQ Homescan

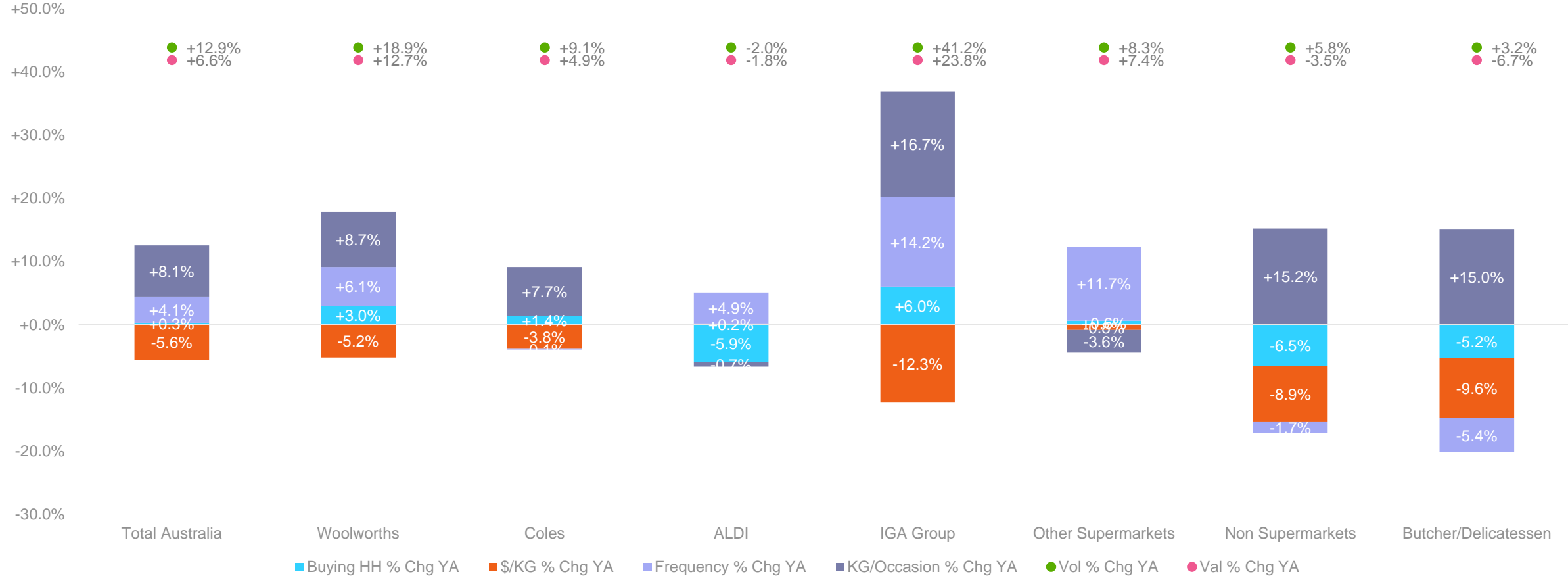
Fresh Lamb

Christian

Woolworths is the key channel driving growth for Lamb through volume per occasion and frequency

In contrast to FMCG, and Fresh meat more widely, Aldi is not performing well in Fresh Lamb with both value and volume decline

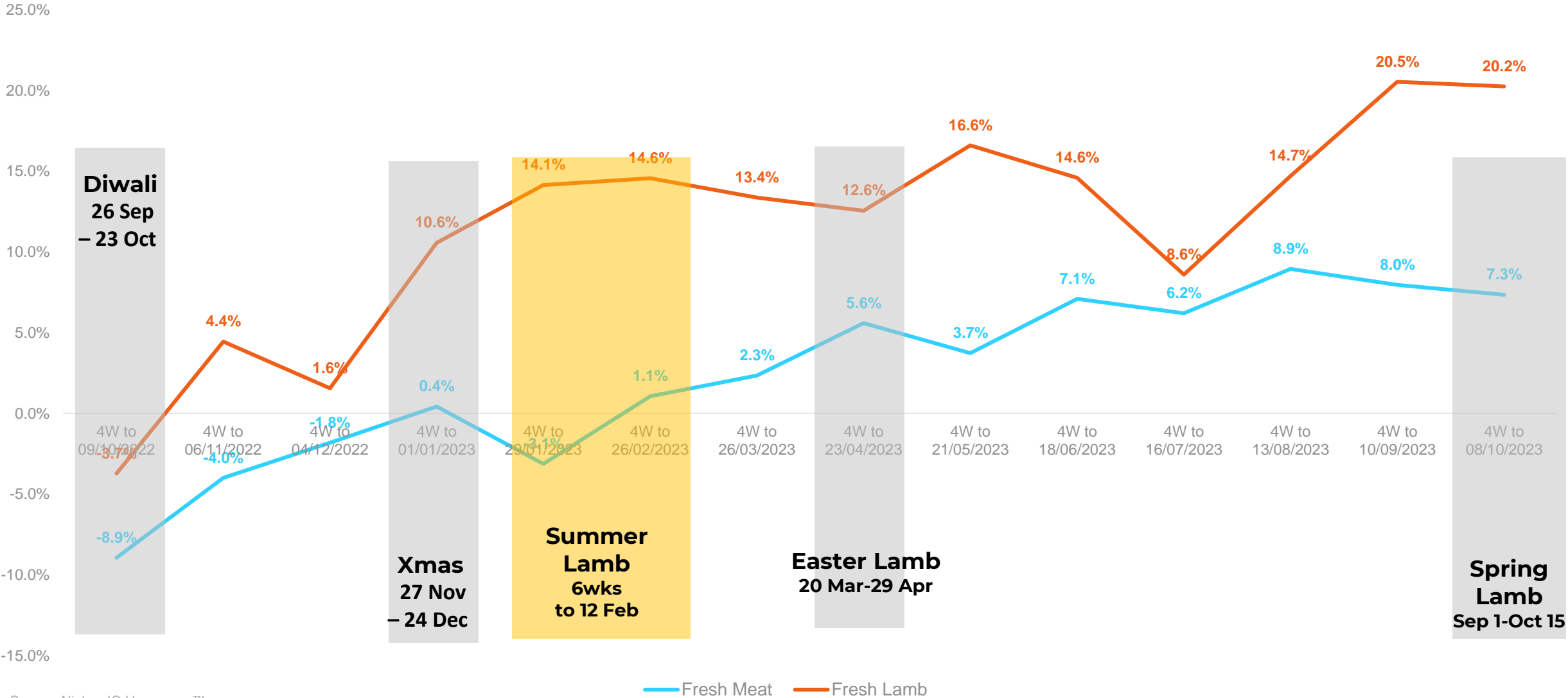
KPI Drivers of Change | Fresh Lamb | 52W



