MLA Global Tracker 2024

A Global Overview of Findings

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Kantar Australia

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Introducing MLA's Global Consumer Tracker

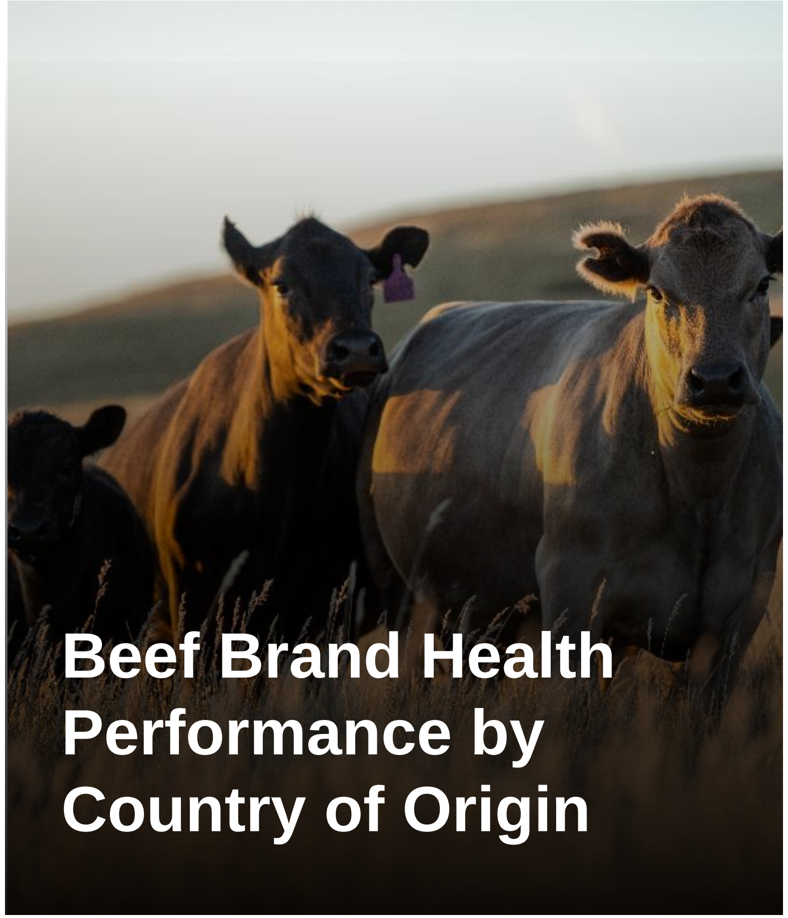
A 20-minute survey among 18-64 yr. old grocery buyers, affluent household skew, buy/ open to buying imported beef/ lamb.

22 Markets covered over the last **10 years**

There are some differences in the surveyed sample across markets which we must bear in mind when looking at aggregate scores. Refer to the appendix for details

What will we cover today?

A global overview of:



Protein Landscape

Understanding

- Protein perceptions
- Protein consumption and how it varies across markets

There are clear themes regarding what different proteins stand for across all our markets. These themes have also remained broadly consistent over time.

Protein perceptions - Global average

THE SUPERIOR PROTEIN	THE EVERYDAY STAPLES	SPECIALITY	NICHE	HEALTHY ALTERNATIVES	SUSTAINABLE ALTERNATIVE
BEEF	**PORK & CHICKEN**	**LAMB**	**GOAT/ MUTTON**	**FISH/ SEAFOOD**	**PLANT-BASED MEATS**
Delicious, family favourite and superior meat worth paying more for	Cheap, versatile & easy to purchase and prepare	Tender, superior worth paying more for but not easily accessible	Superior but not accessible	Fresh, nutritious, low in fat	Safe, good for the environment

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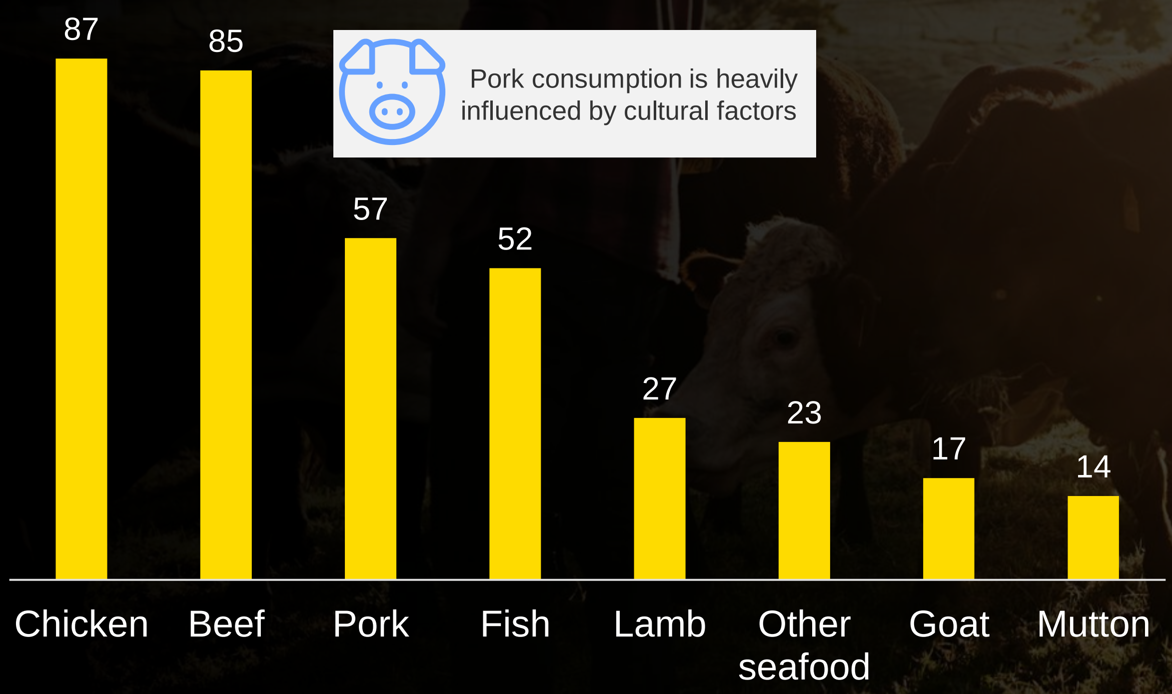
Based on image profiles which show relative strengths and weaknesses relative to other proteins in the consideration set. The consideration set is different for every market hence these are broad characterisations only.

