



Canada Red Meat Market Update

April 2025

Global Market Insights



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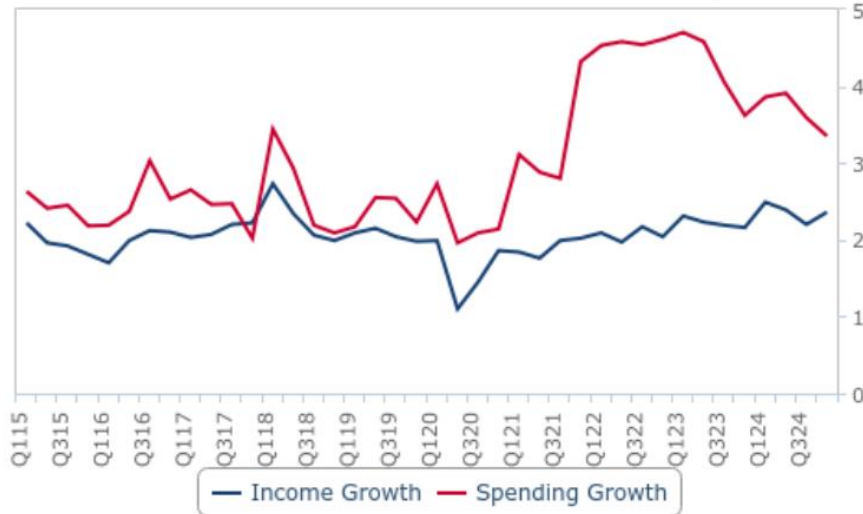
- Restaurant and Hotel Spending
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Key points

- Despite low Canadian consumer sentiment, consumer spending is not as soft, remaining stable in latest months, signalling increased spending capacity to spend for more households as inflation is set to ease into 2025
- The last few years saw US beef supply to Canada reduced from tighter supply, but coupled with the ongoing trade tensions, more than ever Canadian customers will be seeking consistent, quality red meat products to fill the gap. Australian exporters have a unique opportunity to develop new customers across channels, who will be particularly receptive to 'why Australia' messages
- Australian beef and lamb in Canada is heavily skewed to foodservice and last year saw an increase in premium Australian grainfed products exported demonstrating a strong demand despite weaker foodservice spending
- Although higher-end restaurants, particularly, are under pressure from reduced diner frequency and spend, all foodservice operators are looking for ways to bolster margins by optimising better value cuts. With diners seeking value in all facets of their purchase, quality red meat is increasingly important selling point. These operators will also be looking for provenance stories to leverage as a competitive point-of-difference
- With more consumers eating at home, retailers are looking for quality red meat to meet growing shopper demand to have nutritious and enjoyable meals at home. The quality consistency and versatility of Australian red meat are key strengths that retail buyers will be interested in.

The narrowing gap between income and spending continues as inflationary pressures stabilise into 2025

Canada Consumer Expectations Survey



While income growth is still relatively flat, elevated spending growth highlights that households continue to face inflationary pressures from higher prices rather than inflation rates.

Canada Consumer Price Index % YOY



The price stability from easing inflation into 2025 will allow for households to better allocate spending.

Consumer spending is not as soft as confidence, but escalating trade uncertainties are expected to slow economic recovery

Canadian Consumer Confidence Index

(2014=100)



Trade disruptions sent Canadian consumer confidence to its lowest level in history in March – falling 32% from January to March.

Canadian Retail Goods Purchases

(7-day rolling average of spending, index= 100 on family day holiday)

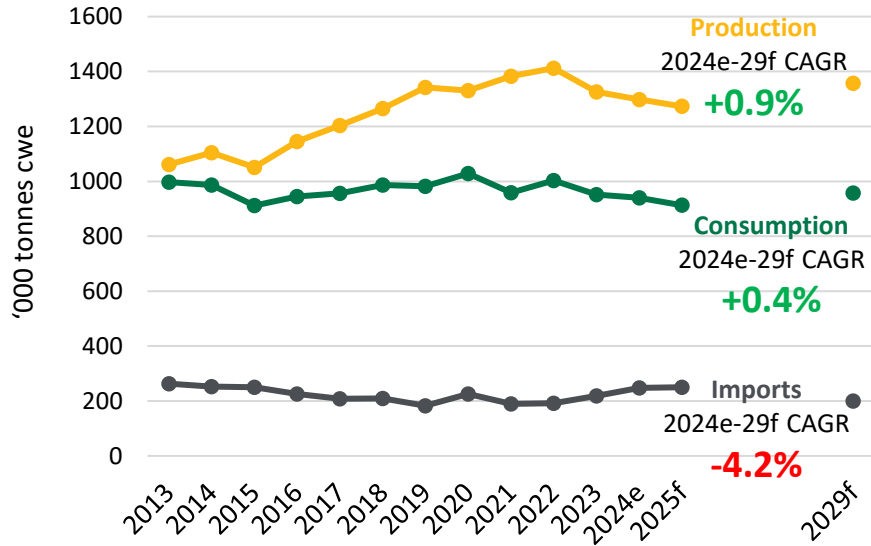


Despite the plunge in consumer confidence, consumer spending has remained resilient only dropping -0.2% compared to in February

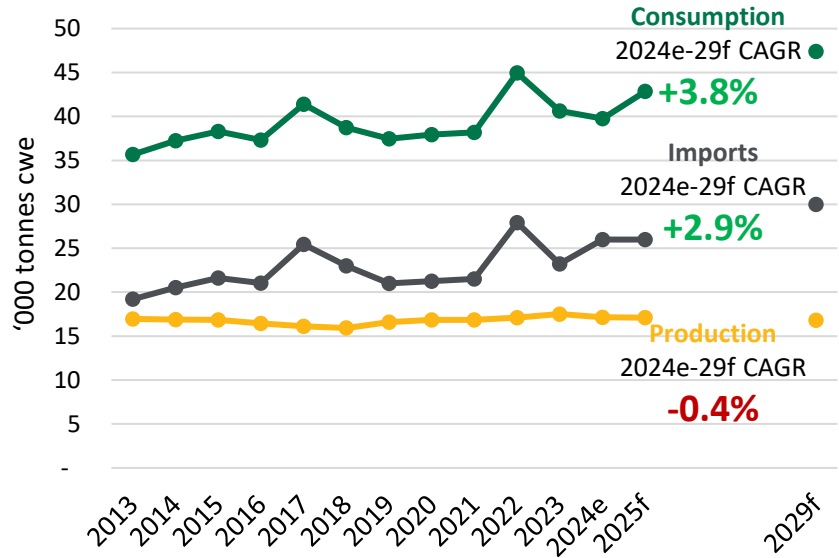


Increased beef production in coming years could signal reduced reliance on imports in the medium term, while growth in lamb consumption and flat production could see increased reliance on imports to fill gap