Source: NielsenIQ Homescan™

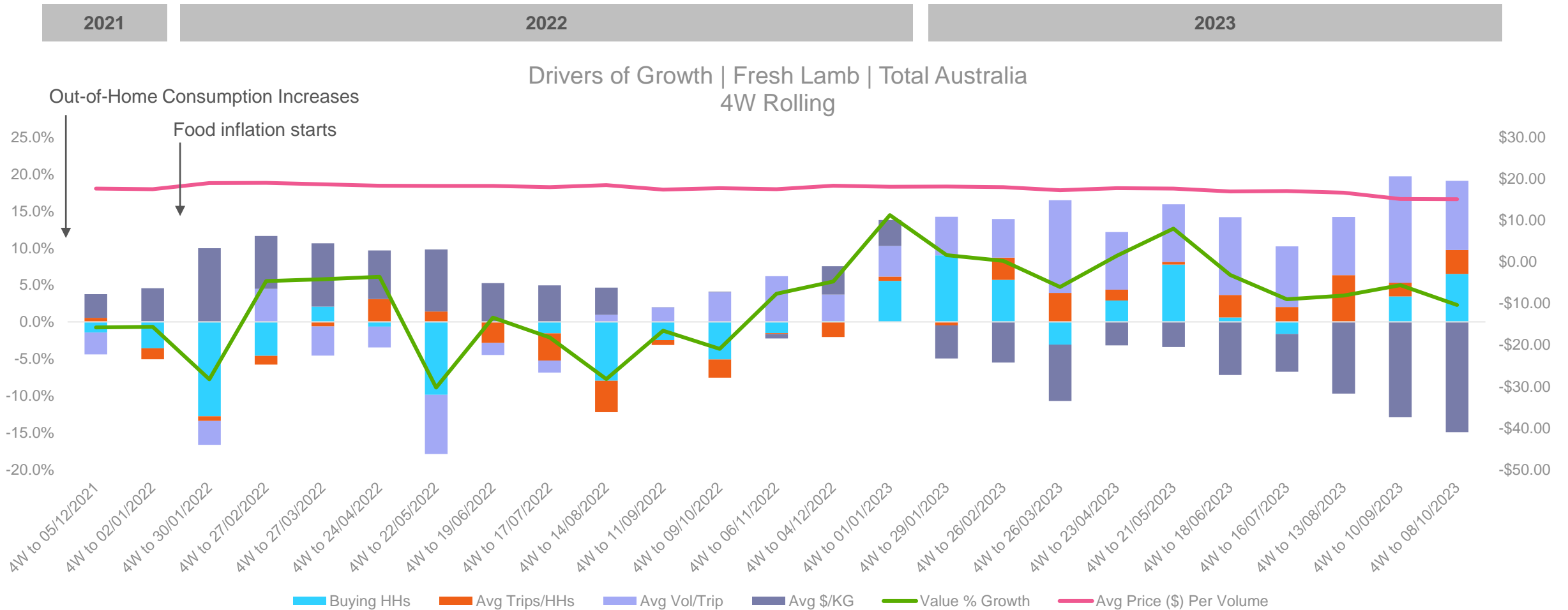
Supply stabilisation and Summer Lamb kicked off an extended period volume growth