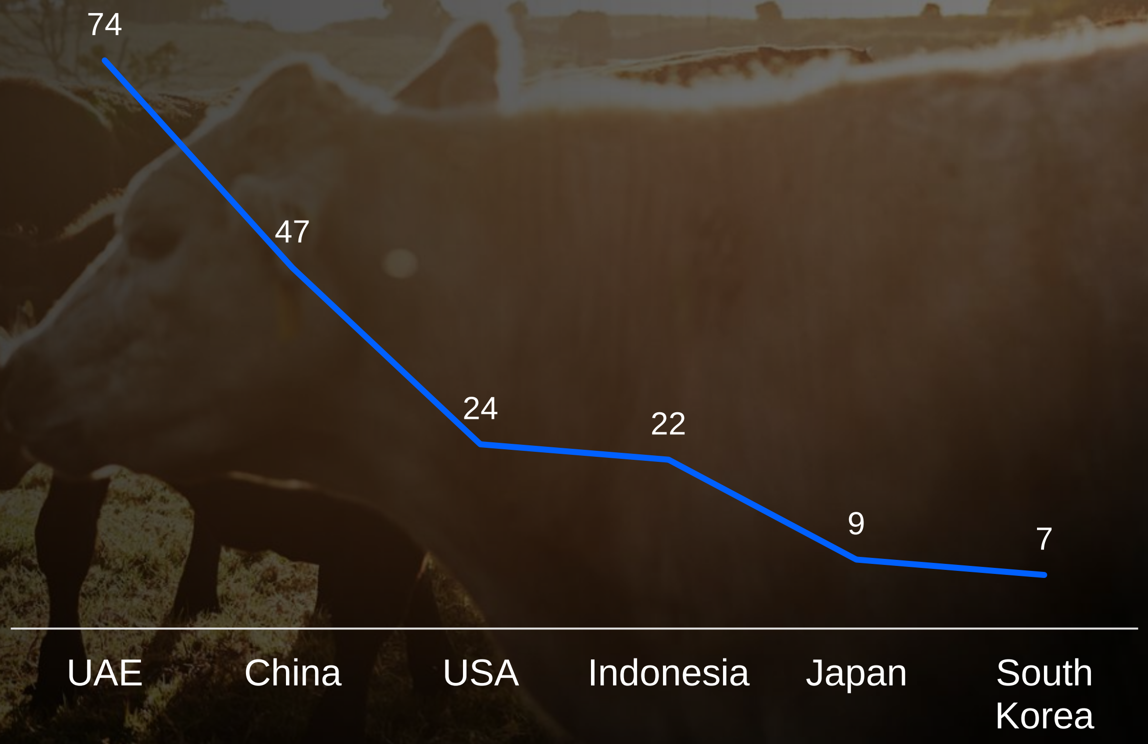
In the protein landscape, Chicken is a key competitor to Beef across markets while Pork mainly challenges Beef consumption in East Asia. Lamb consumption sees high variation.

Protein consumption - Global Average

Last 1 month consumption- all proteins



Last 1 month consumption- Lamb



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2024 Data
CH2 Bought in the last month – Which types of meat have you bought in the last month to prepare for a meal at home?
Global n=6066

Top barriers to lamb consumption are consistent across most markets.

Barriers of taste, smell, and availability are becoming less prominent over time….

Barriers to consuming Lamb- Global average

Didn't grow up eating lamb/ not familiar with lamb	30%	
I don't know how to cook lamb	27%	
Don't like the taste of lamb	22%	-6% vs. 2021
I don't like the smell of lamb	22%	-7% vs. 2021
Lamb is not available where I shop	16%	-4% vs. 2021

Being **unfamiliar** is a top barrier in all markets other than MENA

2024 Data
QCH6a. Why do you not buy lamb? N=2462

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… which are supporting an increase in Lamb consumption overall. Beef is the only other protein that has seen an increase in consumption over time.

Protein consumption over time- Global Average

Lamb

5% vs. 2020

Growth in Lamb consumption driven by:

USA, China, UAE

Beef

3% vs. 2020

Growth in Beef consumption driven by:

USA, China, KSA

Pork consumption has increased vs. 2023 in Japan (+3%) and South Korea (+5%)

While physical channels dominate the purchase of both Beef and Lamb, a higher proportion of consumers buy Lamb online when compared to Beef

Channel of purchase- Global average

% of consumers that buy at least once a month….

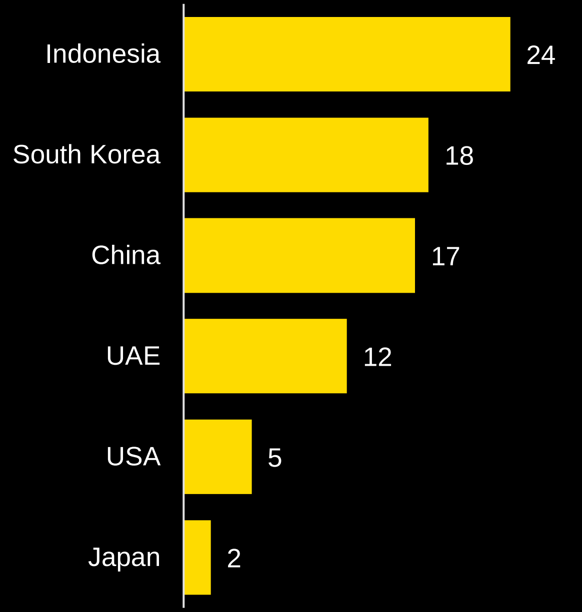
	Online	Physical channels
Beef	10%	97%
Lamb	20%	97%

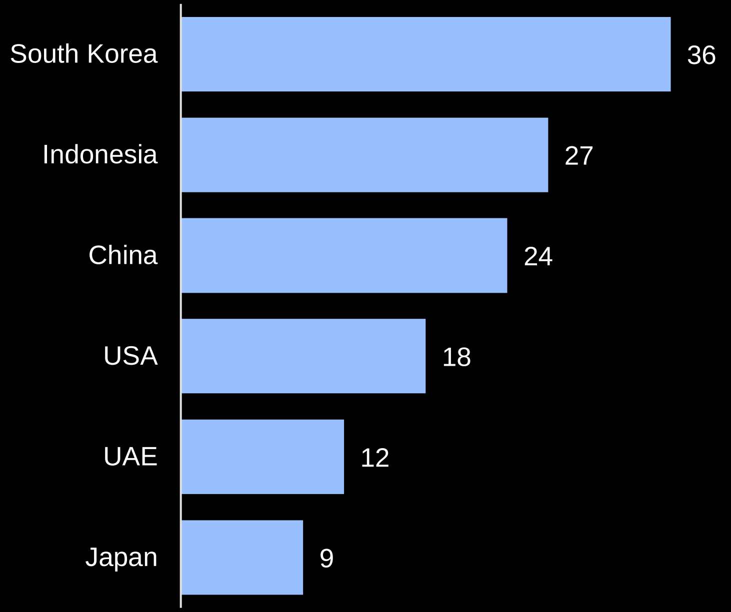
R3a_24: Which of these locations do you buy beef/ lamb from at least once a month?

Online purchase of red meat is more popular in Asian markets due to its convenience and ability to compare and find special offers.