Canada beef balance



Canada sheepmeat* balance

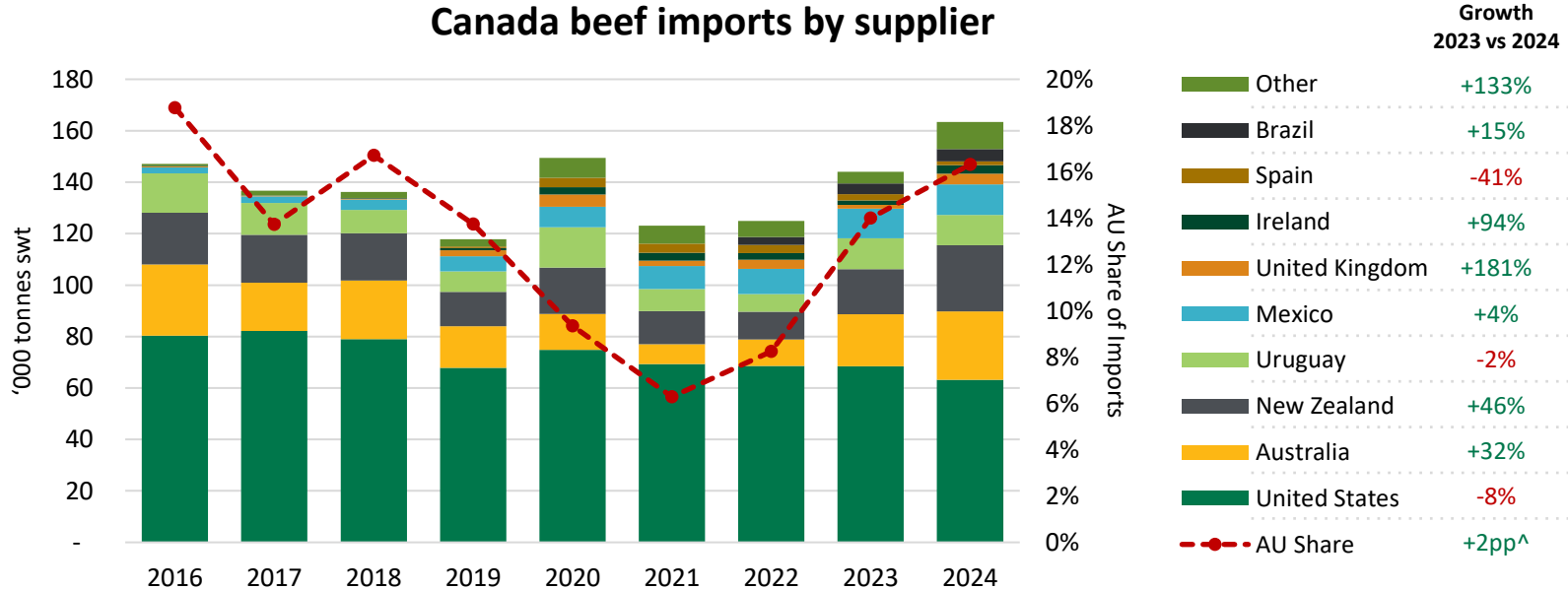


Source: GIRA. CAGR = compound annual growth rate, * Includes Sheep and Goat meat..



Australia beef imports to Canada and has been regaining share in recent years despite increased volumes from more suppliers

Canada beef imports by supplier



For the most up to date import stats, head to [Global Trade Watch](#) section on **Aussie Meat Trade Hub**

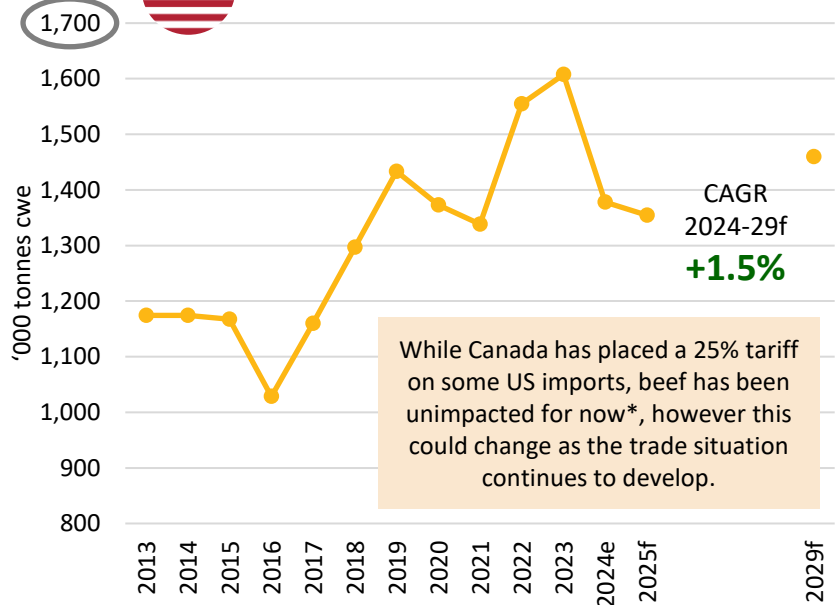
Source: Trade Data Monitor (TDM), ^pp = percentage points



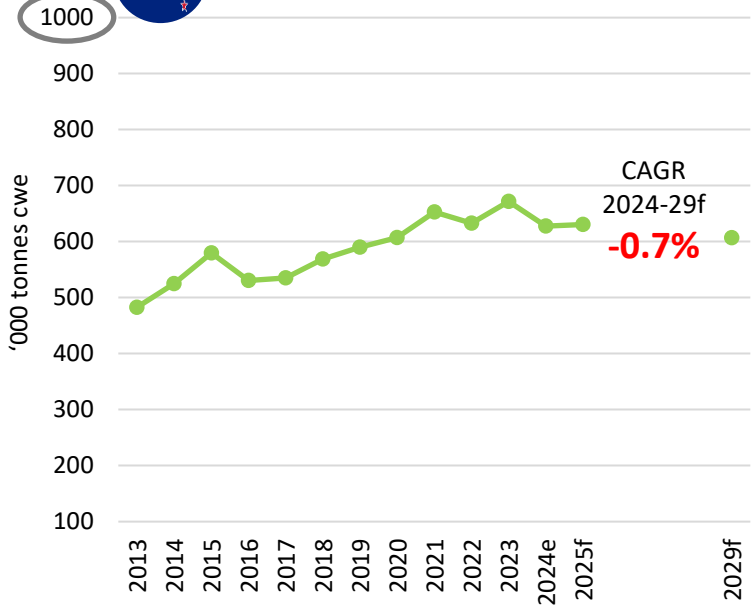
Trade tensions between US and Canada could present further opportunities for Australia along with softer competitive pressure