Fresh Lamb vs Fresh Meat | % Volume Growth | Trended 4 weekly to 08/10/2023



Source: NielsenIQ Homescan™

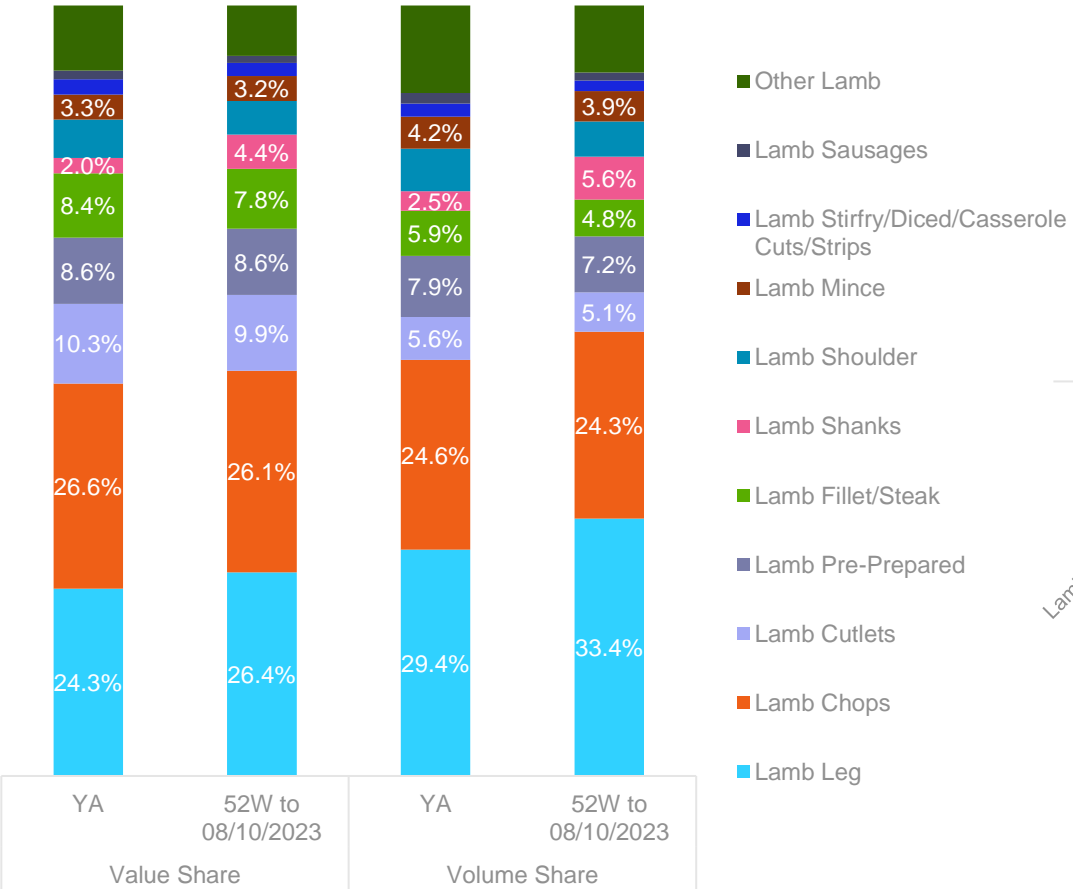
Price decreases seen for Lamb in latest 5 4w periods, which has been a catalyst for increases in consumption metrics



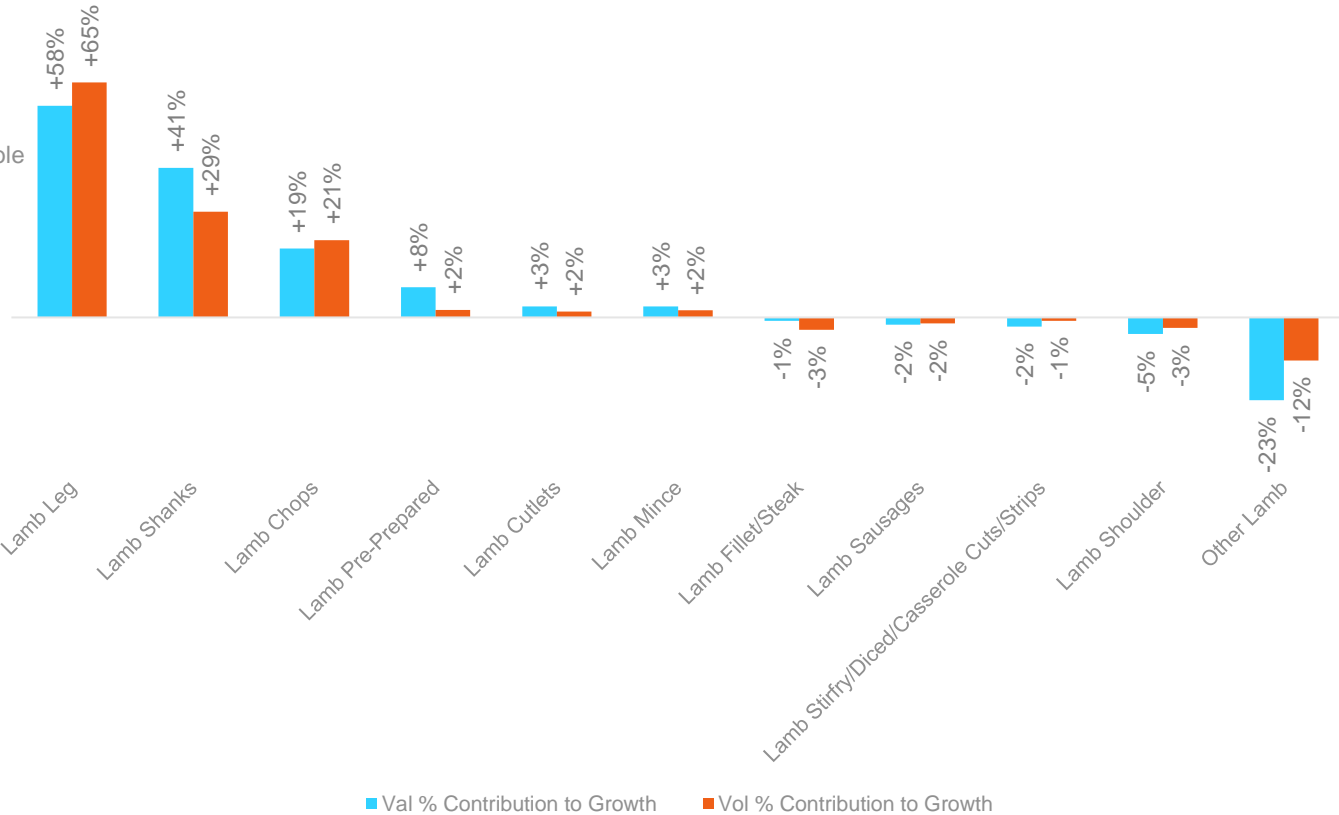
Leg and Shanks are the biggest contributors to growth, they have also seen price drops

While cutlets is in value growth it is losing share to faster growing leg, shank and chops

