

ADVANTAGE OUTLOOK

Summer Pork Trends

Pulse Study

May 23, 2024

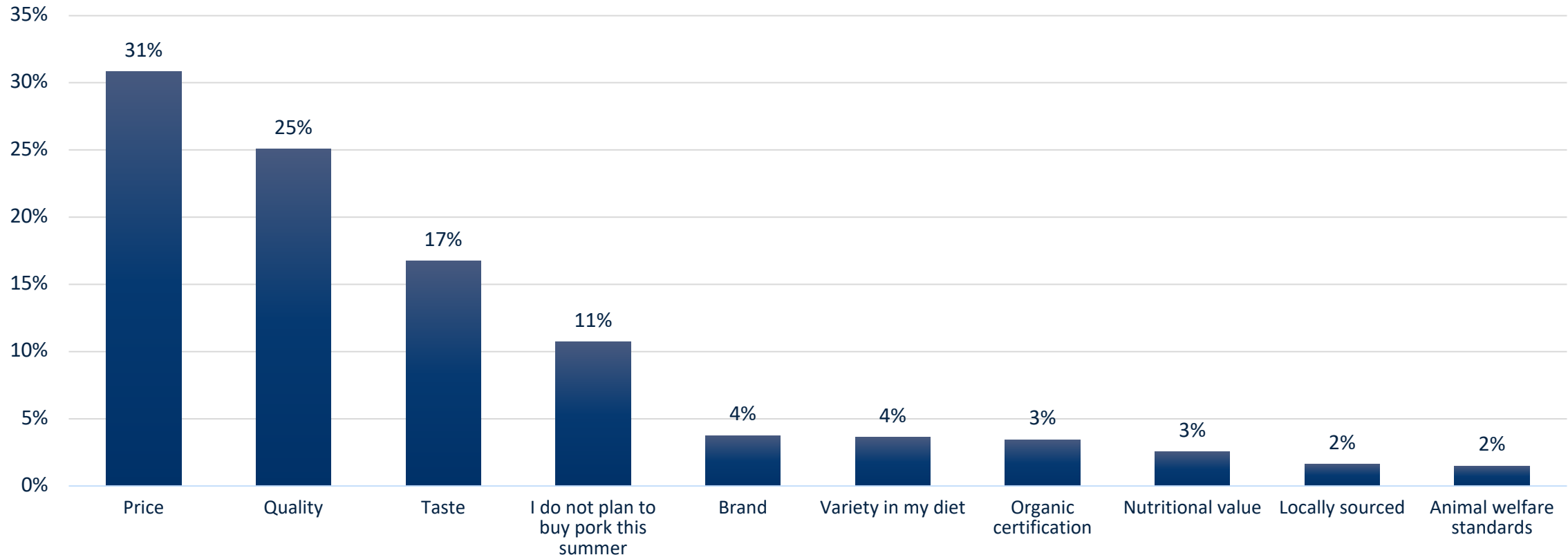


PURCHASE DECISION

Americans who plan to buy pork products this year are focused on price, quality and taste. Very few (just 4%) say the largest factor affecting their decision is brand.

CONSUMERS

What will be the biggest factor affecting your decision to buy pork products this summer?