US total global beef exports



NZ total global beef exports

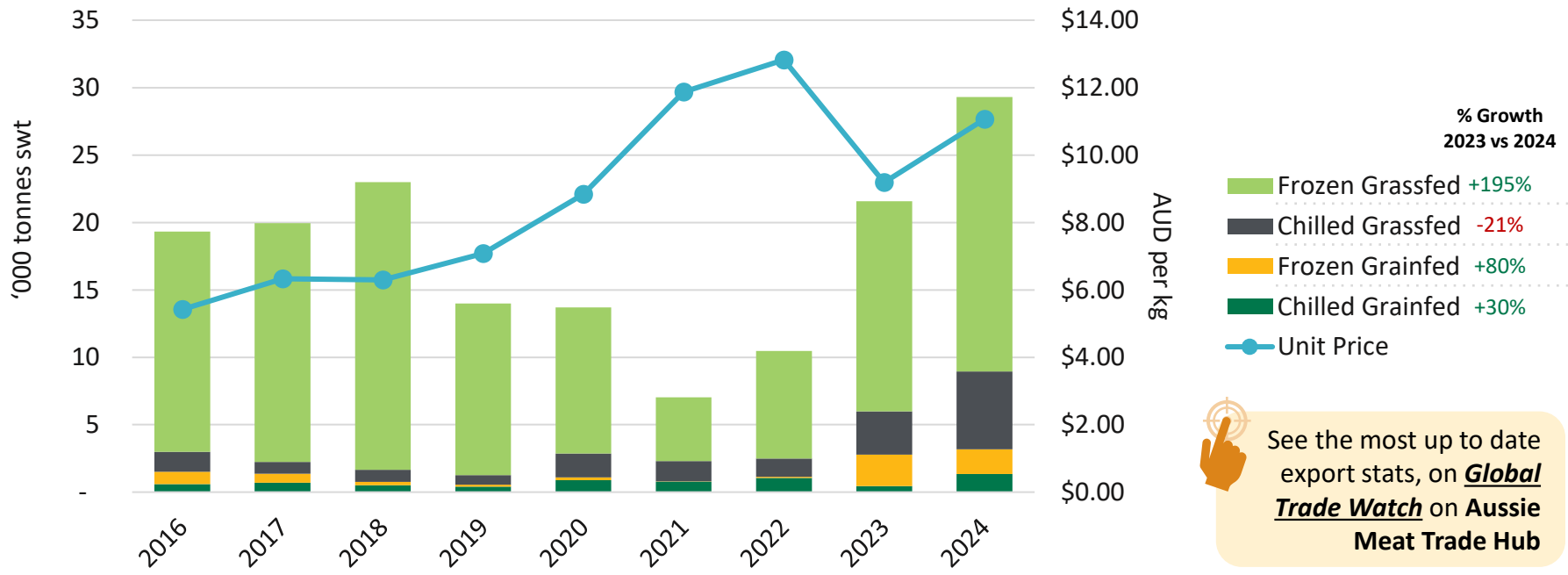


Source: GIRA GMC2024, Includes beef and veal, Note different scales, CAGR = compound annual growth rate. * as at time of writing 09/04/2025



While frozen grassfed has always been the primary beef export to Canada, grainfed has grown in the past 2 years

Australian beef exports to Canada



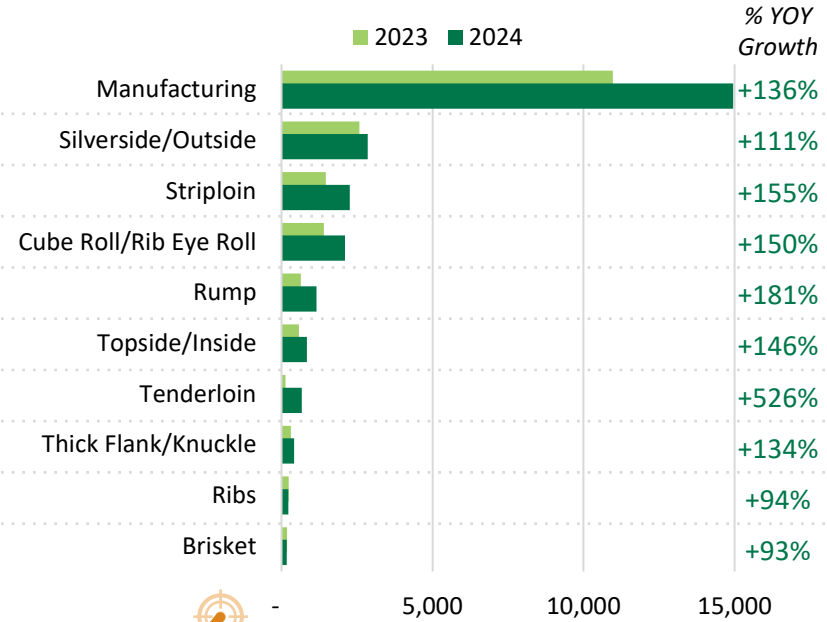
See the most up to date export stats, on **Global Trade Watch** on **Aussie Meat Trade Hub**

Source: DAFF (volume), Trade Data Monitor (TDM) (Value)

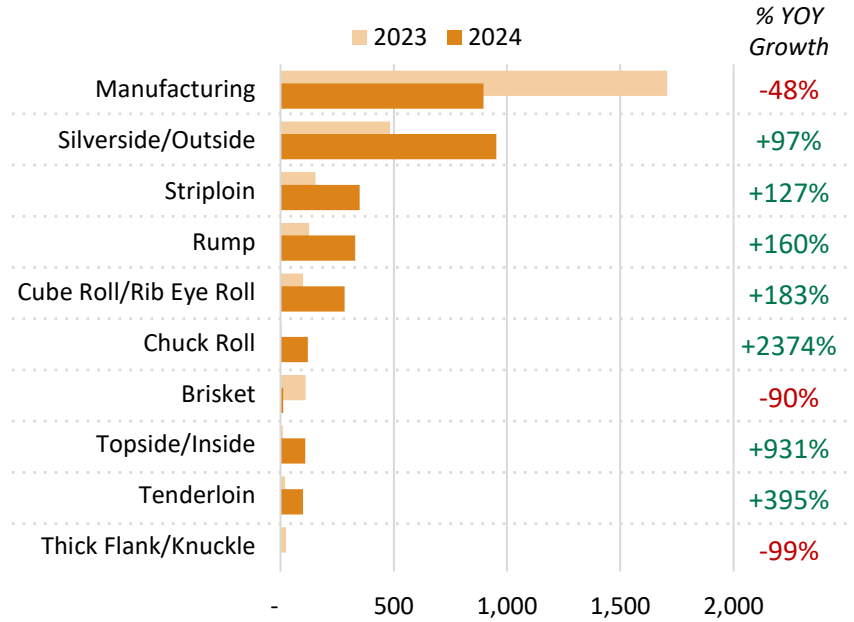


While grassfed grew from higher volumes similar mix of cuts, grainfed saw more diversification to higher value premium cuts

Grassfed Beef Cuts to Canada - Top 10



Grainfed Beef Cuts to Canada - Top 10

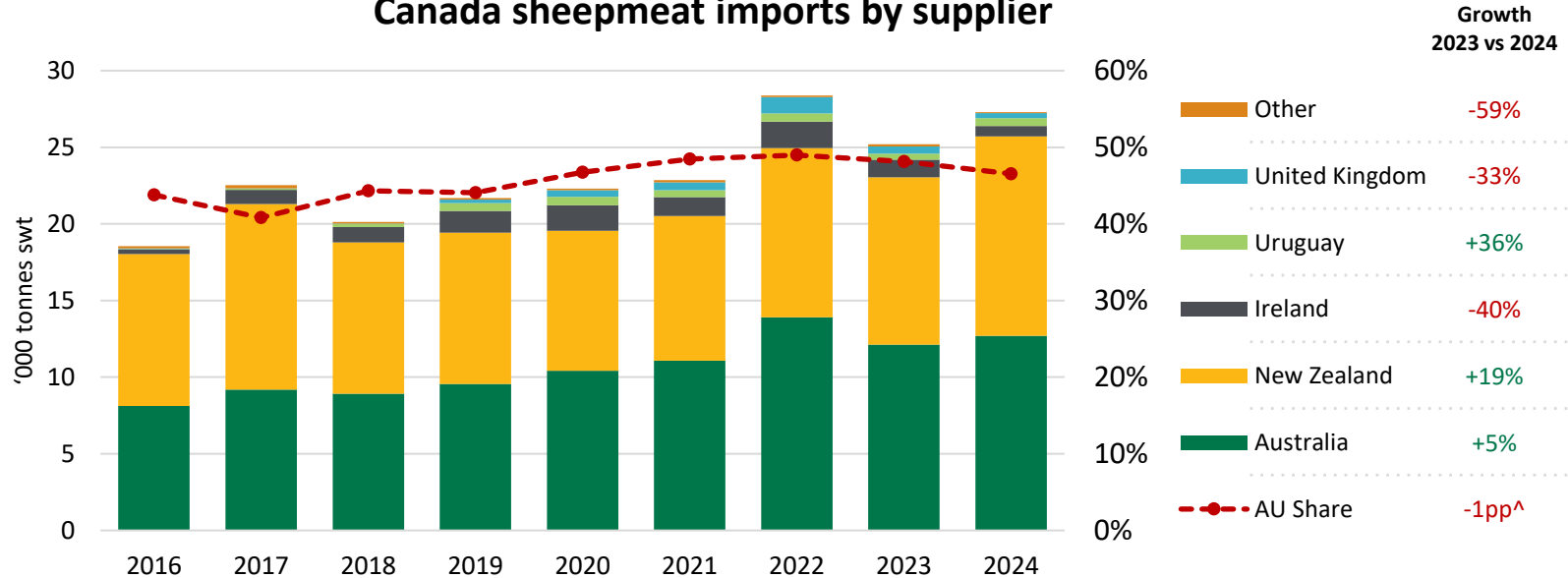


For the most up to date export stats, head to [Global Trade Watch](#) section on **Aussie Meat Trade Hub**