Value and Volume Share | Fresh Lamb
52W to 08/10/2023 vs YA



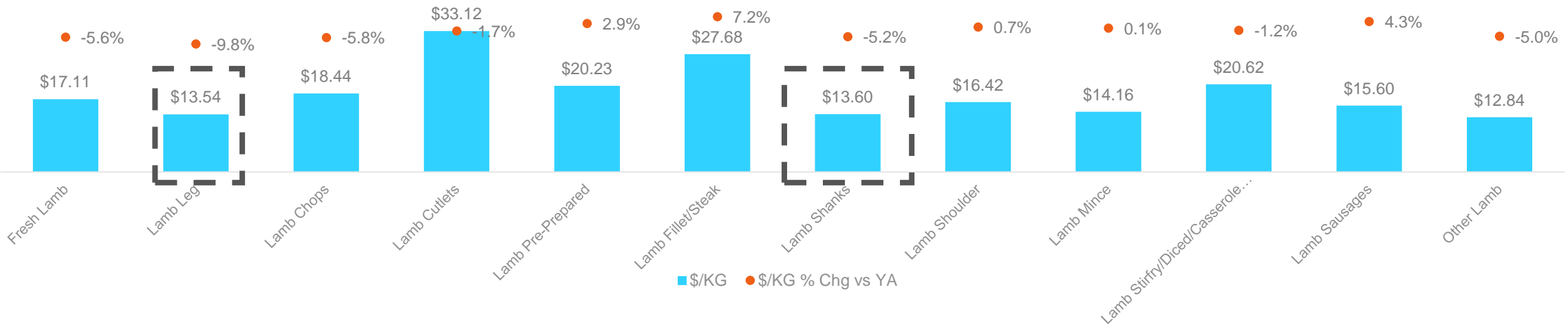
Cuts Driving Fresh Lamb Growth | % Contribution
Total Australia | 52W to 08/10/2023 vs YA



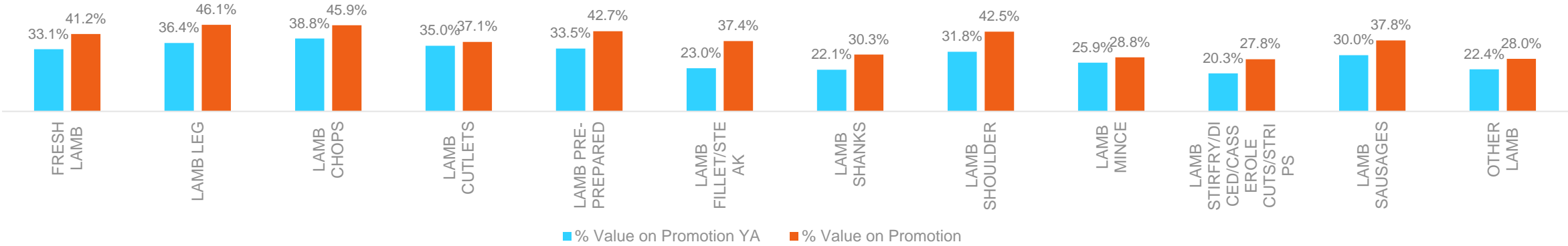
Source: NielsenIQ Homescan

Price declines in latest 52w, especially for cheaper cuts such as Leg and Shanks, contributing to share growth

Fresh Lamb \$/KG & % Chg by Cut
Total Australia | 52W



Fresh Lamb by Cut % Value Sold On Promotion vs YA | 52w to 08/10/2023

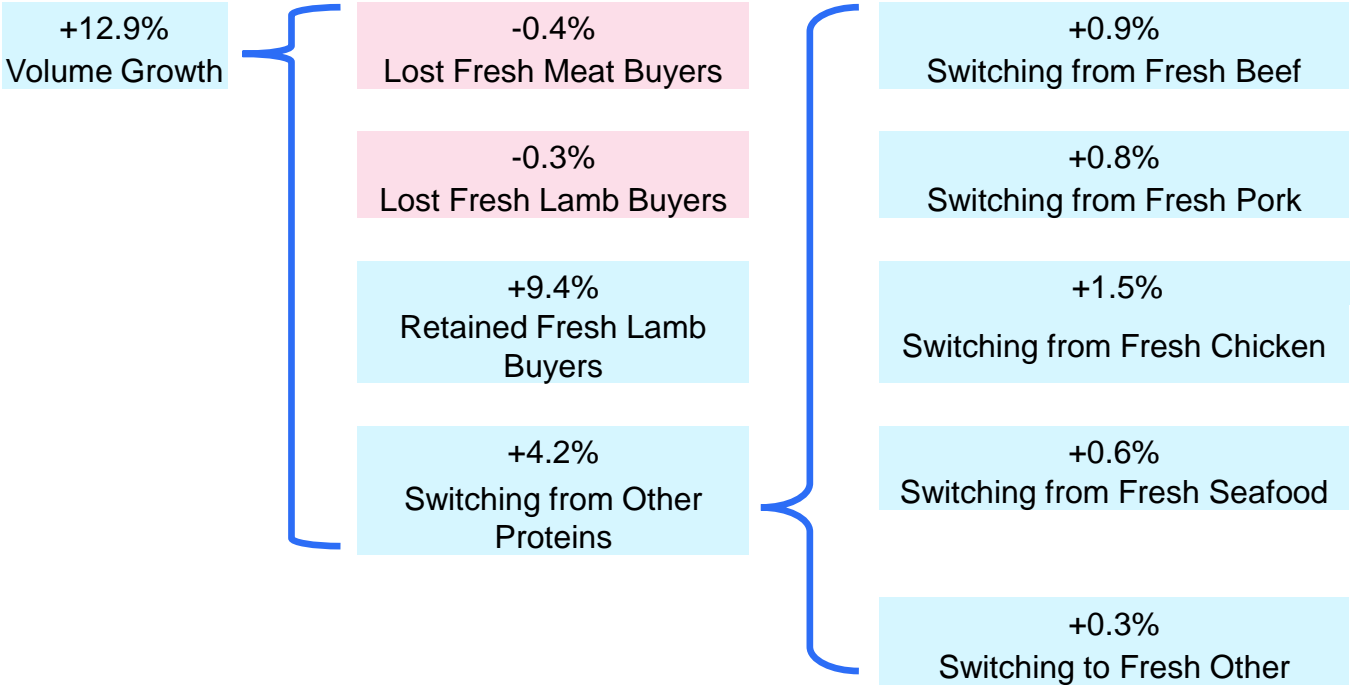


Source: NielsenIQ Homescan

Growth for Lamb has been reliant on existing buyers, however switching gains from Chicken have been positive. Both sources of growth highlight its growing affordability for consumers



