

2026 Consumer Grocery and Protein Trends Survey

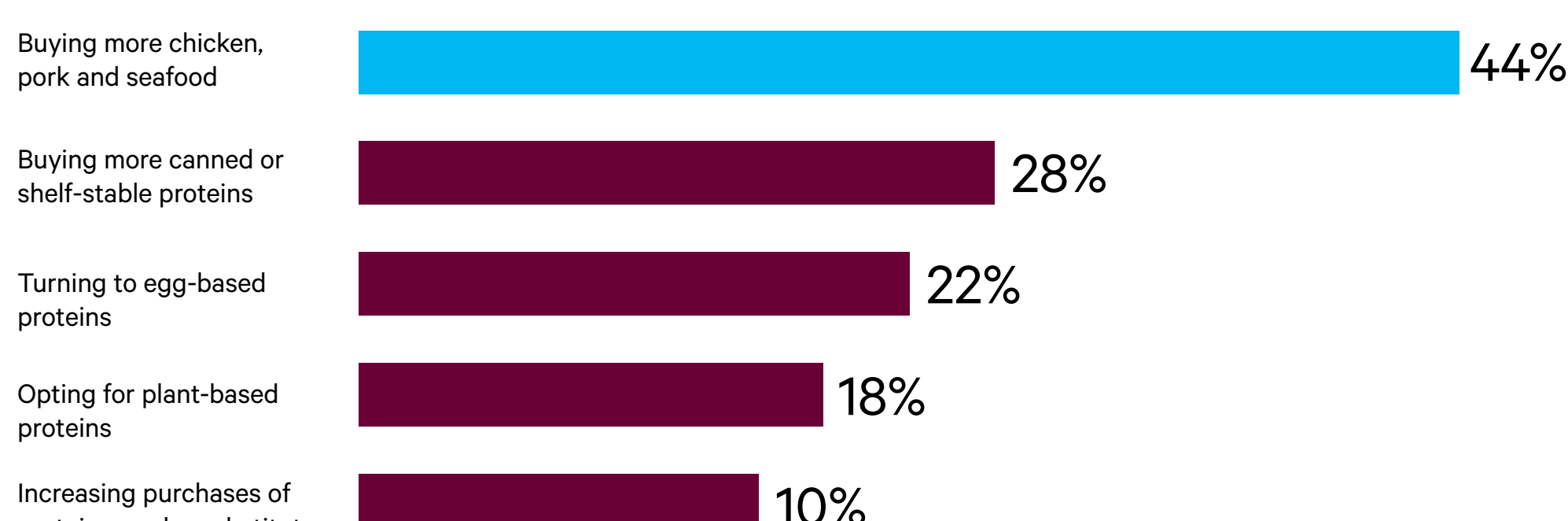
Consumers rethink protein purchases amid rising prices and supply chain disruptions