Source: Trade Data Monitor (TDM)

 Australia has been the top supplier of imported lamb since 2020 and despite increasing imports from NZ and other, has maintained this position

Canada sheepmeat imports by supplier



For the most up to date import stats, head to [Global Trade Watch](#) section on **Aussie Meat Trade Hub**

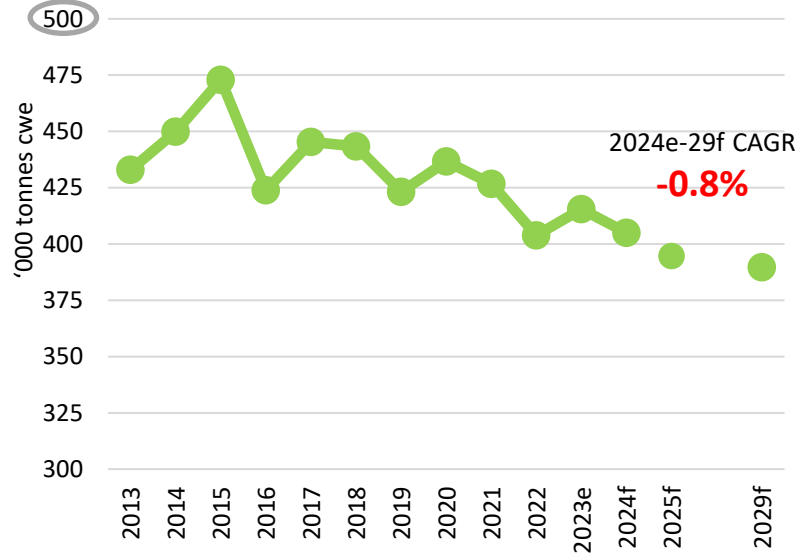
Source: Trade Data Monitor (TDM), ^pp = percentage points



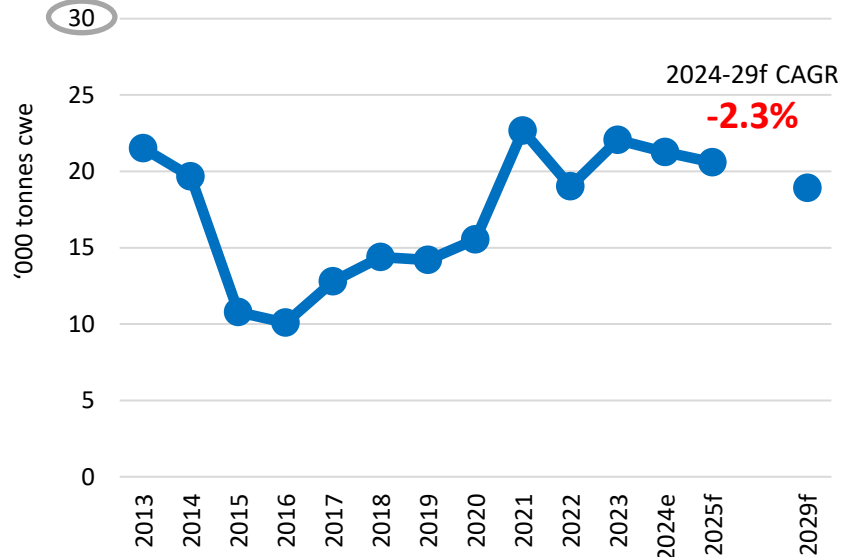
New Zealand and Uruguay sheepmeat exports are forecast to continue to decline in the coming years, reducing import competition for Australia



NZ global sheepmeat exports



Uruguay global sheepmeat exports

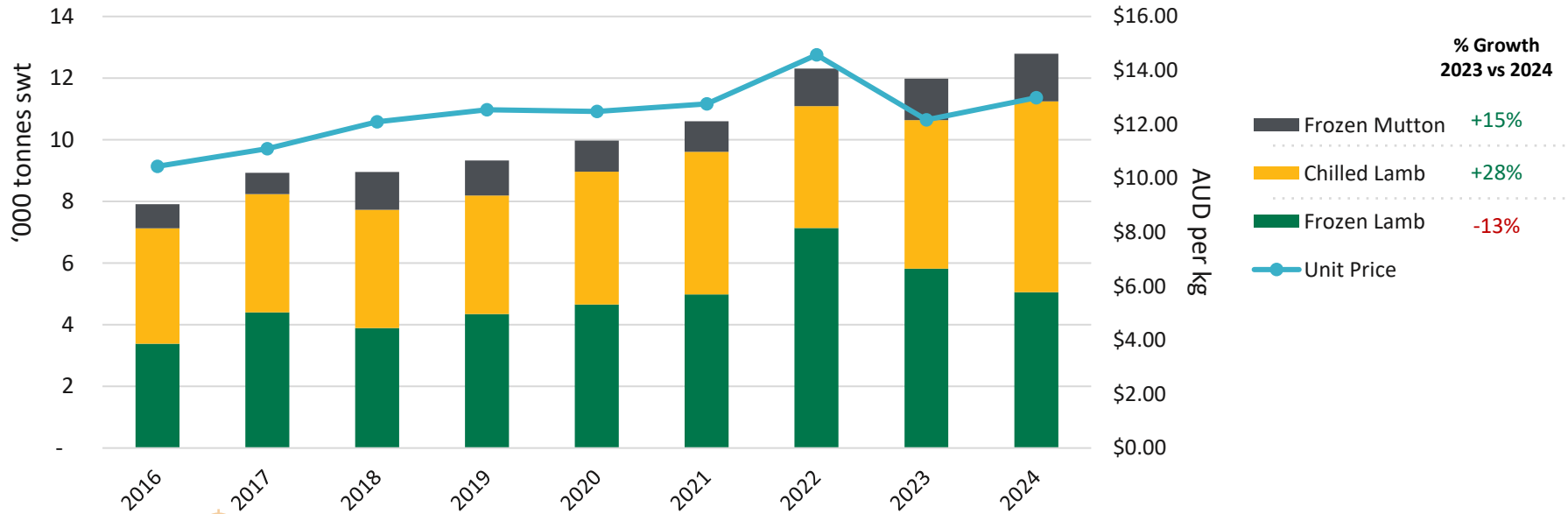


Source: GIRA GMC2024, Includes sheepmeat and goat meat, Note different scale here, CAGR = compound annual growth rate.