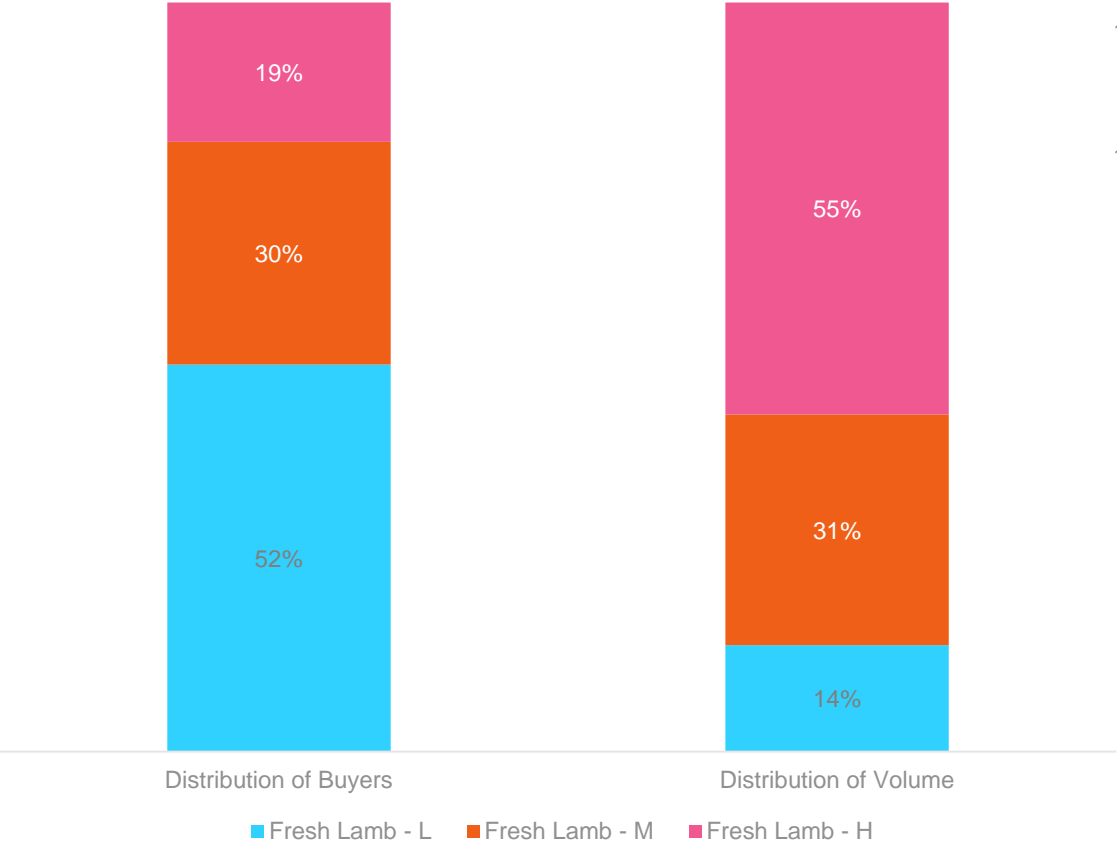
Fresh Lamb | Source of Volume | Total Australia | 52WE 08/10/2023 vs YA