Channel of purchase- Beef & Lamb

% of consumers that buy **beef**/**lamb** online at least once a month





Reasons why consumers buy online

‘It saves me time because I do not visit a store’

‘It is more convenient because I can shop online at any time or in any location’

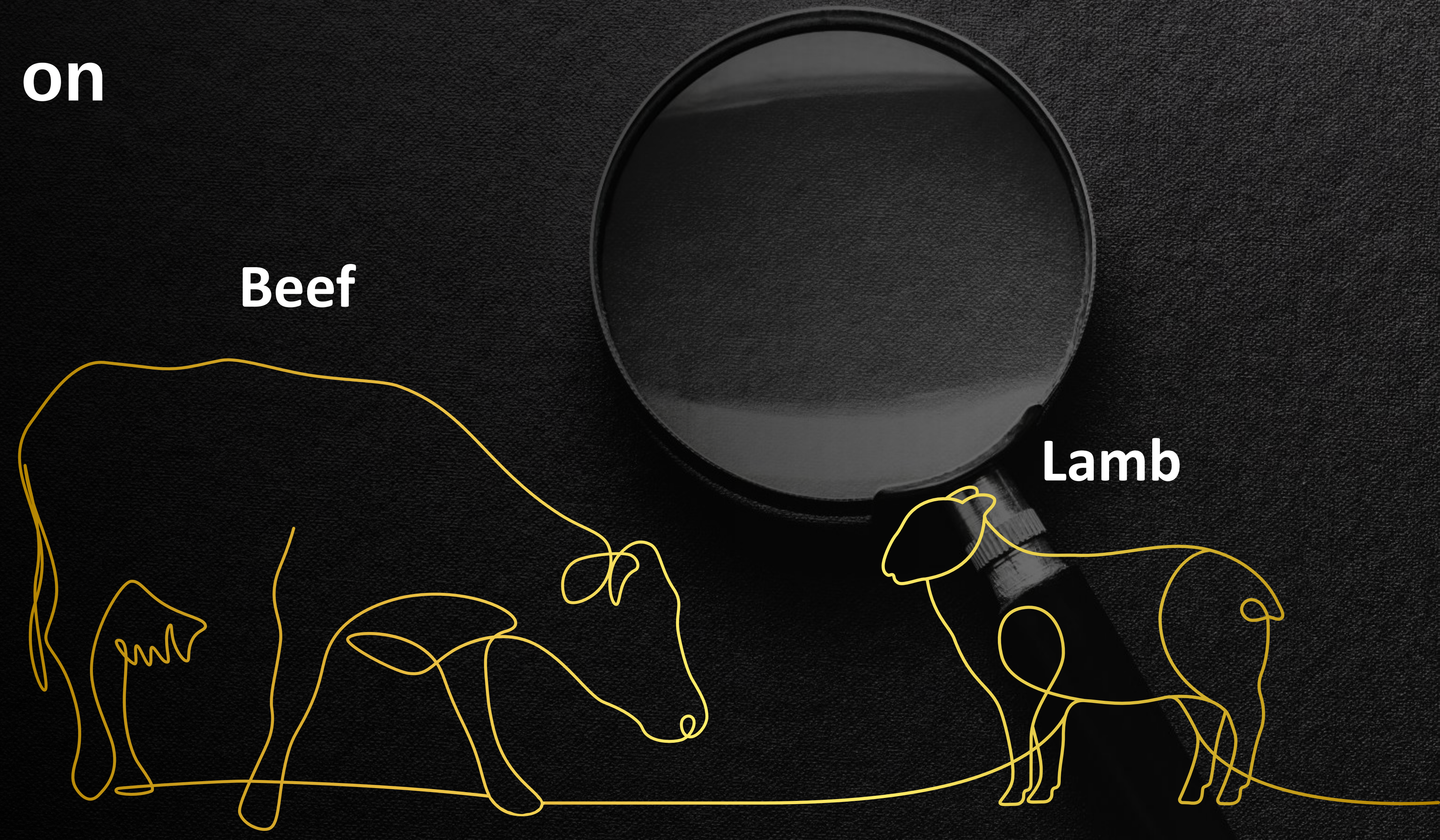
‘It’s easier to find or access special offers / sales / affordable prices’

‘Having my beef delivered to my home/work is more convenient for me’

‘I can more easily compare the meat I want to buy e.g. by **prices**, **country of origin**’

R3a_24: Which of these locations do you buy beef/ lamb from at least once a month?

Zooming in on



Beef Brand Health

Understanding:

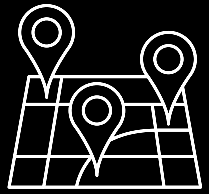
- Beef buying behaviour and
- Brand Health Performance of Beef from different Country of Origin

Local beef is bought more frequently compared to imported beef in all markets other than UAE, South Korea and Japan, where we see a higher preference for imported beef.

Beef Buying Behaviour- Local vs. Imported

Global average 2024

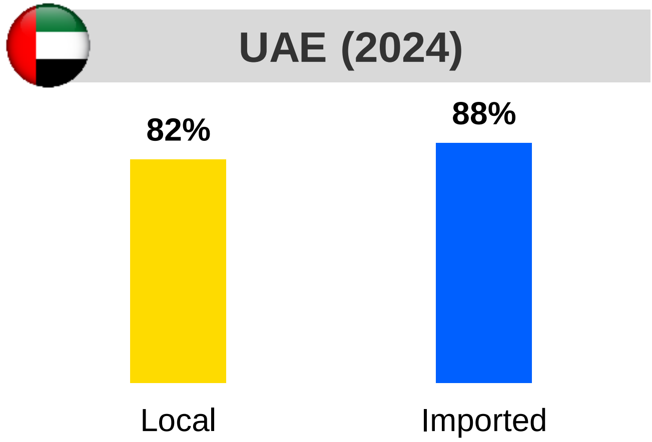
81%

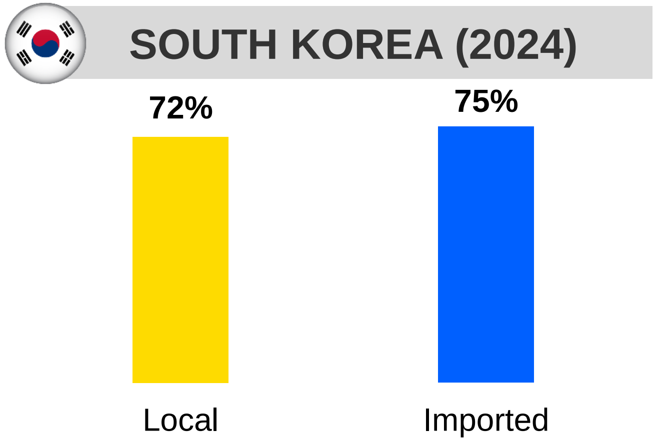


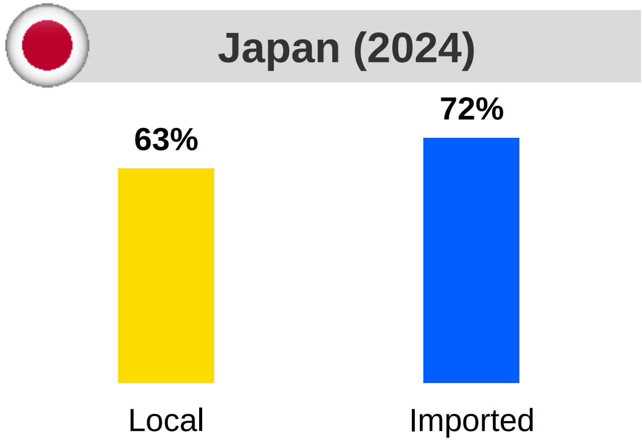
Buy local beef at least once a month

74%

Buy imported beef at least once a month







When buying beef, consumers seek assurance of freshness by first looking at colour of meat and date packed. Country of Origin (COO) is also very important

What do consumers look for when buying beef?