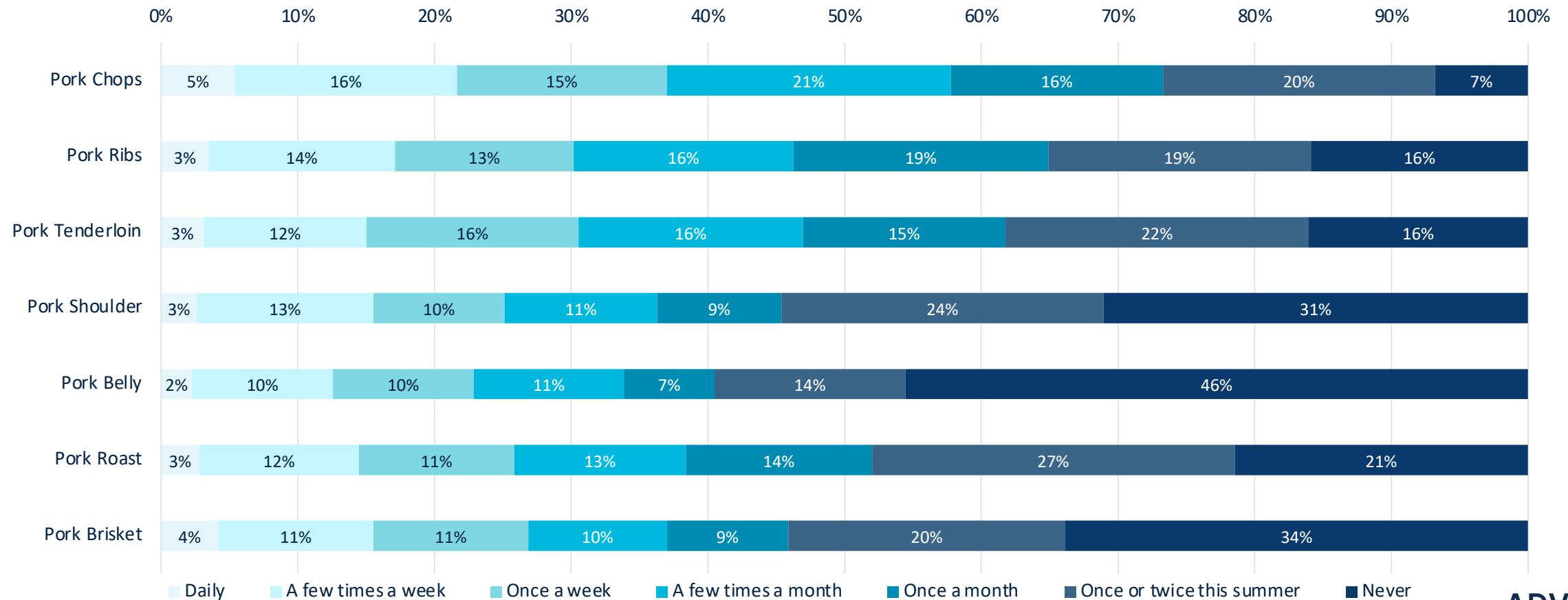
N = 662

PRODUCT TYPE

More than half of Americans who plan to purchase pork multiple times a month will buy pork chops. That's followed by pork tenderloin (47%) and pork ribs (46%).

CONSUMERS

How often do you plan to purchase the following pork products this summer?



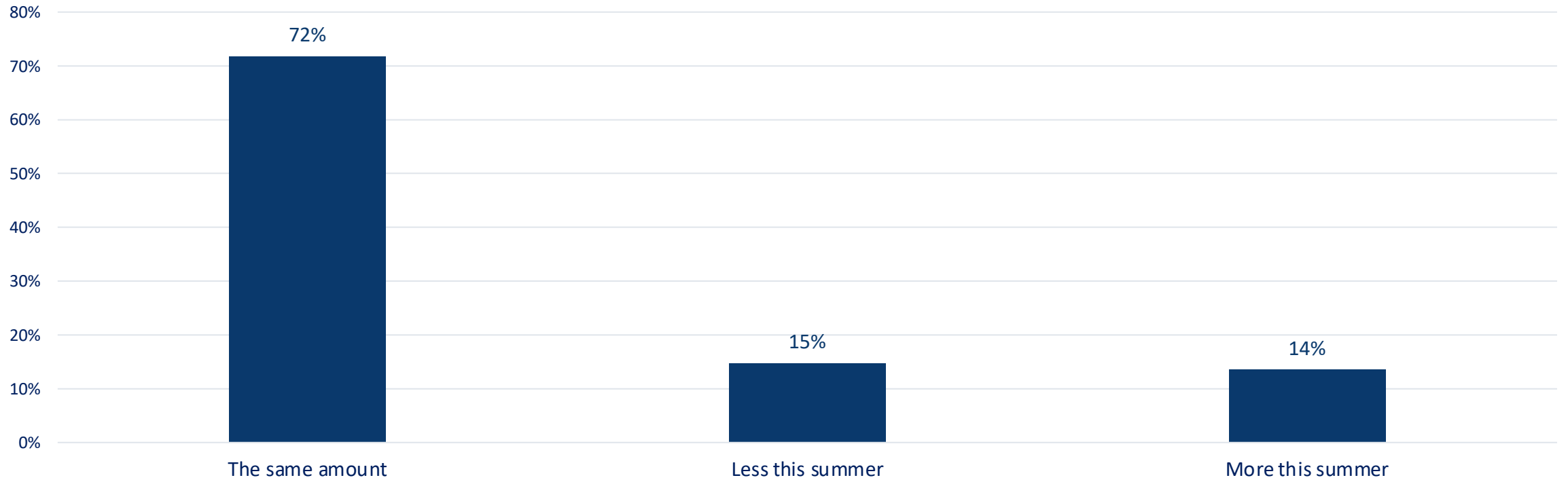
N = 662

▶ QUANTITY

Seven in 10 Americans plan to buy about the same amount of pork this summer compared to last summer.

