



**INNOWACYJNA GOSPODARKA**  
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# **Polish beef consumers – emerging or declining market?**

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# Outline of the presentation:

- Methodology
- Presentation of main results
- Conclusions

# Aim of the research:

Identification of Polish consumers' behaviour, shopping habits and culinary preferences with respect to beef meat

## Scope of the research:

- Perception of positive and negative features of beef meat
- Regional diversification of beef meat consumption
- Consumers' shopping preferences regarding beef meat
- Culinary usefulness of beef meat
- Factors affecting decision to buy beef meat



# Methodological approach:

- CATI - Computer Assisted Telephone Interview
- N=3195
- XII.2009-II.2010
- Sample derived from data base of Acxiom Polska Sp. z o.o. covering 40 segments of consumers (Personix)

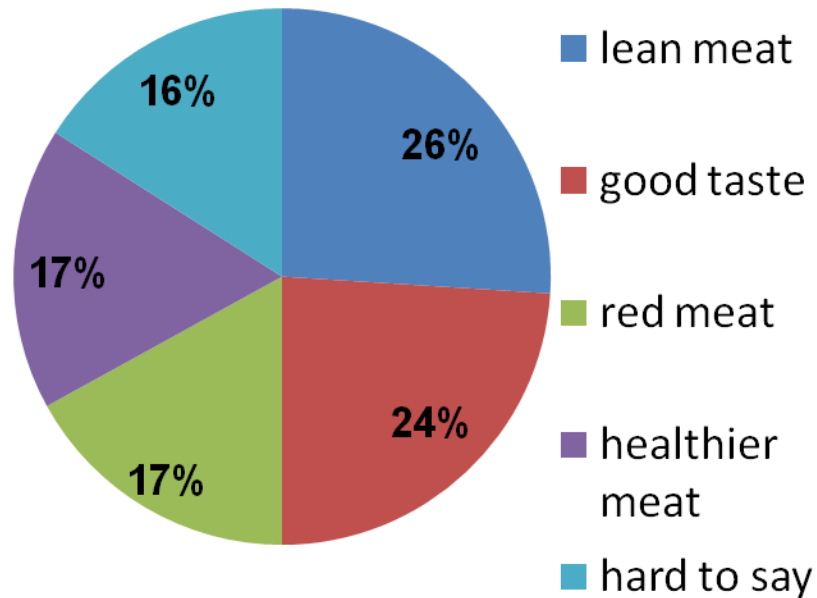
# Association with the term „beef meat“

- specific dish
- animal - cow
- meat
- features of beef meat )healthy, lean, expensive, tasteful...)

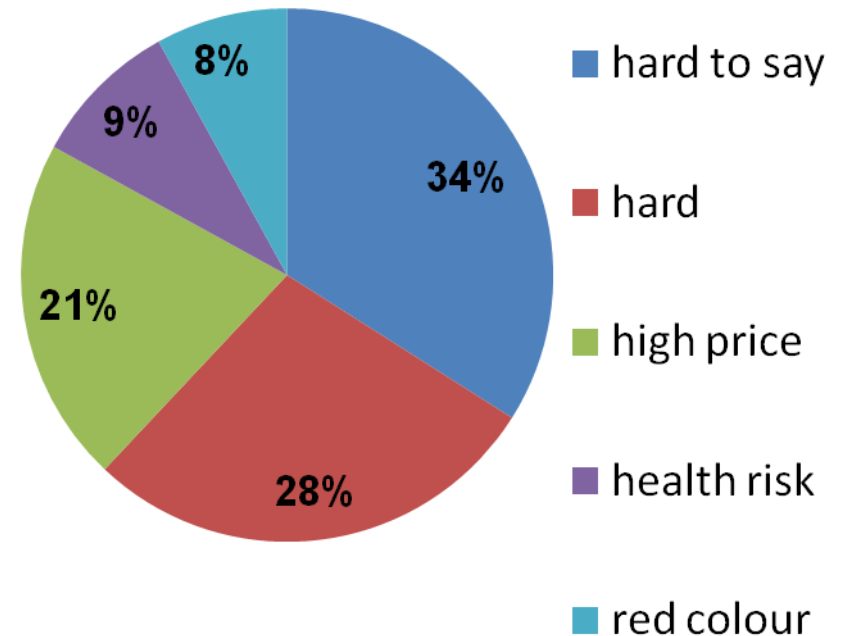


# Perceived positive and neagtive attributes of beef meat

*Positive attributes*



*Negative attributes*



# Segments of consumers with the highest beef consumption

- Urban consumers,
- With higher incomes,
- Working as managerial staff (specialist, entrepreneurs, clerks),
- Middle age (30-50),
- Consumers with higher education.