Colour of meat	**54%**
Country of origin/ animal provenance	**48%**
Date packed	**46%**

COO is imp in all markets except USA, USA- 20%

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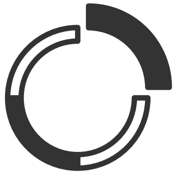
PACK1. Can you please select up to 6 things you look for (on the pack, on the shelf etc.) when buying beef?

As COO is highly important, majority are aware of the country of origin of the beef they buy- except USA where it is not important

Awareness of COO

USA

49%



ALL MARKETS OTHER THAN US

88%

Top cues remain consistent over time, except for fat content, which is increasingly relevant considering increasing health consciousness globally

What do consumers look for when buying beef?

Fat content		
	2024	23%
	2023	21%
	2022	19%

Australian Beef experiences varying levels of awareness across markets measured – strongest in South Korea and weakest in USA

Australian Beef – Awareness across markets (2024)

Markets with high Awareness for Australian Beef

South Korea	80%
Malaysia	72%
UAE	77%
Indonesia	73%
Vietnam	77%
Saudi Arabia	68%

Markets with lower Awareness for Australian Beef

Japan	58%
China	33%
Thailand	53%
America	8%
Hong Kong	51%

Kantar firmly believes in the power of **strong brands**

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There are two paths to brand growth

By increasing **volume share**

We call this Demand Power

Demand Power

High Demand Power brands capture **5× higher** volume share

By increasing **value share**

We call this Pricing Power

Pricing Power

High Pricing Power brands can charge **25% more** than brands with a low Pricing Power score

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Example data Source: BrandZ database

Demand Power

Is a measure of consumer demand for the brand, which gives us a prediction of the brand’s volume share, based purely on perceptions.

Australian Beef leads in terms of Demand Power across most markets. Globally, when excluding local beef, AU beef mainly competes with the US and NZ.

Australian Beef- Demand Power performance across markets

	2024						2023				
RANKING TOP 3	SOUTH KOREA	JAPAN	INDONESIA	UAE	CHINA	USA	KSA	VIETNAM	MALAYSIA	THAILAND	HONG KONG
1	AU BEEF	AU BEEF	AU BEEF	LOCAL	LOCAL	LOCAL	LOCAL	AU BEEF	AU BEEF	AU BEEF	JP BEEF
2	US BEEF	US BEEF	NZ BEEF	AU BEEF	NZ BEEF	AU BEEF	AU BEEF	US BEEF	LOCAL	JP BEEF	US BEEF
3	NZ BEEF	NZ BEEF	US BEEF	PAKISTANI BEEF	AU BEEF	NZ BEEF	NZ BEEF	LOCAL	NZ BEEF	LOCAL	AU BEEF

AU, US & NZ beef play different roles in consumers' minds – AU is superior high-quality beef, US is easier every day, and NZ has strong perceptions of animal welfare and sustainability.

Australian Beef and key competitor perceptions- across most markets

AU BEEF	US BEEF	NZ BEEF
Convenient to purchase	Convenient to purchase	Animal is well cared for
Superior	Variety of cuts	Environmentally sustainable
Consistent quality standards	Family favourite	
Family Favourite		

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Pricing Power

Is the ability of a brand to command a premium relative to the category average, based purely on perceptions.

Strong equity helps brands command a premium price

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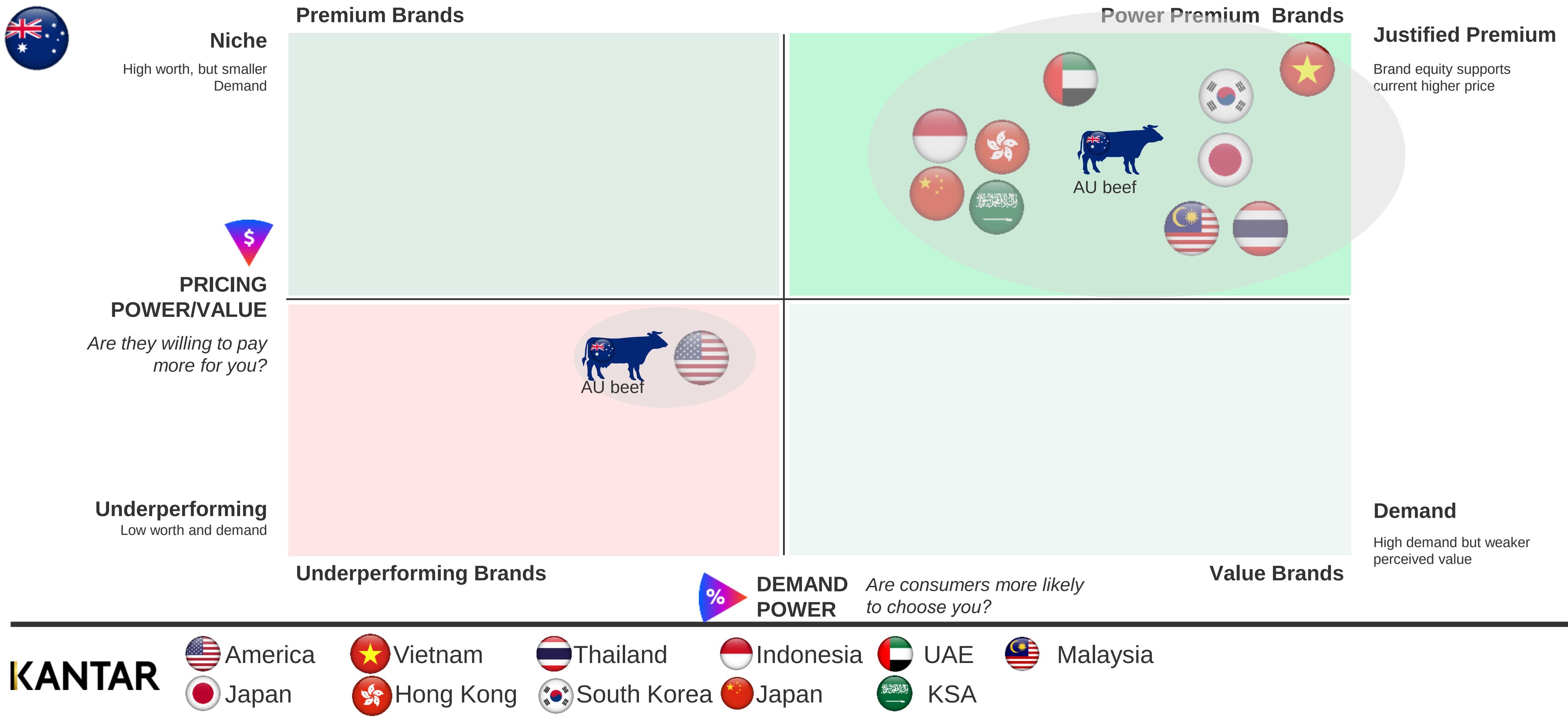
AU beef is currently in a strong position with high equity and a high willingness among consumers to pay a premium price- across all markets other than the US.