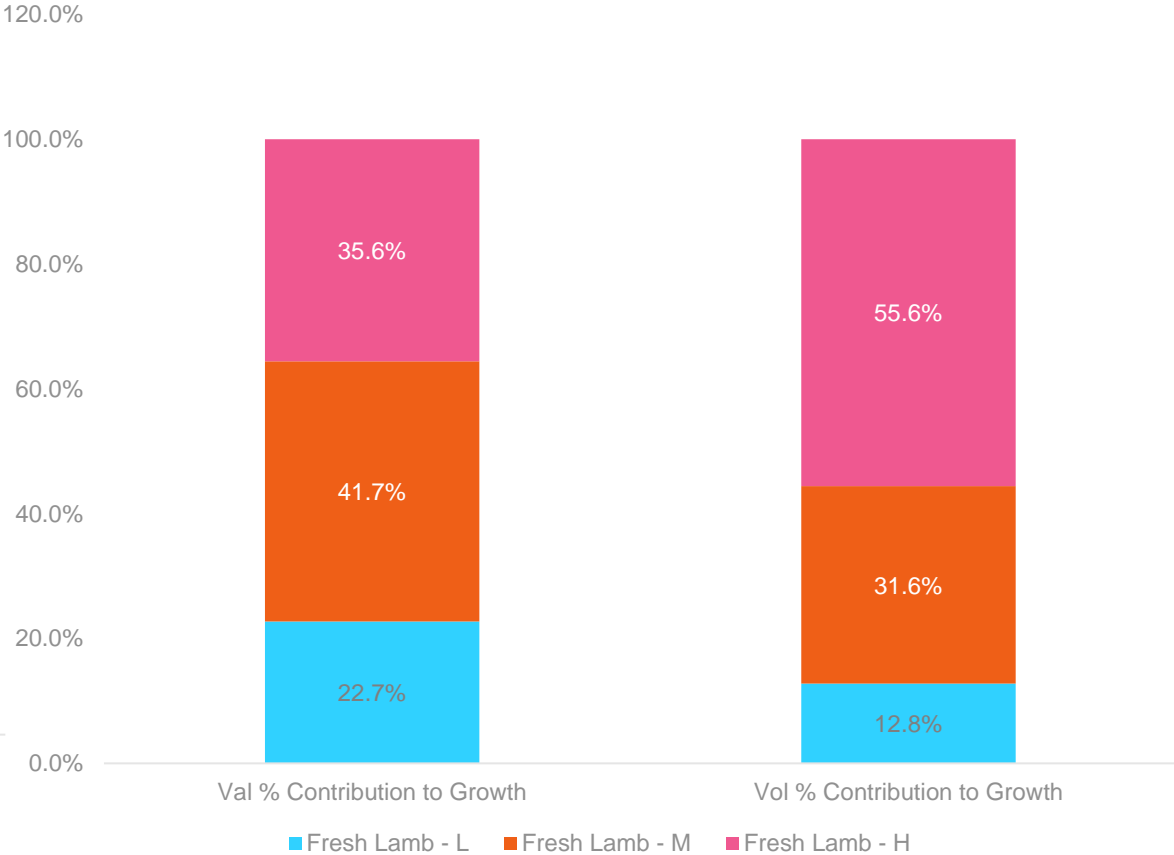
Source: NielsenIQ Homescan

Positively for Lamb we can see all HML buyer groups contributing to growth. With Heavy buyers driving volume and medium for Value

Fresh Lamb | HML % Distribution of Buyers/Volume
Total Australia | 52W to 08/10/2023



Fresh Lamb | HML % Contribution to Change
Total Australia | 52W to 08/10/2023

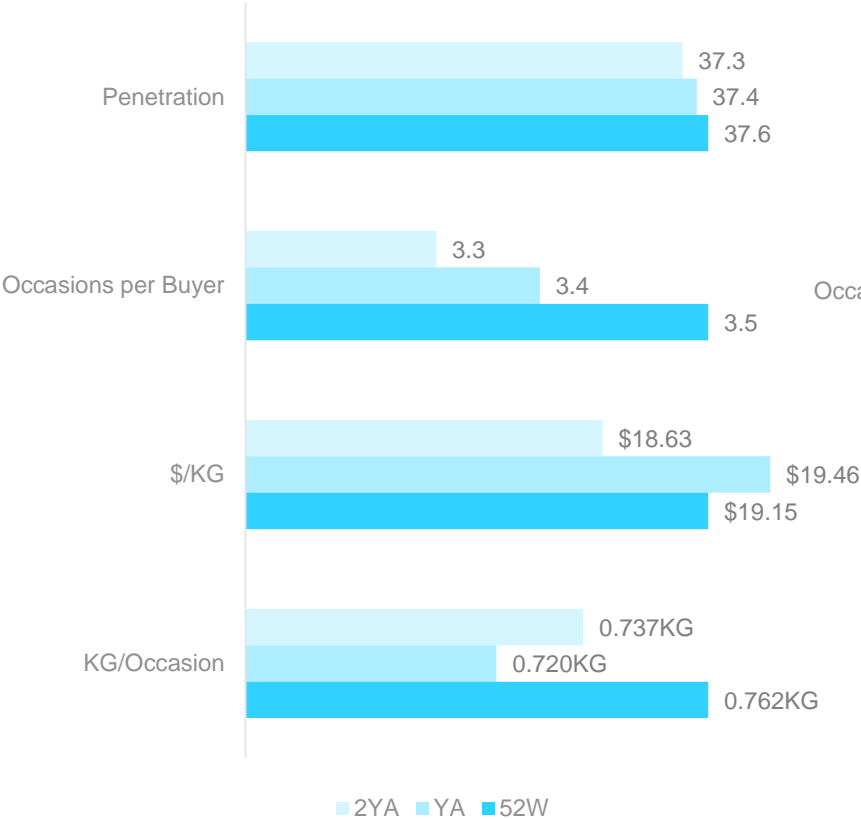


*Series marked with * have low sample size, use with caution
Source: NielsenIQ Homescan

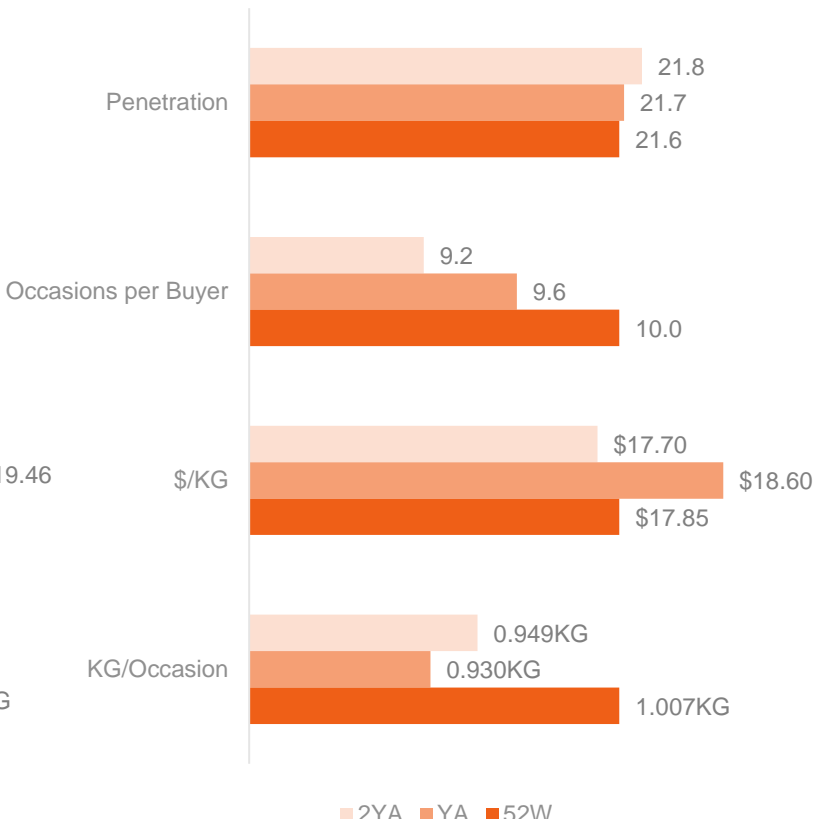
All groups are growing through increases in average occasions and an increase in volume per occasion.