## Types of meat bought:

31% - for  
boullion

20% - minced

10% - entrecote

10% - for roast

8% - sirloin

8% - roast beef

7% - shin of  
beef



## Dishes:

25% - boullion

16% - beef  
tenderized cutlets

10% - steak

10% - roast

8% - boiled beef

7% - goulash

5% - beefsteak

3% - tatar

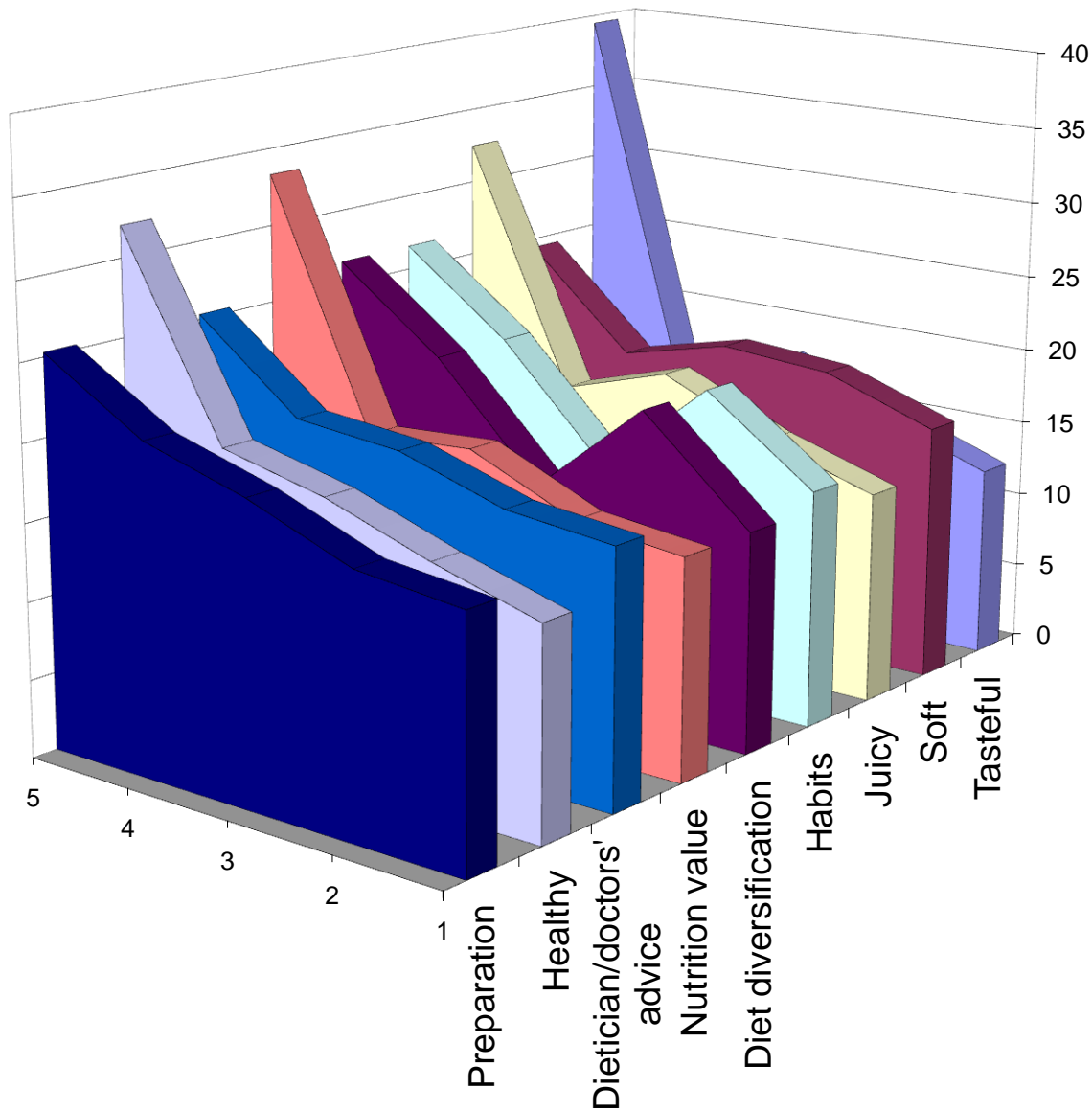
2% - hamburger



# Factors affecting decision to buy beef meat



# Reasons to consume beef meat



# Preferred sale channels for beef meat

32% - butcher shop