CONSUMERS

How much pork are you planning on buying this summer compared to last summer?



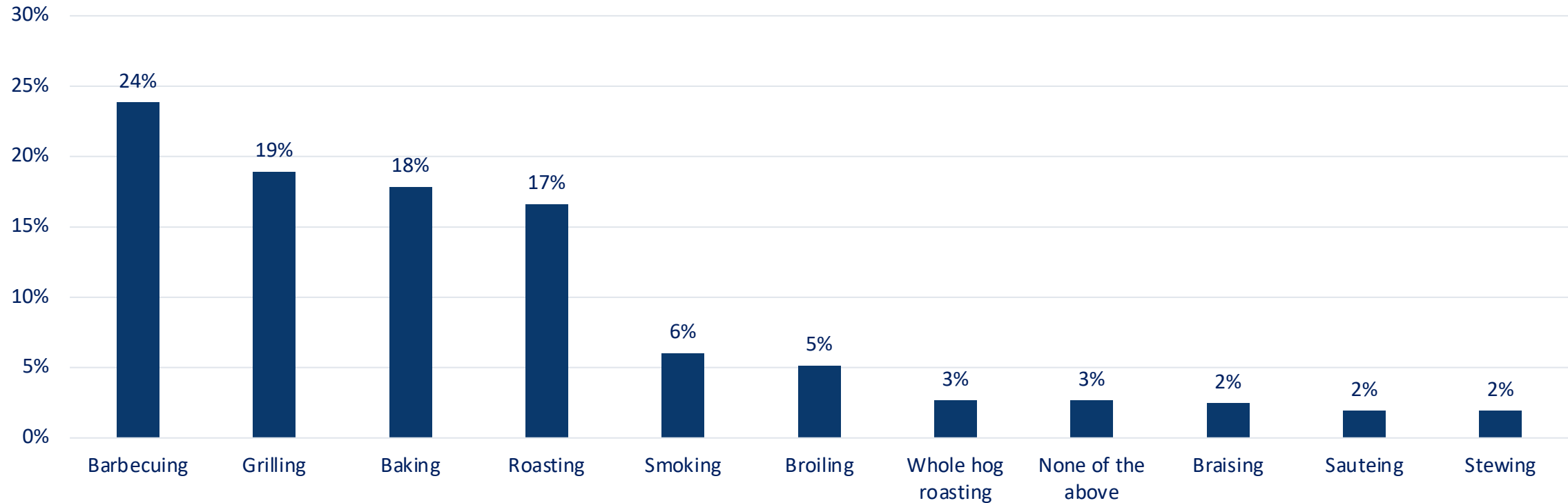
N = 570

COOKING STYLE

More than half of Americans prefer to cook pork outside during the summer, either barbecuing, grilling, smoking or whole-hog roasting.

CONSUMERS

What is your preferred way to cook/prepare pork during the summer?



