

Here are key dinner highlights from MLA's Consumer Protein Landscape (CPL) research

The Consumer Protein Landscape (CPL) helps red meat brand owners explore and maximise opportunities through an understanding of the different needs and motivations that drives consumers to choose and eat meat at each given occasion.

By understanding the drivers of choice and consumers' relationship with red meat, underpinned with their needs and motivations, this provides the opportunity for differentiation and expansion of red meat solutions into other occasions, including breakfast, snacks and beyond.

24%
of all meals are dinner

People are eating dinner whilst:

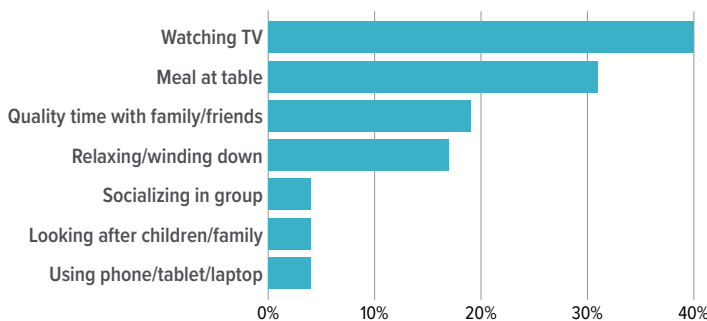
40%
watching TV

31%
sitting at the table
(this increases to **41%** among 60–74 year olds)

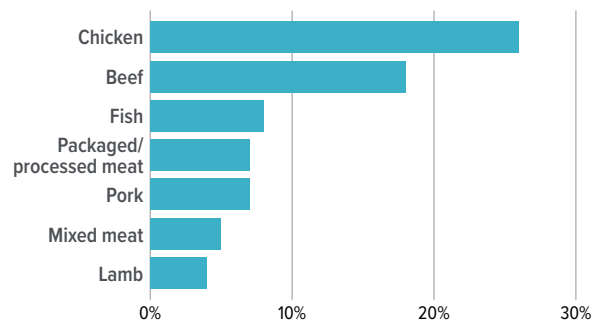
19%
having quality time with friends

17%
relaxing

What are people doing during dinner?



What meat is eaten at dinner?



18% of dinners include beef (when designed for kids, this rises to **26%**)



Beef becomes more prominent in dinners designed to be 'easy/good for kids'

(typically it is **beef mince** or sausage)

45% of men 60–74 years old eat dinner in front of the TV

42% of women 60–74 years old eat dinner while sitting at the table

11% of women 30–39 years old eat dinner while looking after children

13% of 15–19 year old men eat dinner while looking at their phone

For more information on MLA's Consumer Protein Landscape research visit mla.com.au/cpl