However, both Medium and Heavy buyers declining In penetration

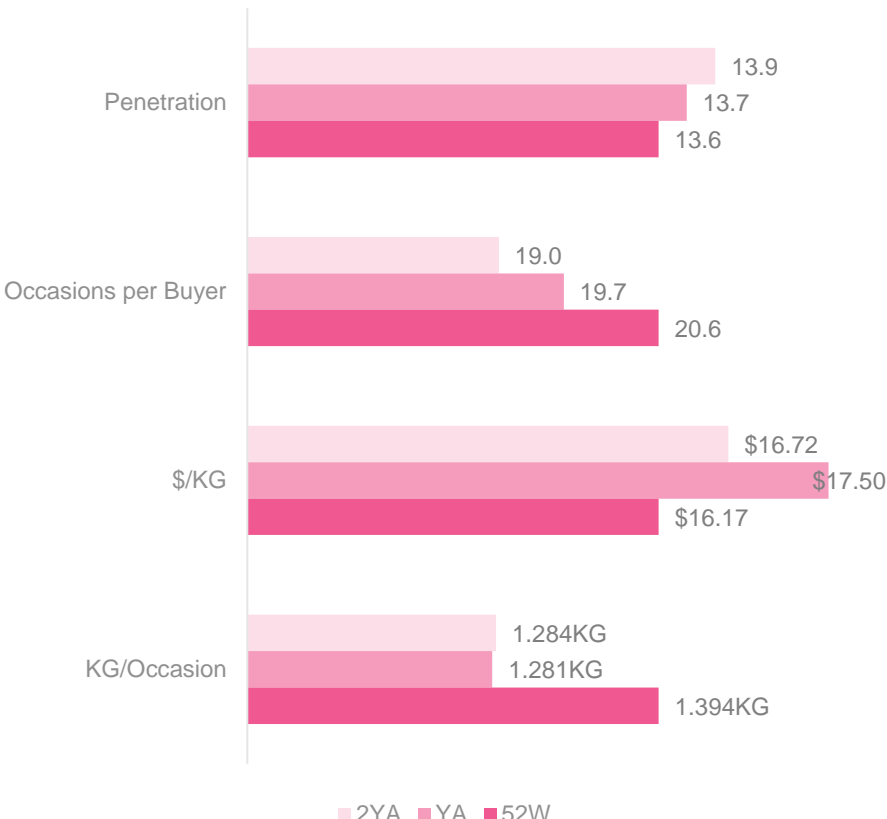
Fresh Lamb | Light Buyer KPIs
Total Australia | 52WE 08/10/2023