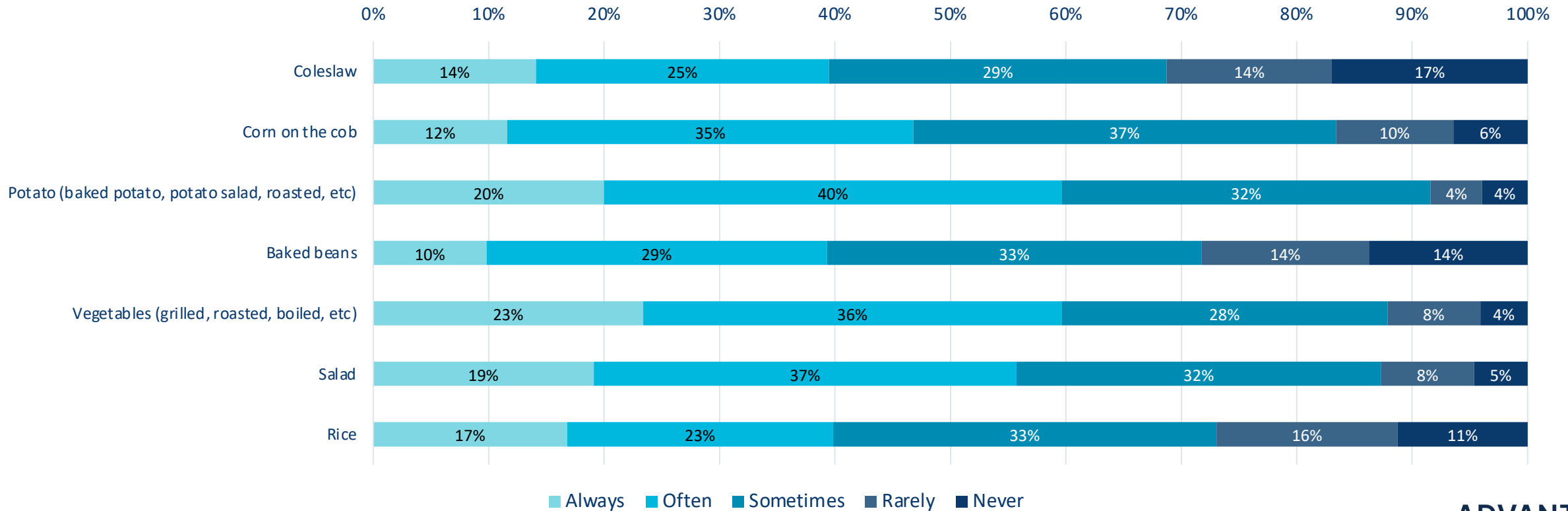
N = 662

SIDE DISHES

Pass the spuds and the veggies. Vegetables and potatoes rank as the top two side dishes to accompany pork.

CONSUMERS

How often do you plan on serving the below side dishes with your pork products this summer?



N = 560

SAUCES & SEASONING

When it comes to seasonings consumers use with pork, barbecue sauce leads the way.

CONSUMERS

Rank what sauces or seasonings you most often pair with pork during the summer.

CHART 1

	BBQ (A)	Teriyaki (B)	Mustard base (honey, cream, Dijon, etc) (C)	Dry rub (D)	Herb and garlic seasoning (E)	Salsa (F)
Top 1 Box Score %	47.2% ^{BCDEF}	6.6%	9.0% ^b	15.4% ^{BCF}	14.1% ^{BCF}	7.7%
Top 2 Box Score %	65.2% ^{BCDEF}	18.7%	21.2%	39.2% ^{BCF}	37.4% ^{BCF}	18.3%

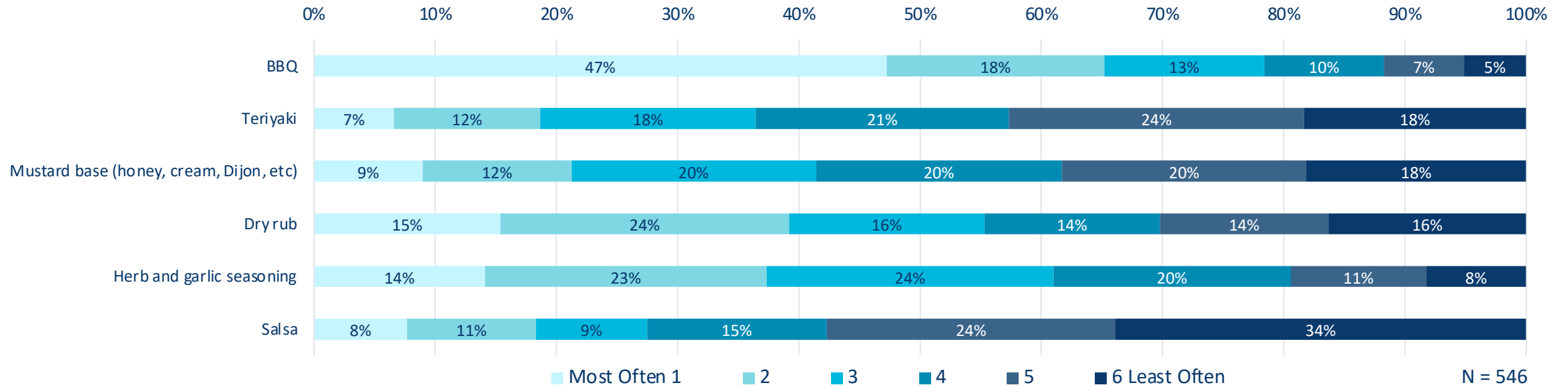


CHART 1: ABCDE= Concept Statistical Difference vs others at 95% confidence level

abcde= Concept Statistical Difference vs others at 90% confidence level



THANK YOU

Advantage Solutions online survey of 662 U.S. shoppers, age 18+, conducted May 23, 2024. Proprietary research.