Last couple of years has seen growing volumes of higher value chilled lamb exported to Canada

Australian sheepmeat exports to Canada

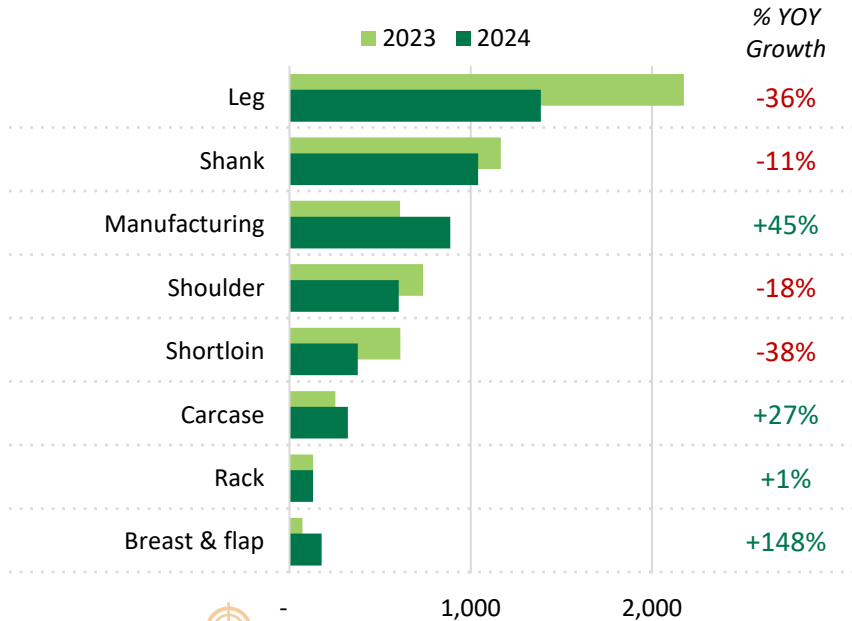


For the most up to date import stats, head to [Global Trade Watch](#) section on **Aussie Meat Trade Hub**

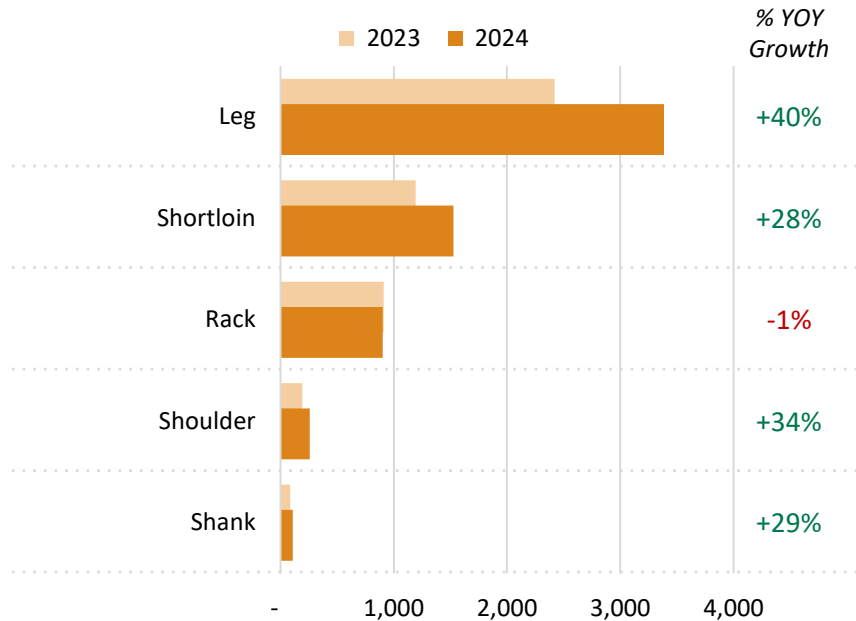


While frozen lamb declined overall, growth in chilled lamb primarily driven by leg and shortloin

Frozen Lamb Cuts to Canada - Top 10

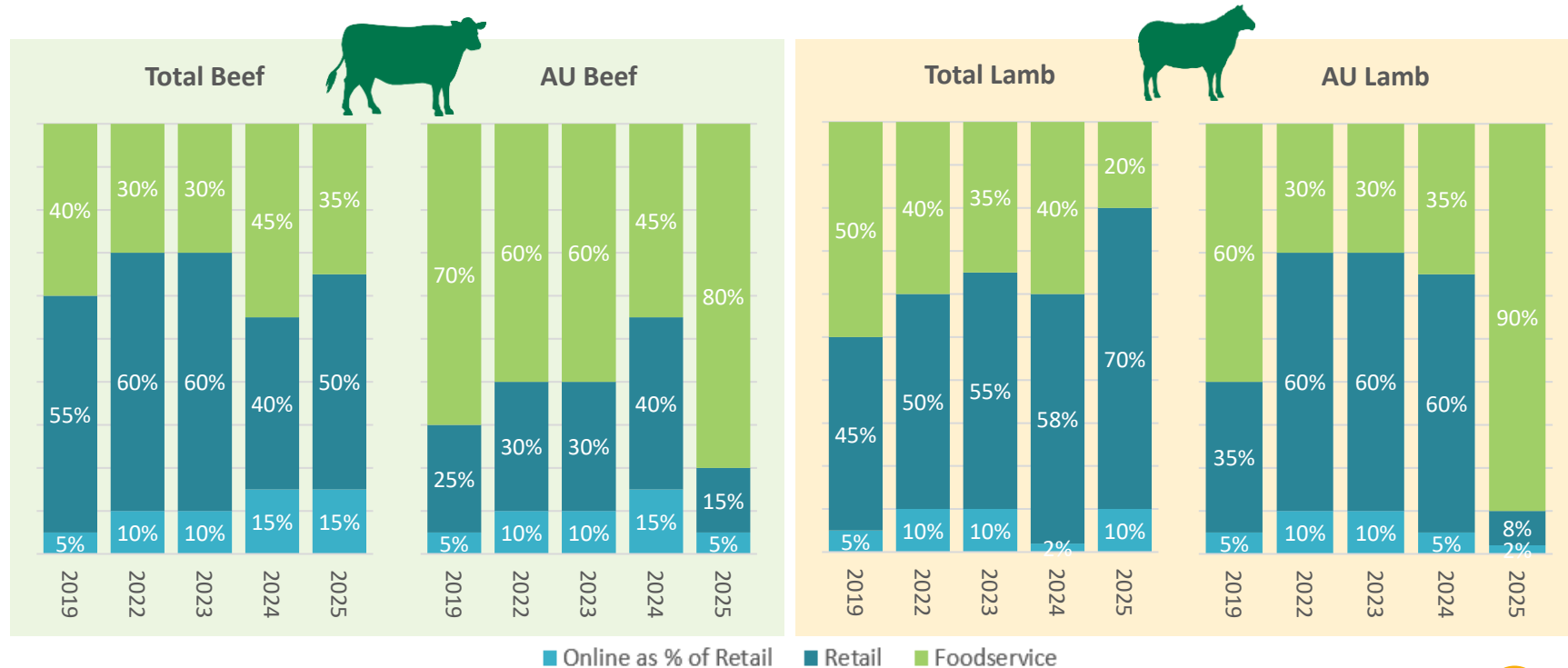


Chilled Lamb Cuts to Canada - Top 5



For the most up to date export stats, head to [Global Trade Watch](#) section on **Aussie Meat Trade Hub**

Australian beef and lamb is heavily skewed towards foodservice in Canada while retail presence is of Australian product is seeing early stages of growth