17% - supermarket/hypermarket

17% - local grocery with separate meat section

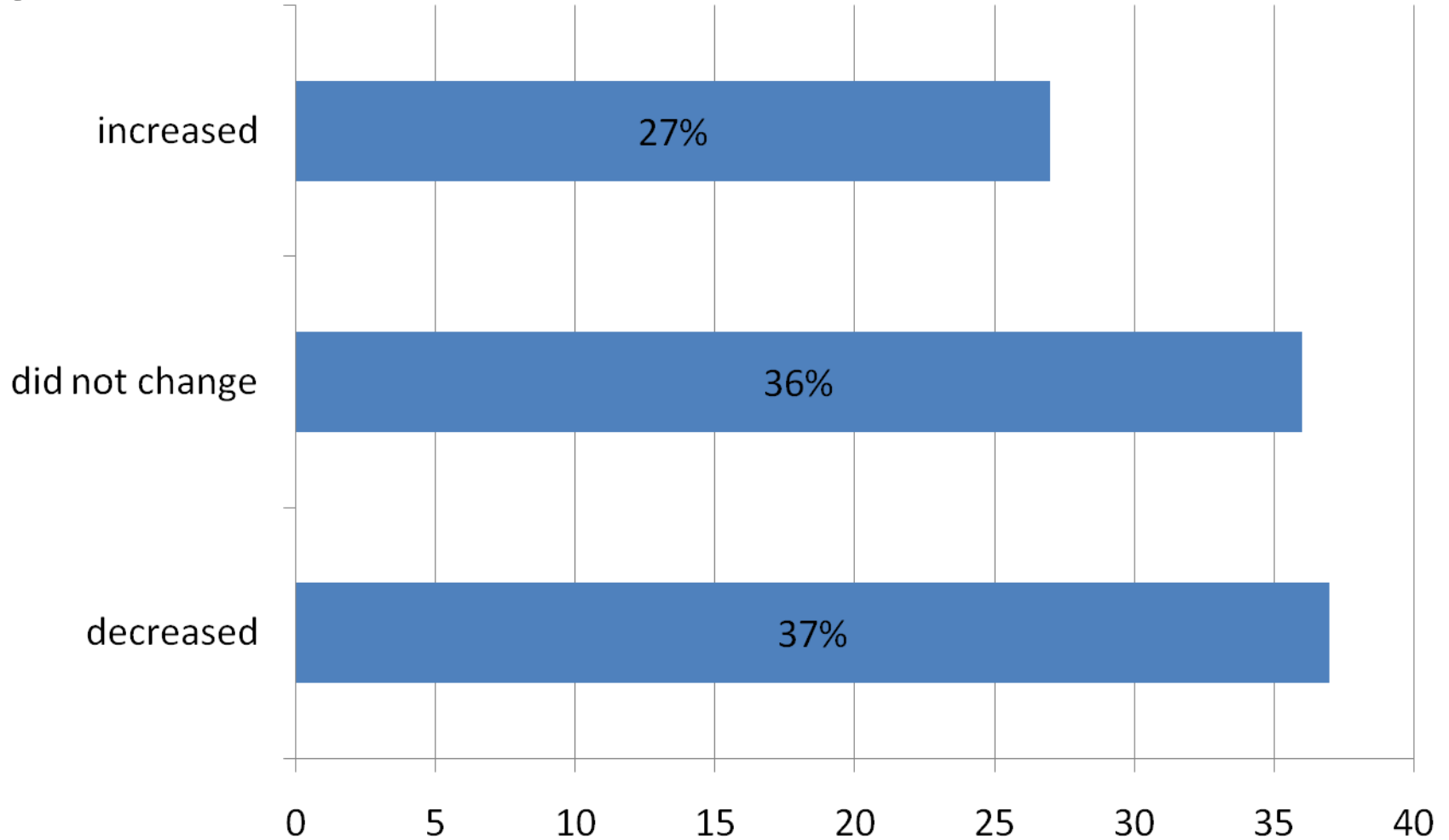
11% - bazaar/market square

9% - direct from producer

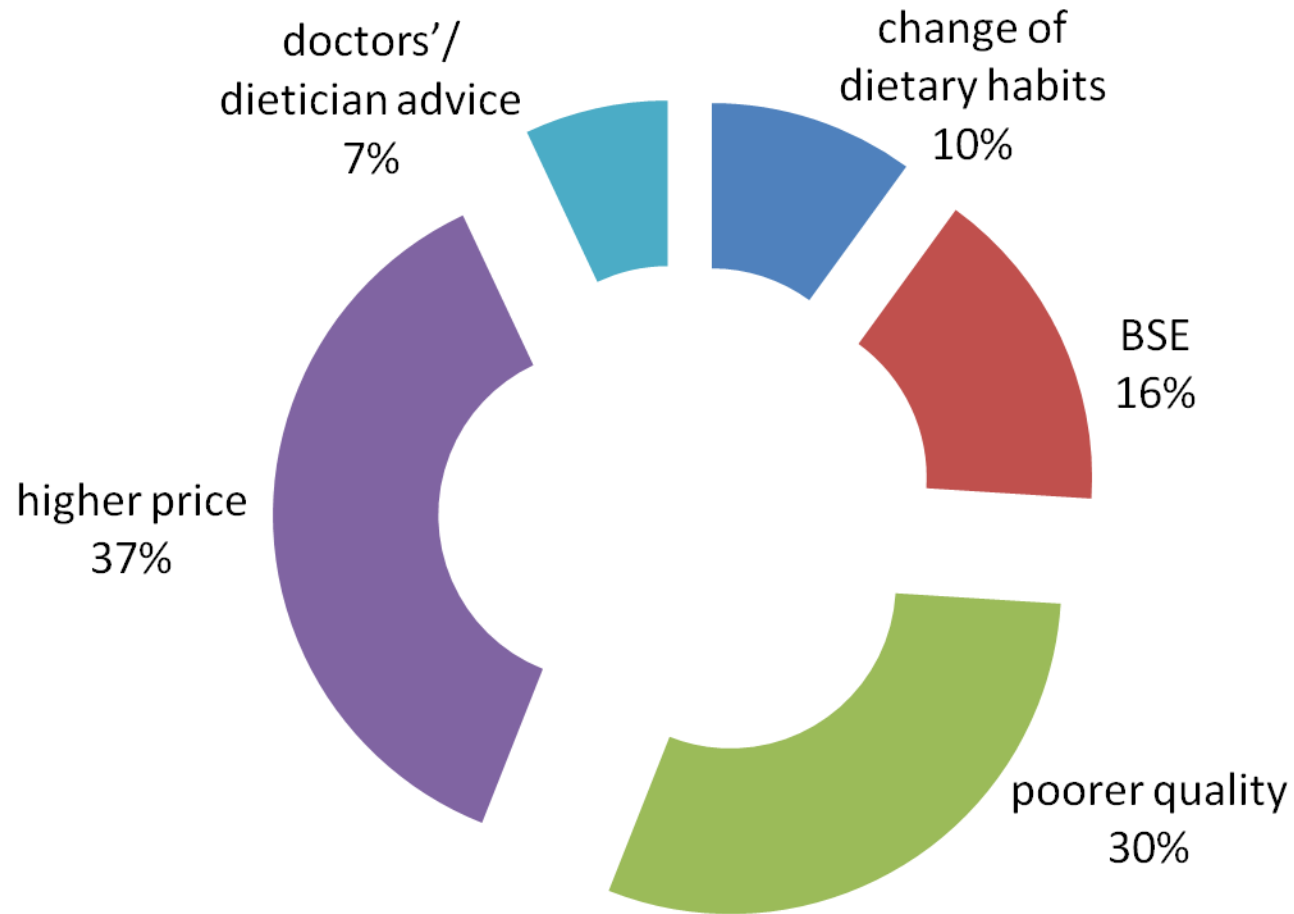
8% - discounter

6% - local grocery without separate meat section

# Changes in beef consumption in the last years



# Reasons to decrease beef meat consumption



# Conclusions:

1. Consumption of beef meat in Poland decreased and remain low;
2. Low consumption of beef meat is related to consumers' food habits and strong preference for pork and poultry meat, higher prices of beef meat and dissatisfaction with quality of beef offered on the Polish market;
3. Poles prefer beef meat for boullion;
4. Higher beef consumption is observed among younger consumers with better incomes, living in urban areas.