Consumers are cutting back on beef

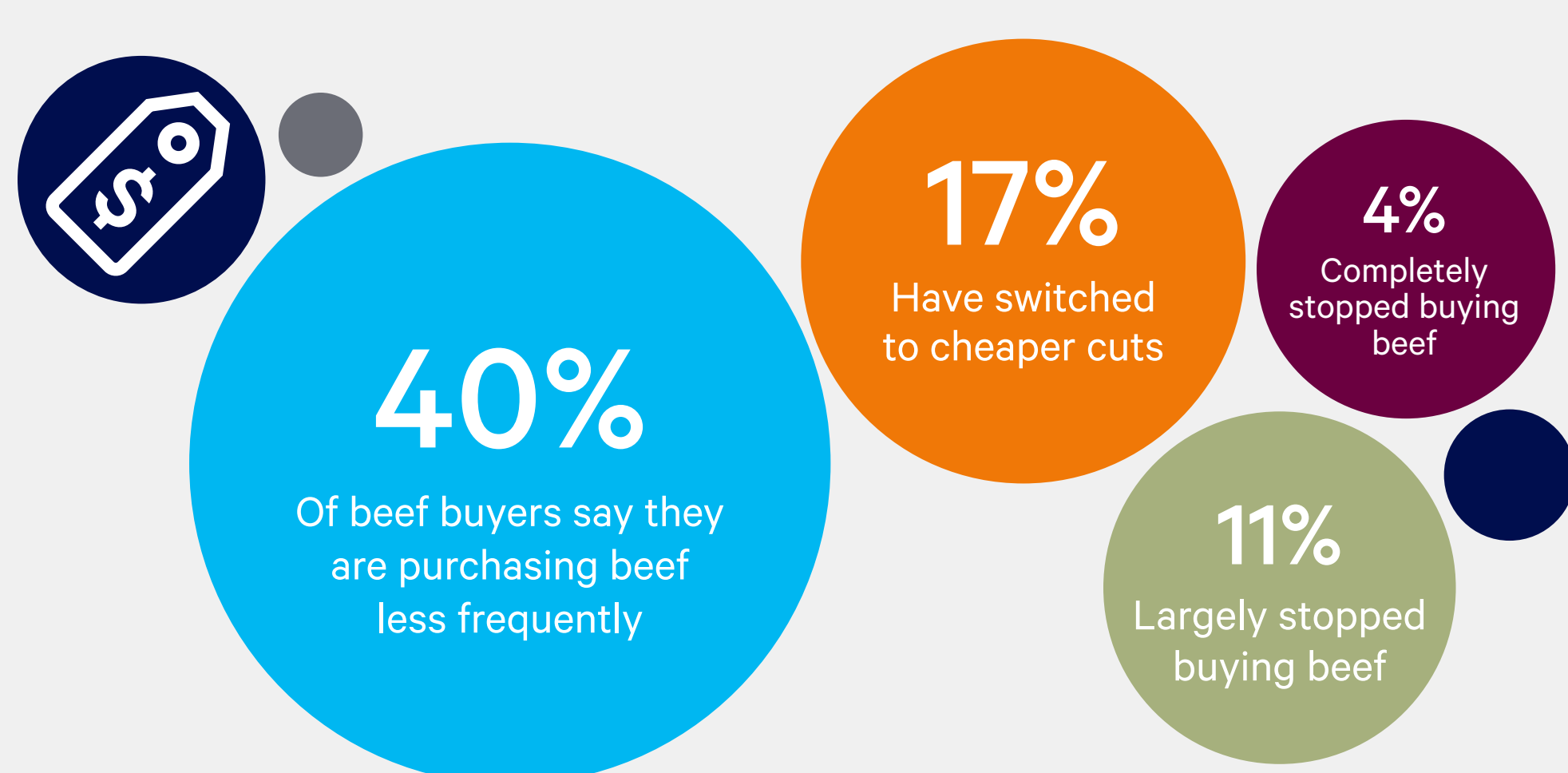


How beef buying has changed

As consumers cut back on beef, they are shifting to other protein sources.



Beyond the broad pullback, the data reveals the extent of the shift:



