

# The US Lamb Shopper

Who they are, how they shop and what drives demand

## KEY INSIGHT:

Taste is lamb's greatest strength, while preparation confidence and familiarity remain barriers to more frequent consumption

## Consumer Profile

- Smaller niche but diverse market
- Mix of adventurous, convenience and quality-driven shoppers
- Millennials and Gen X lead consumption



## Shopping & Channels

- Supermarkets dominate purchase
- Foodservice drives trial and discovery
- Growth in online and meal kit channels
- Convenience formats gaining traction



## Purchase Drivers

MOTIVATORS =



Taste



Quality



Freshness



Provenance

BARRIERS =



Price



Familiarity

## Cooking Behaviour

- Planning meals but need inspiration
- Confidence gap exists with lamb
- Cooking guidance reduces hesitation



## Usage & Occasions

- Occasion-led but growing everyday use
- Strong in grilling, comfort meals and slow cook
- Foodservice-to-retail conversion opportunity
- Family and shared meals are key occasions



## Messaging and Opportunities



Quick and easy prep



New flavours



Fresh, trusted provenance



Cooking guidance



Meal kits and packs

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on Aussie Meat Trade Hub

to explore more insights and resources

Source: Midan Marketing "Meating the needs of the new lamb consumers" 2019, Midan Marketing Meat Consumer Segmentation 3.0 August 2023, Power of Meat 2025. DISCLAIMER: Care has been taken to ensure the accuracy of the information contained in this publication. However, MLA does not accept responsibility for the accuracy, currency or completeness of the information or opinions contained in this publication. This publication is intended to provide general information only and it has been prepared without taking into account your specific circumstances, objectives, or needs. You should make your own enquiries before making decisions concerning your interests. Your use of, or reliance on, any content is entirely at your own risk and MLA accepts no liability for any losses or damages incurred by you as a result of that use or reliance. Use of this information is in accordance with the [Terms of Use](#).