Australian Beef Equity positioning- across markets (2024 & 2023)



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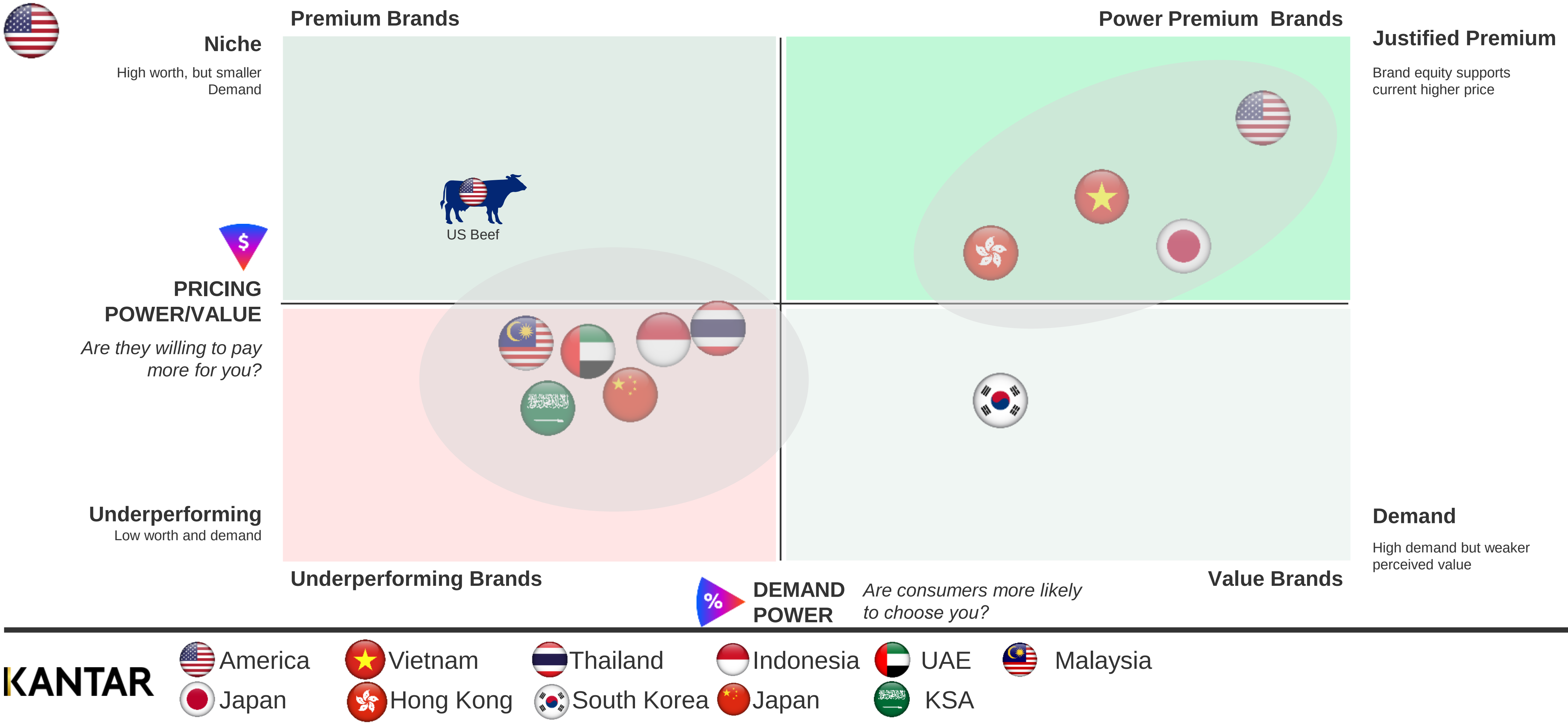
In some markets US beef enjoys strong demand and willingness to pay more, however in most markets, it mainly relies on its lower price

US Beef Equity positioning - across markets (2024 & 2023)



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There is overall a high willingness to pay a premium price for NZ beef, in most markets however it is niche with high worth but smaller demand