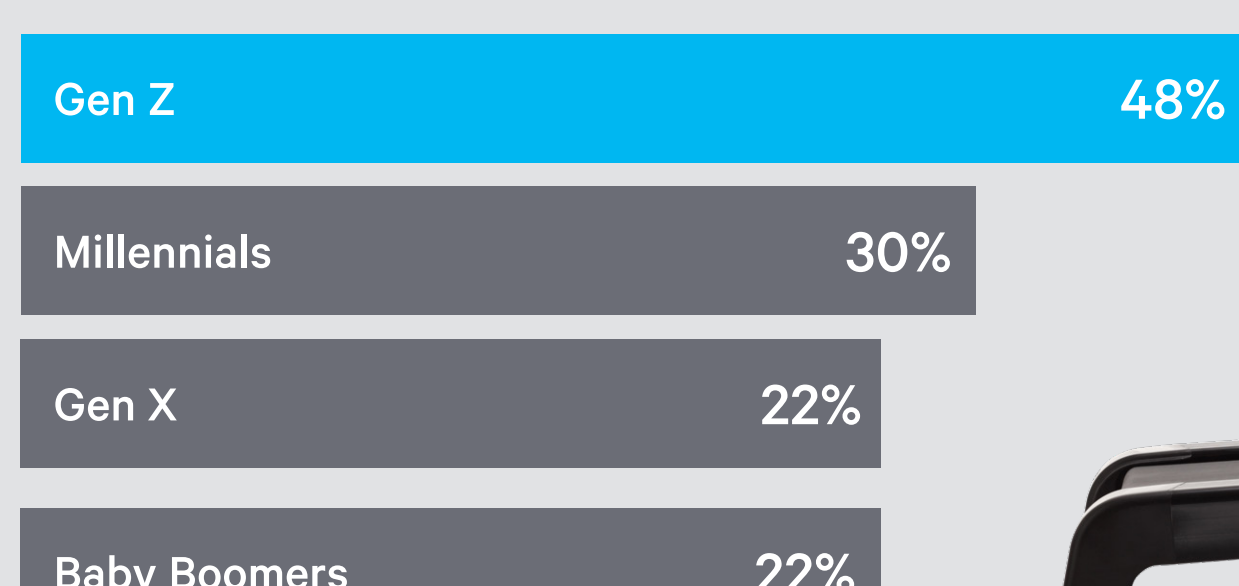
One-third of consumers increase protein purchases due to health and dietary preferences



Consumers are balancing rising protein costs with their health and wellness goals

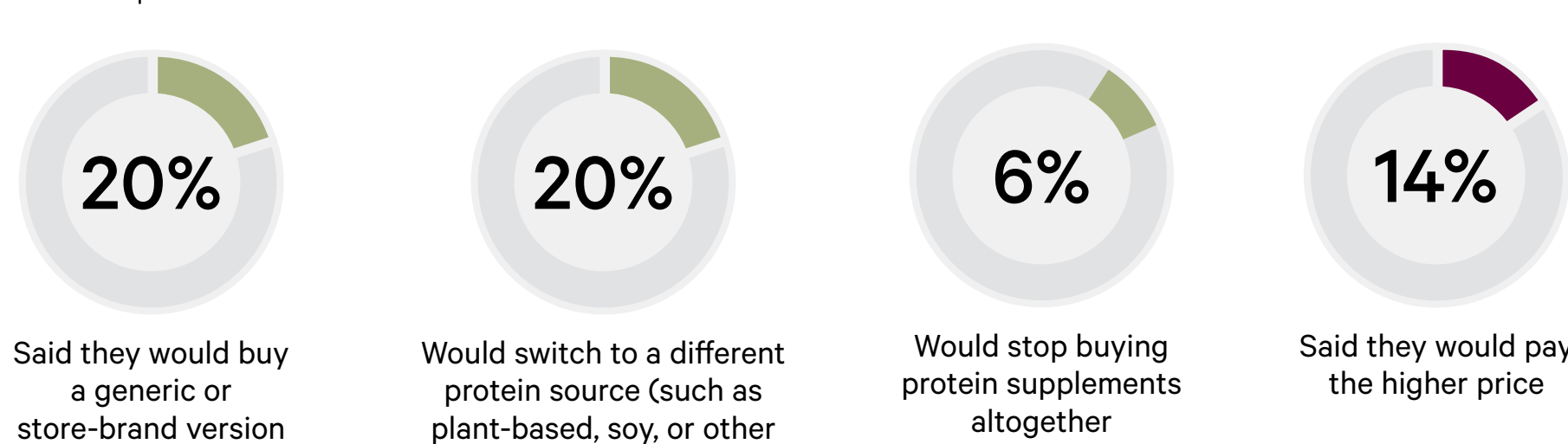


Younger generations are most willing to pay more to maintain their current diet and fitness routine amid rising protein prices