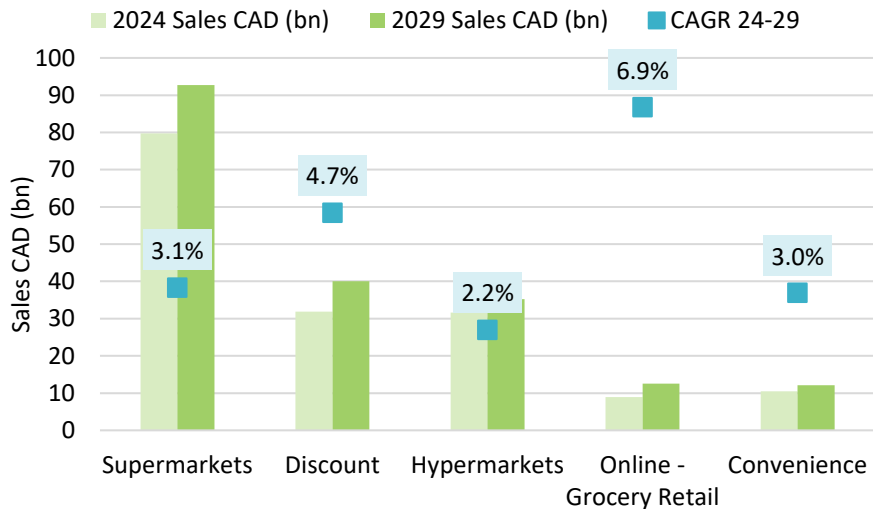


Source: MLA Estimates 2025

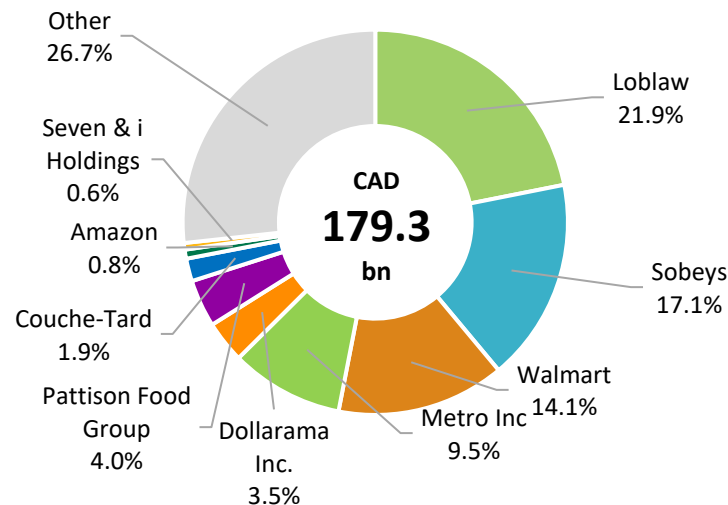
Growth opportunities exist in Canada's across retail - online and discounter channels seeing particularly strong growth

- While inflationary pressures are easing, many consumers remain financially challenged so continue to seek value through retail
- Retailers are planning for new stores opening focused on discount format - supermarkets and hypermarkets are also part of the mix
- Ethnic propositions are growing in store and store formats to meet Canada's growing, diverse population

Canada Retail Channel Sales and Growth

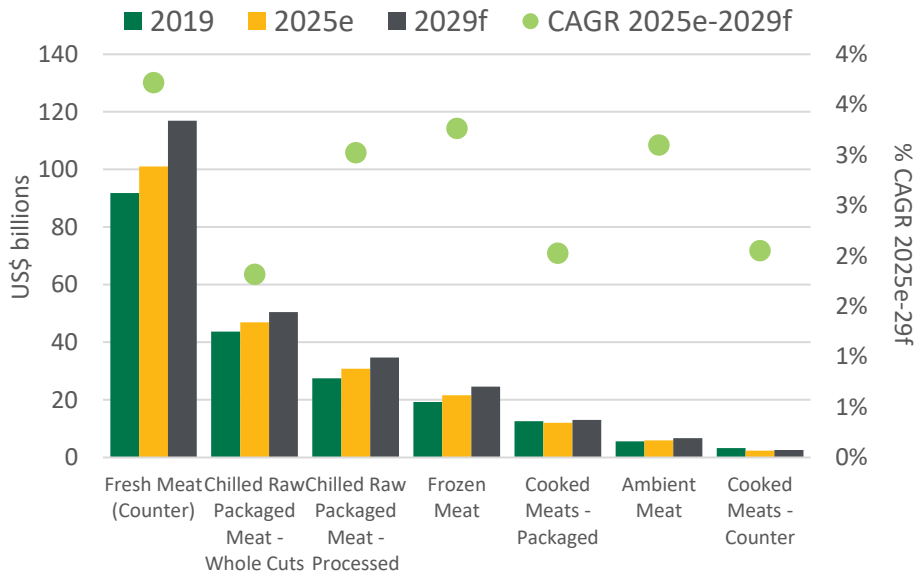


Canada Top Retailer Shares, 2024

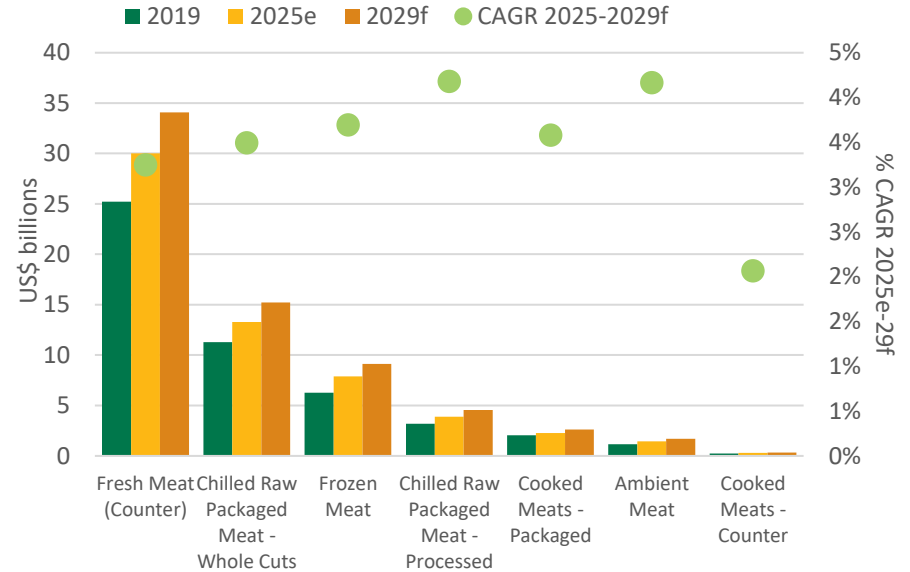


Red meat retail sales are forecast to grow across segments but particularly for fresh counter beef and chilled processed

Canada Beef Retail Sales by Segment and Growth



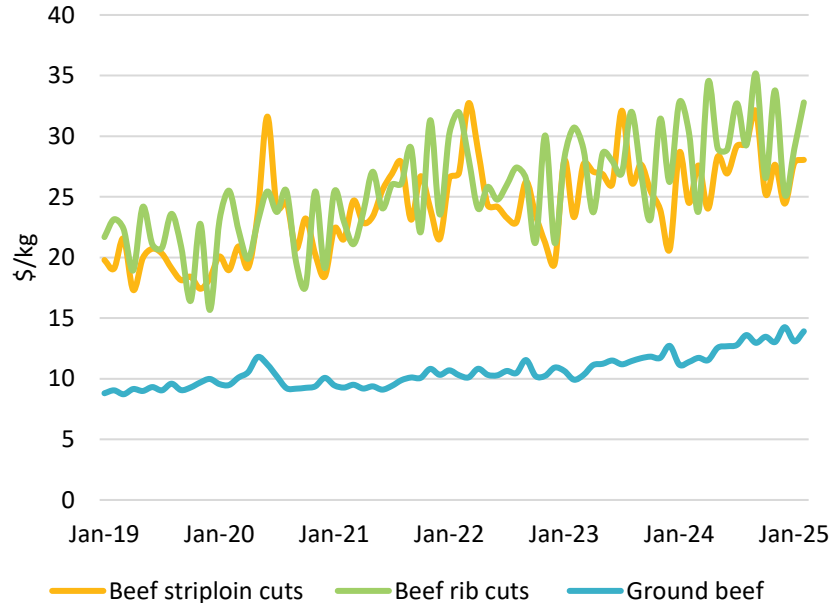
Canada Lamb Retail Sales by Segment and Growth