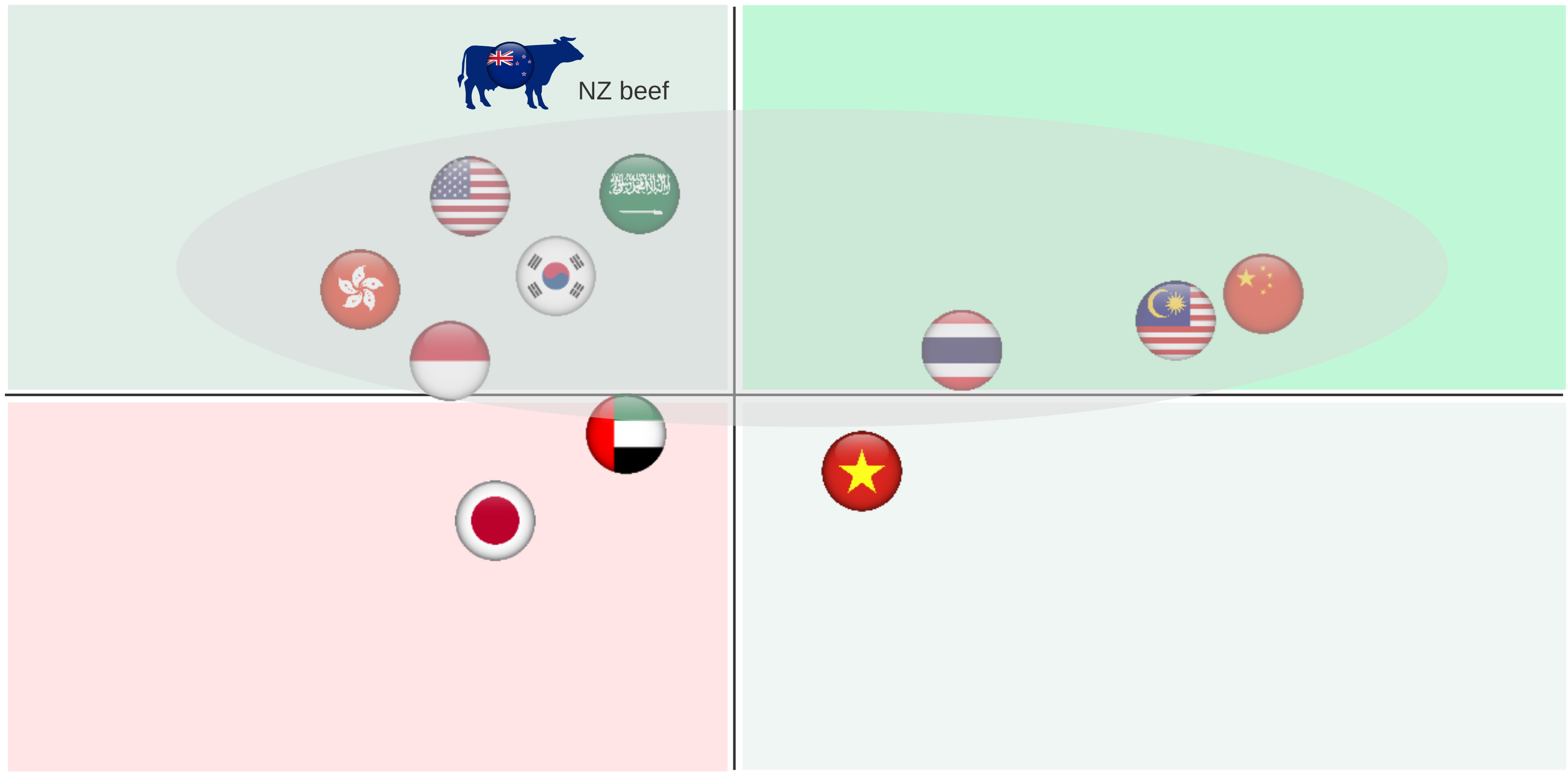
NZ Beef Equity positioning - across markets (2024 & 2023)

Premium Brands | **Power Premium Brands**

Niche
High worth, but smaller Demand

Justified Premium
Brand equity supports current higher price

PRICING POWER/VALUE
Are they willing to pay more for you?



Underperforming
Low worth and demand

Demand
High demand but weaker perceived value

Underperforming Brands | **Value Brands**

DEMAND POWER *Are consumers more likely to choose you?*

America, Vietnam, Thailand, Indonesia, UAE, Malaysia
Japan, Hong Kong, South Korea, Japan, KSA

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There are however some markets where Australian Beef's equity is softening over time, and protecting our leadership position is critical.

Australian Beef - Equity performance over time

Markets where Equity for Australian Beef has strengthened over time
(difference vs. 2020)

UAE	+3%
Hong Kong	+3%
Thailand	+4%
Saudi Arabia	+9%

Markets where Equity for Australian Beef has softened over time
(difference vs. 2020)

South Korea	-3%
Indonesia	-6%
Japan	-3%
America	-2%
China	-3%
Malaysia	-2%

Drivers of Demand & Pricing Power

There are certain category levers that drive consumer choice (Demand Power) and their willingness to pay a premium price (Pricing Power)

To be able to identify key levers AU beef should focus on it is important to first understand what they are.

There are consistent drivers that are important to building Demand Power and Pricing Power across markets

Beef Drivers of Demand Power and Pricing Power

Top factors that drive Demand Power across most markets:

- Superiority
- High quality
- Easy everyday- cheap, convenient to purchase and versatile/ variety of cuts

Top factors that drive Pricing Power across most markets:

- Superiority/ High quality
- Sustainable/ Animal welfare
- Healthy/ Nutritious/ Low in fat
- Richly marbled

Modelling helps us identify the levers that can grow both Demand Power and Pricing Power. To maintain its leadership position, AU Beef must focus on strengthening perceptions of key drivers of Safety and Nutrition, which are currently a white space.

Focus areas for AU Beef across most markets

Associations to grow

‘Guaranteed safe to eat’

‘It’s my/my family’s favourite’s beef’

‘More nutritious’

Lamb Brand Health

Understanding:

- Lamb buying behaviour and
- Brand Health Performance of Lamb from different Country of Origin

Frequency of purchase for local vs. imported lamb is broadly similar except in South Korea and Japan where we see a higher consumption of imported lamb.

Beef Buying Behaviour- Local vs. Imported

Global average 2024

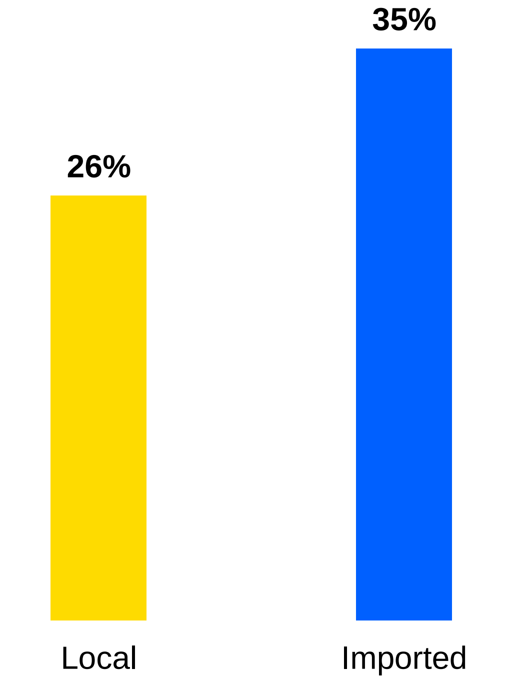
67%

Buy local lamb at least once a month

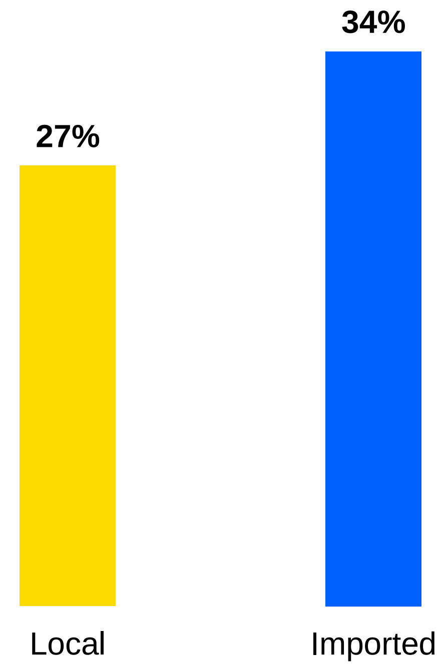
65%

Buy imported lamb at least once a month

SOUTH KOREA (2024)



Japan (2024)



While AU beef has a clear dominance in terms of equity in the beef category, NZ lamb strongly challenges AU lamb with stronger equity across most markets.