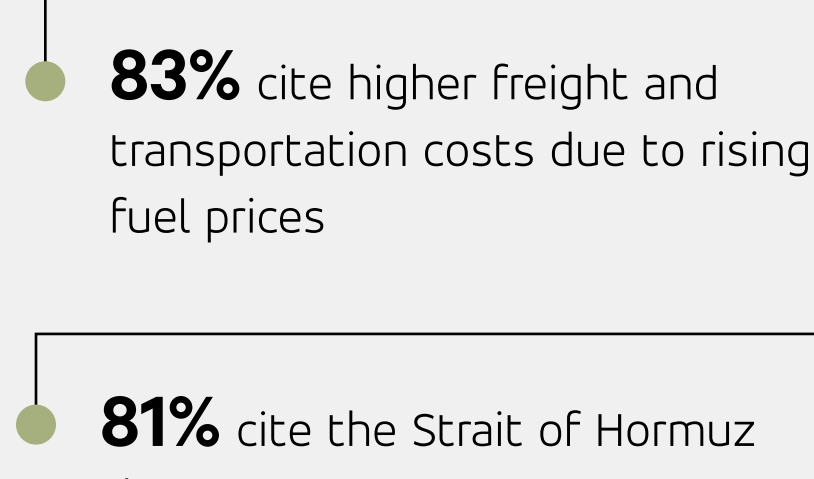


Whey protein shortage tests brand loyalty

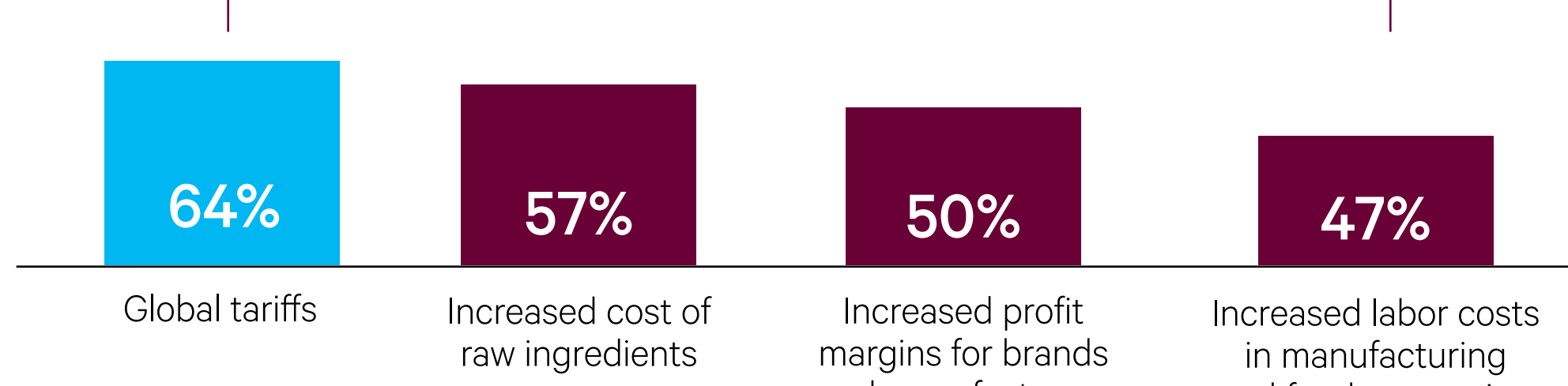
When asked what they would do if their preferred whey protein product increased significantly in price



U.S. consumers blame a variety of factors for higher grocery prices



Survey respondents also blame the following factors for higher grocery prices



Survey Methodology

The Blue Yonder 2026 Consumer Grocery and Protein Trends survey was fielded by a third-party provider in June-July 2026. Blue Yonder surveyed over 1,000 consumers across the United States to gather insights into how rising grocery and beef prices are changing their purchasing behavior as they balance their health and wellness goals. Responses were collected from consumers who are involved in their households' grocery shopping.

