

“ Following the release of Lamb consumption trends from Kantar, data shows that consumers stuck to tradition and treated themselves to roasting joints this Easter. This month’s market Bulletin will look at these Easter shopping trends in more detail, and take a look at how Lamb is performing at retail so far in 2023.

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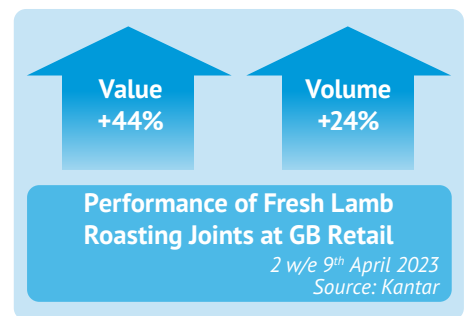
Whilst inflation remained at a record high of 17.3%, shoppers still looked to indulge this Easter as Kantar – the consumer panel experts - reported grocery value sales rose above the £8 billion mark for the first time. Unsurprisingly, the higher average prices due to inflation did drive this increase in value. The average price

per pack rose by 12.9% during the 3-week period ending 9th April when compared to Easter 2022. All proteins within the grocery market did experience an increase in the average value, however the Lamb category in particular recorded some year-on-year growth.

LAMB AT EASTER

Figures released by Kantar for the Easter period in 2023 suggest that shoppers continue to follow tradition despite the current cost-of-living crisis, and bought into the Lamb category at retail. Fresh Lamb Roasting joints in particular were a firm favourite and experienced a significant increase in the number of buyers. Additionally, many shoppers

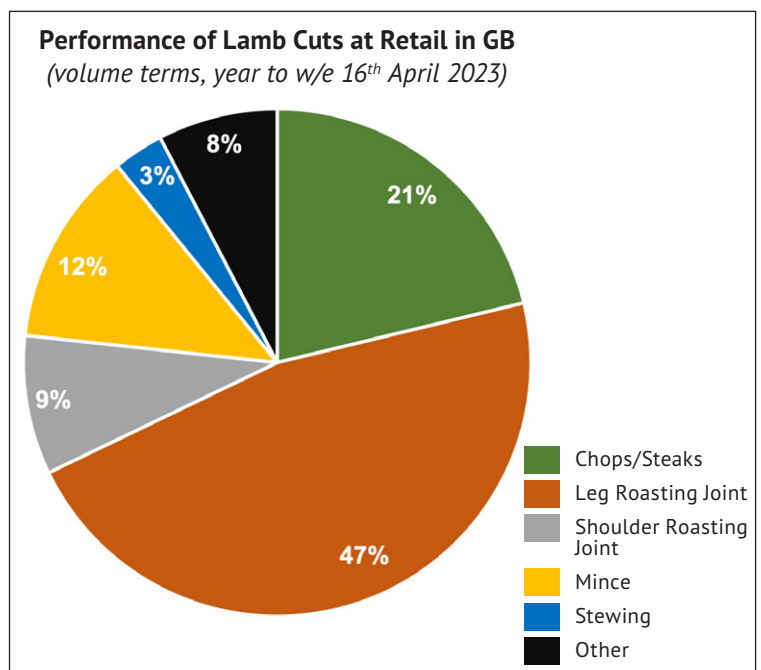
switched from other proteins to Lamb this Easter (including away from chicken), instead of the cheaper proteins as they have been doing previously. Shoppers who were retired or had no children at home did contribute to more than half of the growth seen within the Lamb category, which highlights that lamb continues to be a favourite with the older category of shopper.



LAMB SO FAR IN 2023

Looking at the performance of lamb at retail in GB during the year so far (up until w/e 16 April 2023); total spend is up almost 6% on year-earlier levels at £211 million. This is unsurprising seeing as inflation has caused the average price of lamb to increase by some 5% on the year to around £12.07 per kg. Despite the rise in price, the total volume of lamb sold is stable on the corresponding period last year – and is indeed some 0.3% higher. This is a result of a strong Easter for lamb this year as shoppers stuck to tradition and opted to treat themselves despite the continued cost-of-living crisis.

Following the strong performance of roasting joints during the Easter period, lamb leg roasting joints in particular have experienced a notable increase in the number of buyers (up almost 18% on the same period last year). Many retailers had promotions for lamb this year, and this would have attracted new buyers to the category. As a result, the volume of lamb leg roasting joints sold so far this year is up some 13% on year-earlier levels, and currently accounts for almost half of the volume of lamb sold so far in 2023 at retail.



Looking ahead, the weather is improving and consumers will be looking for protein to put on their BBQ’s – and although grocery price inflation dropped somewhat for the second month in a row to 17.2% for the 4 weeks to 14th May, this remains at a high level and will continue to impact shopper decisions.

Monthly Market Round-Up

CATTLE

Prices – week ending 20th May

The prime cattle average price at auction markets in England and Wales stood at **274.5p/kg**. This was:

- + 2.7p on the previous week,
- + 33.1p compared with year-earlier levels,
- 79.4p higher than the 5-year average (2018-22 average: 195.1p/kg).

The average deadweight prices in England and Wales for steers stood at **489.9p/kg**. This was:

- + 0.4p on the previous week,
- 51.7p above year-earlier levels.

The deadweight prices for heifers stood at 487.1p/kg (+1.5p on the week), young bulls at 480.4p/kg (-4.8p), and cull cows at 385.3p/kg (+5.2p).

Throughput – April 2023

- Total cattle throughput at UK abattoirs = 212,900 head – down 6% on the year
- Total prime cattle throughput = 160,800 head – down 6% on the year.
 - steers -8%, heifers -4%, and young bulls -6%.
- Average prime cattle carcass weights = 344.3kg (-5.6kg on the year).
- Adult cattle throughput = 44,300 head – down 4% on the year.

SHEEP

Prices – week ending 20th May

The prime lamb average liveweight SQQ at auction markets in Wales stood at **310.2p/kg**. This was:

- + 0.9p on the previous week,
- + 16.5p compared with year-earlier levels,
- 41.7p above the 5-year average (2018-22 average: 268.5p/kg).

Cull ewe prices at auction markets in Wales averaged **£94.70/head**. This was:

- + £1.00 on the previous week,
- £3.20 below year-earlier levels.

GB deadweight lamb prices averaged 742.9p/kg (+71.4p on the week).

Throughput – April 2023

- Total sheep throughput at UK abattoirs = 1.1 million head – down 9% on the year.
- Lamb throughput = 947,900 head – down 9% on the year.
- Average lamb carcass weights = 20.5kg (-0.5kg on the year).
- Cull ewe and ram throughput = 124,900 head – down 8% on the year.

PIGS

Prices – week ending 13th May

The EU-spec All Pig Price (APP) in GB stood at **220.3p/kg**. This was:

- + 0.3p on the previous week,
- + 40.3p compared with year-earlier levels,
- 61.1p higher than the 5-year average (2018-22 average: 159.3p/kg).

Throughput – April 2023

- Total pig throughput at UK abattoirs = 783,300 head – down 19% on the year.
- Clean pig throughput = 765,400 head – down 19% on the year.
- Average clean pig carcass weights = 89.4kg (-1.5kg on the year)
- Sow and boar throughput = 17,800 head – down 23% on the year.