Australian Lamb - Equity performance across markets

	2024				2023		
RANKING TOP 3	INDONESIA	UAE	CHINA	USA	KSA	MALAYSIA	HONG KONG
1	LOCAL	LOCAL	LOCAL	LOCAL	LOCAL	AU LAMB	NZ LAMB
2	AU LAMB	AU LAMB	NZ LAMB	NZ LAMB	NZ LAMB	LOCAL	AU LAMB
3	NZ LAMB	INDIAN LAMB	AU LAMB	AU LAMB	AU LAMB	NZ LAMB	CHINA LAMB

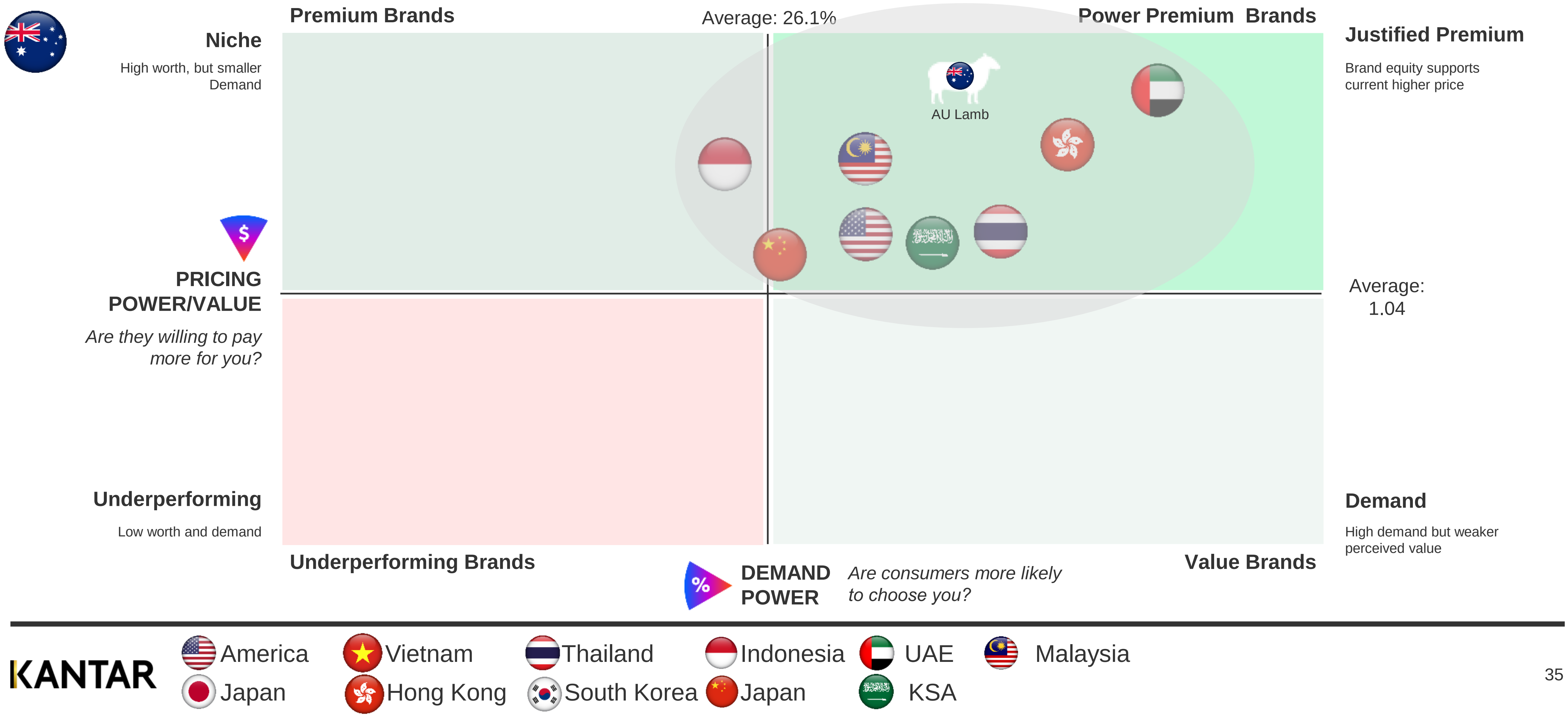
Grass Fed
Funnels in red were included in 2022 & 2023 but not 2024
Base: USA (n=1438), Japan (n=804), South Korea (n=801), China (n=433), Indonesia (n=260), UAE (n=252)

AU and NZ lamb share similar image profiles which makes it important for AU lamb to differentiate itself vis-à-vis NZ lamb and create its own unique position.

Australian Beef and key competitor perceptions- across most markets

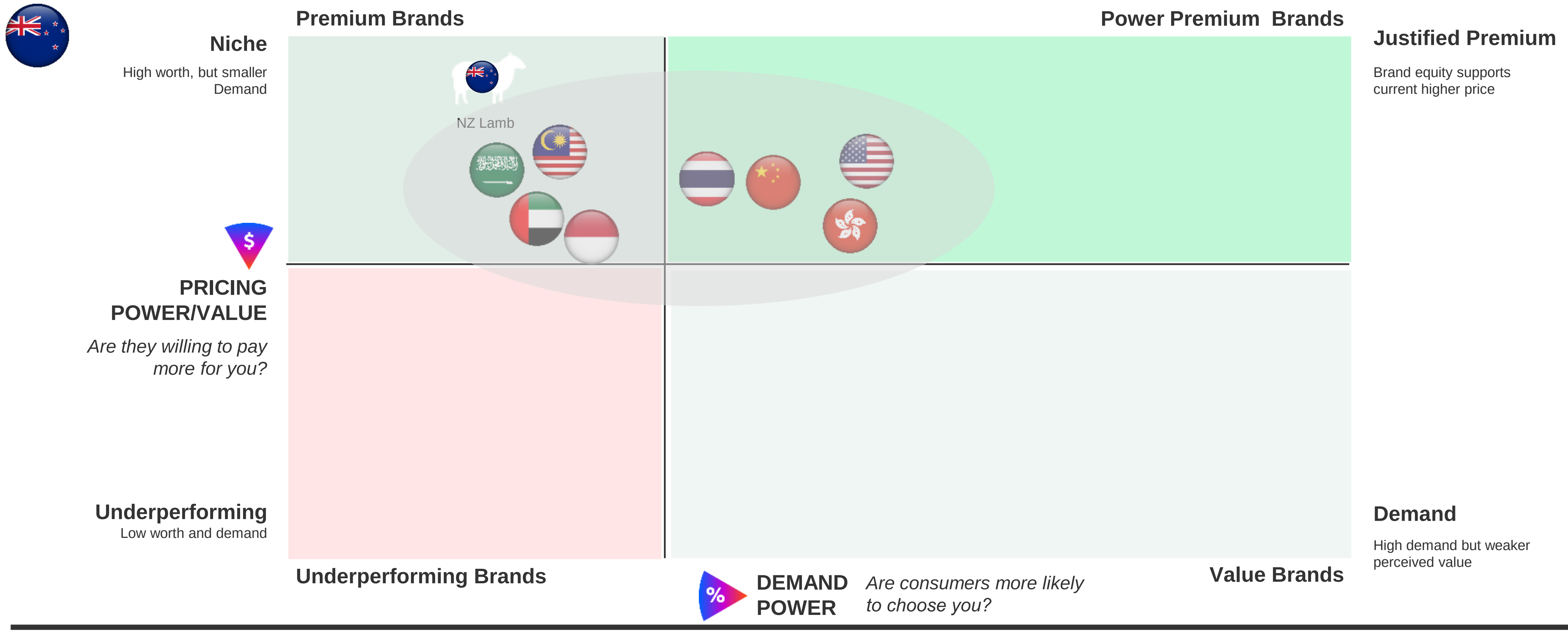
AU lamb also has a strong position across most markets with strong equity that helps justify its premium price.