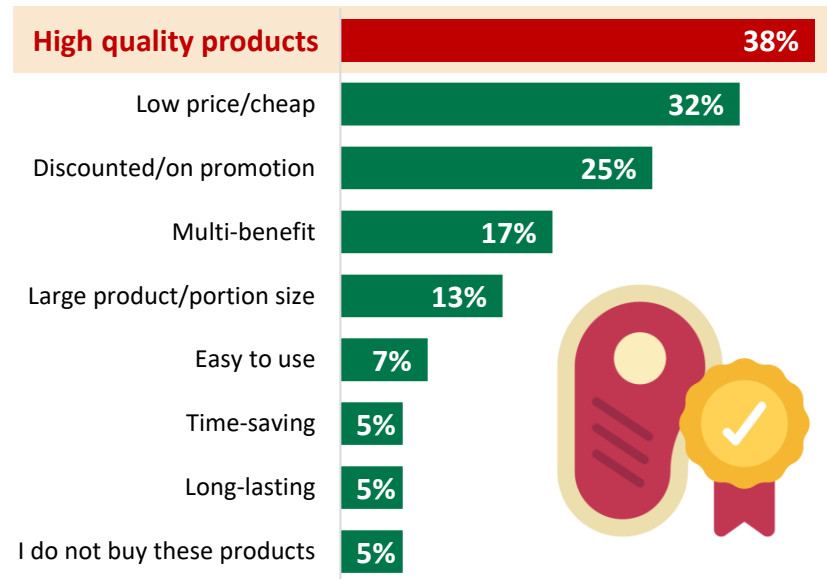
Source: GlobalData, Data accessed 07/04/2025, Sales value through all retail channels combined, CAGR = compound annual growth rate.

As grocery store prices on beef climbed in 2024, consumers are seeking the best ‘value’ from their purchases through ‘quality’

Avg Retail Price on Selected Beef Cuts

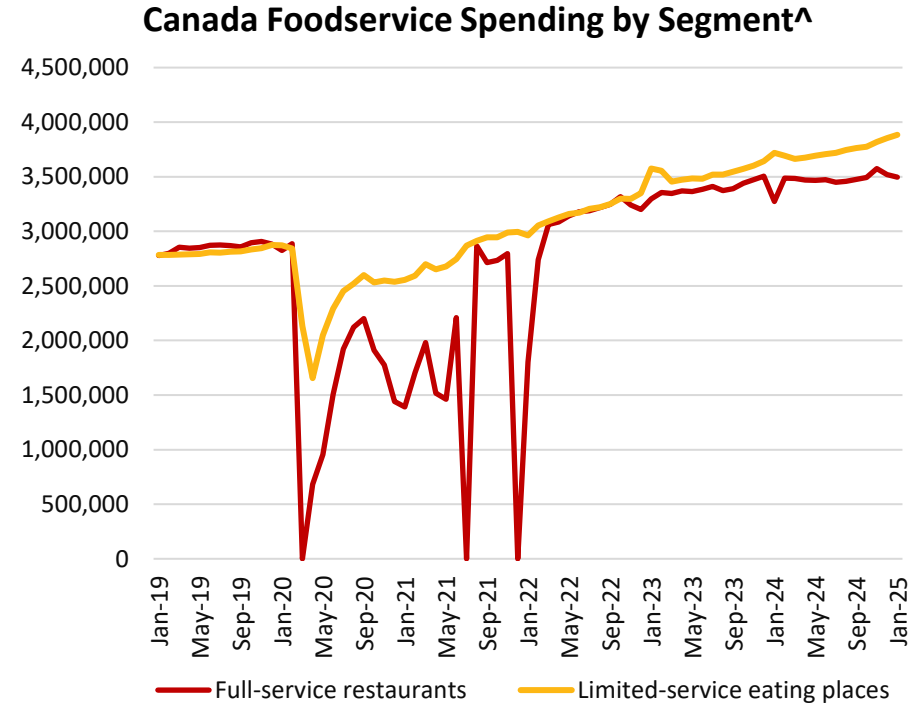
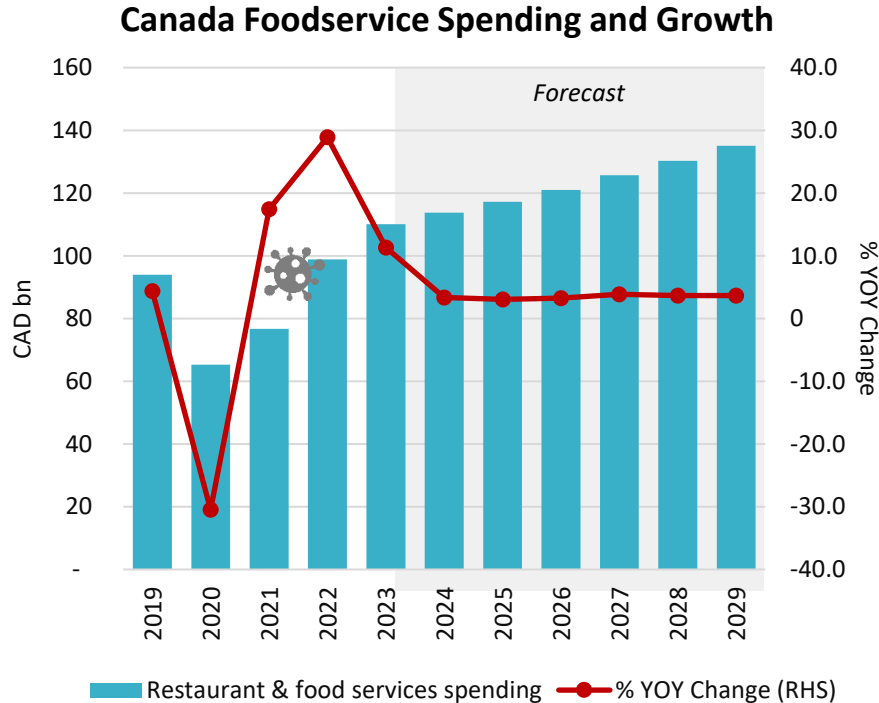


What ‘value’ means when buying meat?^



Source: Statistics Canada, ^GlobalData Global Consumer Survey Q4 2024

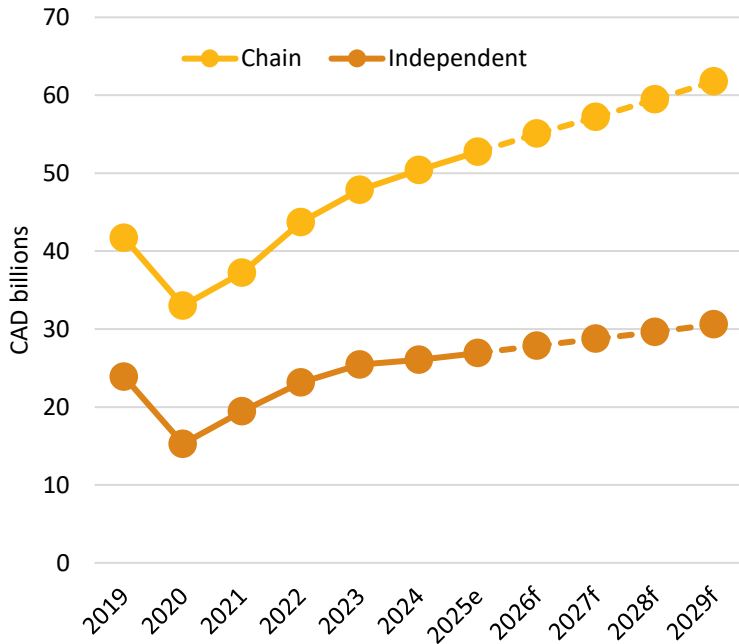
Growth in restaurant spending and tourism still presents opportunities for Australian red meat in the foodservices sector however consumers are still trading down limited-service venues