Fresh Lamb | Medium Buyer KPIs
Total Australia | 52WE 08/10/2023



Fresh Lamb | Heavy Buyer KPIs
Total Australia | 52WE 08/10/2023

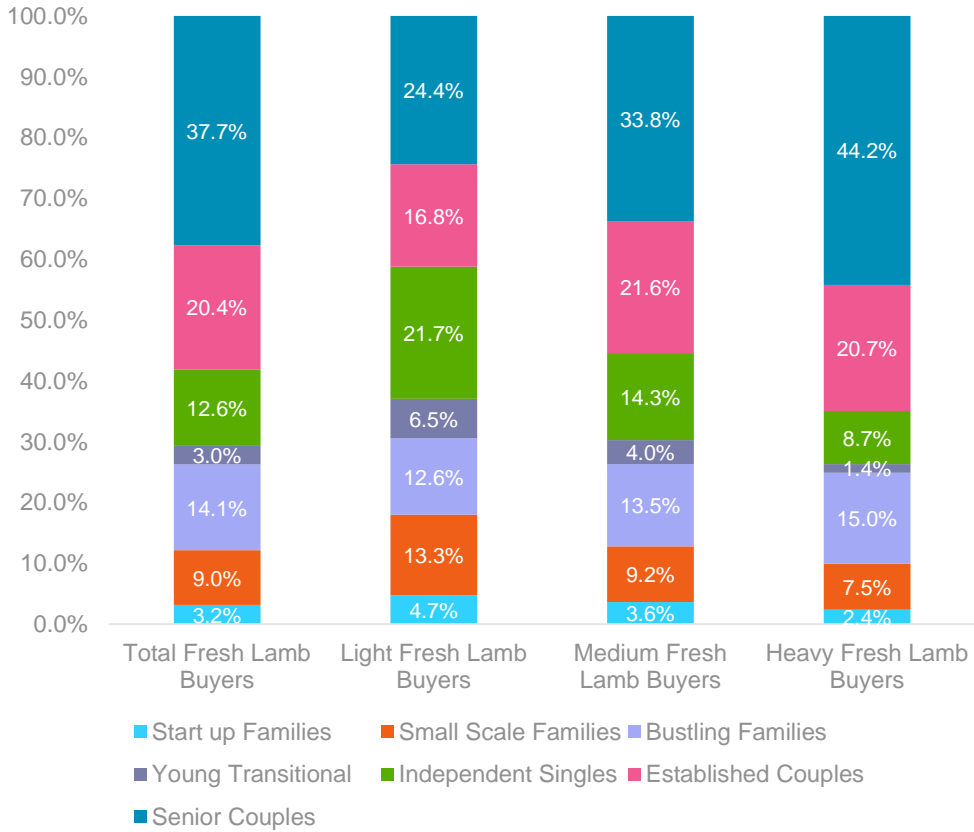


Source: NielsenIQ Homescan

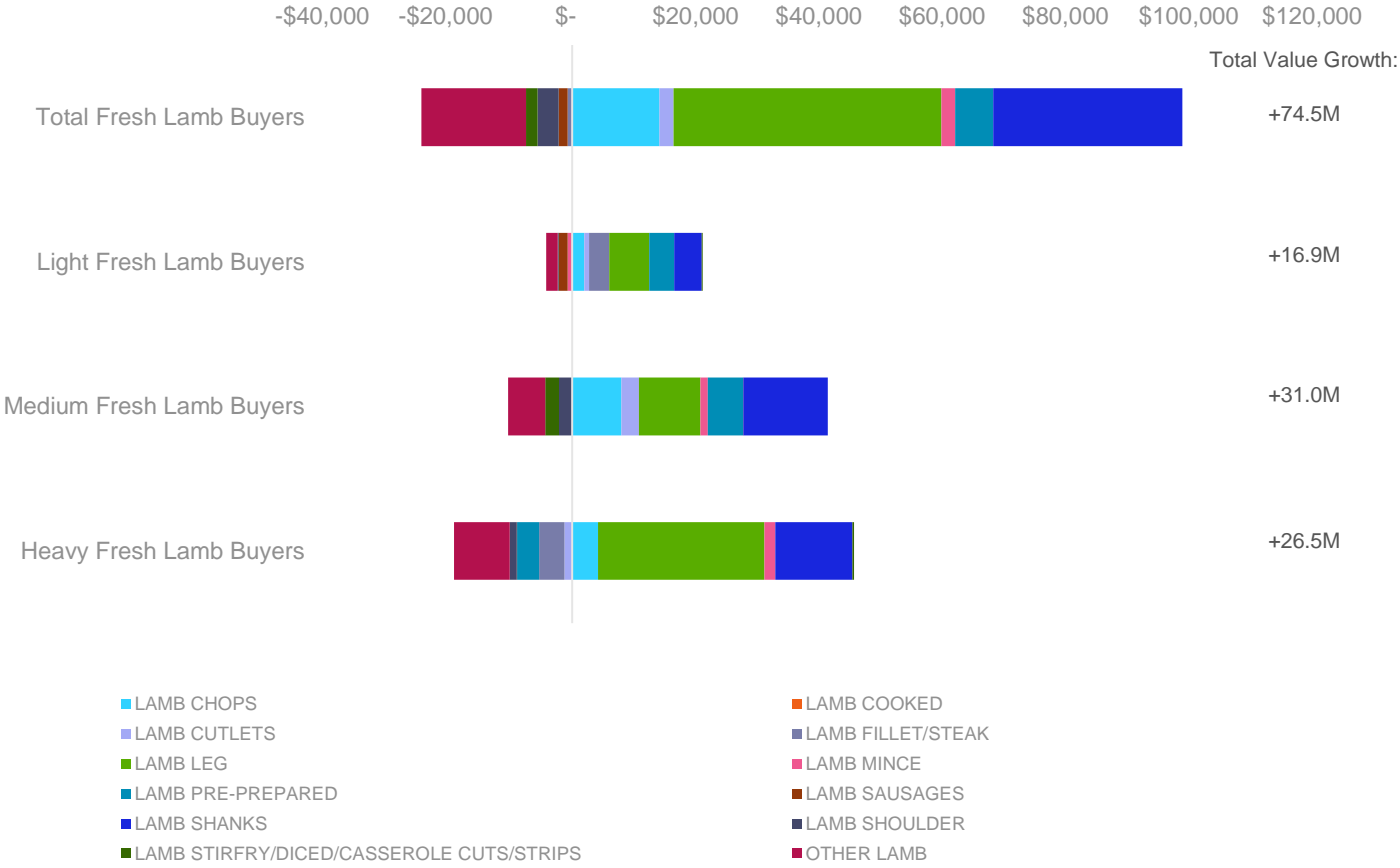
Medium buyers are premiumising Lamb by increasing spend on a diverse range of cuts (Leg, Shanks, Pre-prepared, Cutlets), whilst heavy buyers are trading down to leg

Growth from Light buyers is positive as they are a younger consumer to the core Lamb buyer

Total AUS | MAT to 08/10/2023 | Value Distribution Lifestage



Fresh Lamb by Cut | Value (000) +/- YA | Total AUS | MAT to 08/10/2023 vs YA | HML



Source: NielsenIQ Homescan

Fresh Beef Summary

- **Beef returned to growth in 2023** in both **value (+0.4%) and volume (+2.5%)**. However, Beef did not manage to keep pace with Total Fresh Meat. Beef growth was achieved through **price decreases in 2023**, which saw consumers **shop more frequently** and purchase more beef per trip.
- **Budget cuts** such as Steak Other, Mince, Corned Beef have driven **value growth** for Fresh Beef. **Premium Steak** cuts, e.g. Eye fillet and T-Bone have seen **declines** as **shoppers remain sensitive to price**.
- Whilst **both light and heavy buyers contributed** positively to **value growth**, we saw medium buyers reduce spend. Continuing to targeting light and medium buyers is an avenue to growth as they have a higher spend per KG than Heavy buyers.

Fresh Lamb Summary

- **Lamb performed strongly** throughout the year, achieving growth in both **value (+6.6%) and volume (+12.9%)**. Lamb growth was attributed to **households increasing consumption** (frequency & KG per occasion) as prices decreased for Lamb.
- **Leg and Shanks were the biggest contributors to growth**, these cuts also experienced significant **price drops**. Legs whilst affordable, were also promoted more frequently this year with 46.1% of value sold on promotion.
- For Lamb, **all HML buyer groups have contributed to both value and volume growth**. Value growth was driven via medium buyers who increased their purchase frequency. Positively, **Light buyers** have increased **consumption**, these buyers are a **younger demographic** than the **core lamb buyer**.

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