Australian Lamb Equity positioning- across markets (2024 and 2023)



In some markets NZ lamb sits with AU lamb in the same quadrant while in the others it is more niche with high worth but smaller demand

NZ Lamb Equity positioning - across markets (2024)



America
Japan
Vietnam
Hong Kong
Thailand
South Korea
Indonesia
Japan
UAE
KSA
Malaysia

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While equity has been broadly stable across most markets, it is important to defend our position vs. NZ Lamb

Australian Lamb - Equity performance over time

Markets where Equity for Australian Lamb has strengthened over time
(difference vs. 2020)

+4%

SAUDI ARABIA

+1%

UAE

Markets where Equity for Australian Lamb has softened over time
(difference vs. 2020)

-4%

CHINA

-1%

THAILAND

-3%

INDONESIA

-1%

USA

For Lamb, perceptions of Superiority & High quality can help strengthen both Demand & Pricing Power. Sustainability and nutrition credentials play a role in building Pricing Power

Lamb Drivers of Demand Power and Pricing Power

Top factors that drive Demand Power across most markets:

- **Superiority**
- **High quality**
- **Better for my family**

Top factors that drive Pricing Power across most markets:

- **Superiority/ High quality**
- **Nutritious/ low fat**
- **Sustainability/ Animal welfare**

For AU Lamb to further strengthen both Demand and Pricing Power, strengthening perceptions of safety and superiority will help differentiate it from NZ Lamb and protect its strong position across markets

Focus areas for AU Lamb across most markets

- **‘Guaranteed safe to eat’**
- **‘Is the most superior lamb’**
- **‘It’s my/my family’s favourite lamb’**
- **‘The meat is usually tender’**

Summarising what we have seen today

The Protein landscape

When it comes to addressing consumers' category needs, different meats play to different strengths . Beef and Lamb are both seen as superior proteins consumers are willing to pay a premium for.

Online shopping while still a small proportion, is becoming more prevalent in some Asian countries due to its convenience and ability to compare the product, its prices, country of origin, etc.- important for Australia to monitor.

When compared to Beef, Lamb faces more challenges that impact its consumption, lack of familiarity (across markets other than MENA), and functional barriers like taste, smell, and availability.

Positioning lamb as a family meal, showcasing different ways to cook and eat it which overcome taste and smell barriers, and ensuring availability can all help further boost consumption

Australian Beef

Australian beef has a strong leadership position across most markets.
Protecting its leadership position is therefore a key job to be done across most markets- mainly the ones where our equity has softened over time.

Among imports, Australian beef mainly competes with US and NZ beef and each of these have unique associations in consumer minds.

There is however an opportunity for AU beef to differentiate itself on key drivers of Safety , Nutrition & Family Favourite to protect its strong leadership position across markets.

Australian Lamb

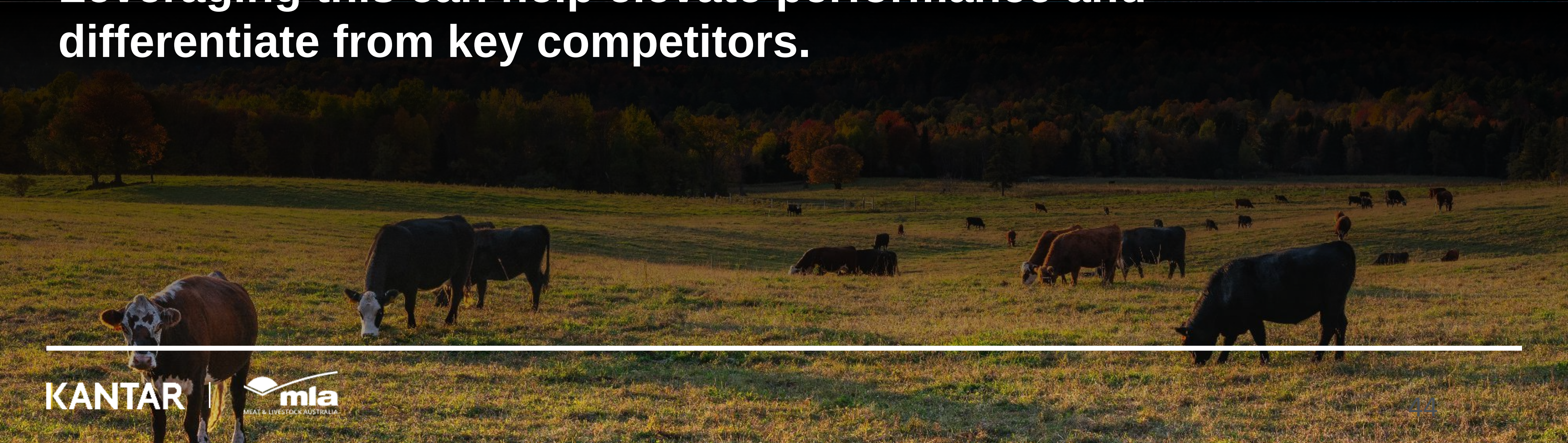
Similar to beef, AU lamb also holds a strong position across most markets as a justified premium brand.

Unlike beef, for lamb, most markets perceive AU and NZ lamb similarly which presents an ongoing challenge for AU lamb to differentiate itself from NZ and create its own unique positioning.

The main associations to continue to strengthen for AU lamb across most markets are safety, superiority and tenderness- to differentiate itself from NZ lamb and protect its strong hold across markets.

Both AU beef and lamb have a strength in the narrative of our **clean, green, and natural rearing environment and consistent quality** standards.

Leveraging this can help elevate performance and differentiate from key competitors.



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THANK YOU!

Sally Kennedy, Poorva Shinde & Carolina Ferrando
Kantar Australia
May 2024

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