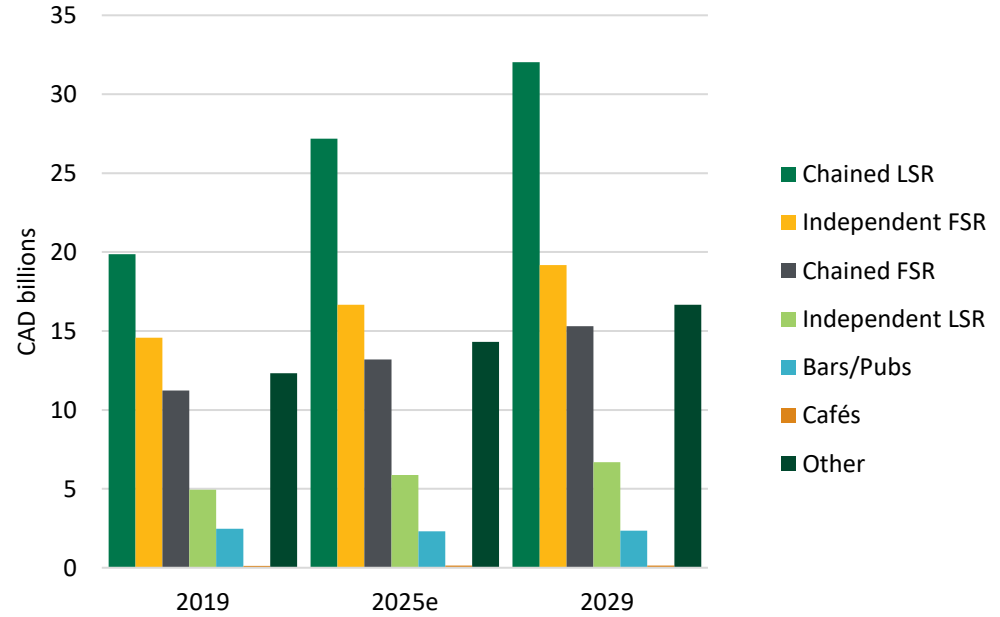
Source: Fitch Solutions - Data accessed March 2025, ^Statistics Canada

Canada foodservice value set to continue to grow, with chained LSR/FSR and independent FSRs primary sales drivers

Canada Foodservice Value in RSP*



Canada Foodservice value in RSP* by Segment



Source: Euromonitor International, includes forecast. *RSP = Retail Selling Price. FSR = Full-Service Restaurant. LSR = Limited-Service Restaurant (fast food + 100% home delivery/takeaway outlets). Cafes/Bars, Bars/Pubs and other include both Chained and Independent

Ongoing recovery of tourism and government funded initiatives means growing opportunities in hospitality foodservice



Canada 365: Welcoming the World. Every Day.
Federal Tourism Growth Strategy

CANADIAN TOURISM

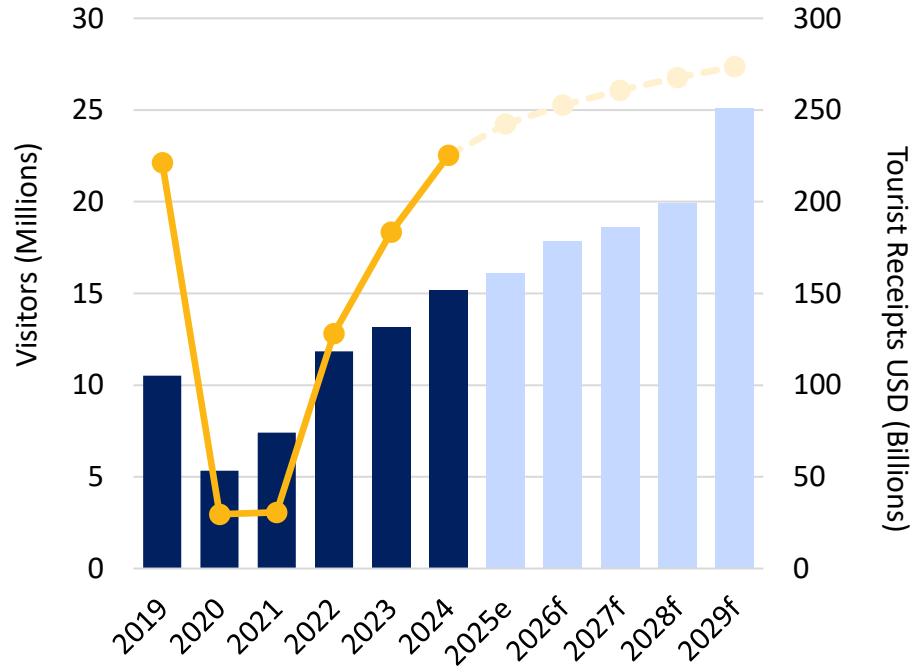
In 2023, Canada's Federal Government launched their new **tourism growth strategy**, "Canada 365: Welcoming the World. Every day." which outlines a roadmap for reaching the goal of **growing the tourism sector by 40% by 2030**. It aims to help Canadian tourism businesses grow and thrive and **position Canada as a global tourism leader**.

Forbes ★★
TRAVEL GUIDE

Number of 5 Stars in 2023³







Rank	Country	5 Stars	Rank	Country	5 Stars
1	United States	95	6	Mexico	15
2	China	47	7	Japan	14
3	United Kingdom	23	8	Maldives	13
4	France	20	9	United Arab Emirates	11
5	Italy	19	10	Canada	9

Canada Tourist Visitor Numbers & Spend²



Source: ¹ Federal Economic Development Agency for Southern Ontario X (formerly Twitter) page, ² Fitch Solutions, data accessed June 2023. Note: International tourism receipts is the sum of receipts or spending by inbound visitors. Technically this is the sum of receipts on two items (unless stated): transport services and travel items. Same-day and cruise visitors; receipts can also be included, ³ Forbes Travel Guide

MLA has identified the drivers of growth for different Australian red meat products in the Canada market for the next several years

	Make my life easier 	Eat Better, Feel Better 	Tell Me You Care 	Ideal Indulgence 	Make it a moment 	Variety – The Spice of Life 
Consumer need	Solutions to make my life easier and suit my busy lifestyle	Natural source of nutrition to support my long-term health and wellness	Lessen my impact on the world and feel food about the decisions that I make	Seeking moments of indulgence with a premium experience	Special sharing occasions over meals to connect with family and friends	Variety and endless possibilities to explore cuisines to add to my repertoire
Elements to highlight to meet consumer needs	<ul style="list-style-type: none"> • Innovation • Time saving • Cooking confidence • Meal ideas 	<ul style="list-style-type: none"> • Naturally good • Free from • Nutrition information highlighted on pack 	<ul style="list-style-type: none"> • Transparency • Guilt-free • Food safety and assurance 	<ul style="list-style-type: none"> • Affordable indulgence • Treat for me • Luxury, premium experience 	<ul style="list-style-type: none"> • Quality time over meals • Special time with friends and family • Elevated everyday meals 	<ul style="list-style-type: none"> • New and different usage of red meat • Exciting flavours and cuisines
Potential product solutions	Meal solutions to suit a range of budgets and households, more information on pack	Grassfed beef, organic, free from antibiotics, free from hormones, no additives, lean red meat, blended meats	Grassfed beef, antibiotic-free, hormone free, free range, organic, lamb	Wagyu, Lamb Prime Cuts, Premium positioning across all retail segments	Lamb sharing plates or cut, experience centred offerings, technology integration, wagyu, Longfed/grain fed	Lamb, grassfed beef with new/different flavours, Wagyu, secondary cuts, goat

THANK YOU

For further information or more Canada market insights:

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