Quality Meat Scotland

QMS Lamb Market Update

Purpose:
To provide an update on the key industry and economic factors driving the lamb market in Scotland

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Q1 2026

SHEEP MARKET

SUMMARY OF MARKET DEVELOPMENTS

01 Prices and availability for slaughter

- After softening in January, lamb prices rose significantly at Scottish auction marts in February, supported by extra demand from Ramadan. Having spent the early weeks of the year running slightly behind 2025 levels, prices moved slightly ahead at the end of February, while pushing 25% above the five-year average.
- After a sluggish autumn, Scottish auction throughput picked up relative to 2024 at Christmas before making a strong start to 2026. Numbers were up 11% year-on-year in the first eight weeks of 2026, reducing the season-to-date decline to less than 1%, having trailed by more than 6% in mid-December. Hogg availability has been supported by a slightly increased Scottish lamb crop, a slow marketing pattern and sharply increased store lamb sales.
- At GB level, supply is fundamentally tight, reflecting a 2.5% reduction in the lamb crop in 2025. However, an earlier Ramadan and Easter may support slaughter numbers through February and March.

02 International trade and market supply

- UK sheepmeat export volumes continued to trend seasonally higher through the final quarter, although they did slip slightly behind year-earlier levels in December. In 2025, export volumes rose 9%, despite higher prices, highlighting the strength of demand, particularly in France and Belgium. Meanwhile, imports ended the year with a first increase since July, with Australia continuing to show significant increases while imports from NZ fell. After a tighter autumn, total UK market supply ended the year similar to 2024 levels as 2% higher domestic output was offset by stronger net exports.

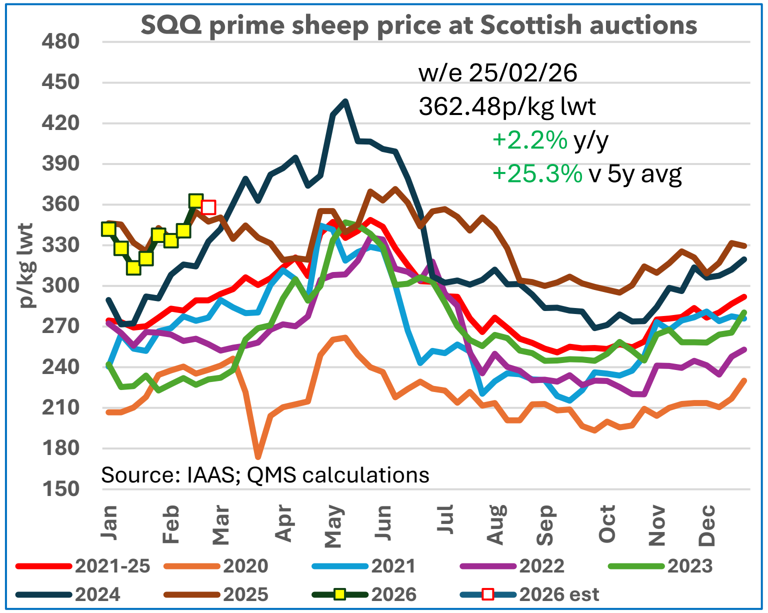
Report Category	Basis	Average price or volume	Change on week	Change over four weeks	Change on year	Change on 5-year avg
Old season SQQ lamb price at Scottish auctions	p/kg lwt, w/e 25 February	362.48p/kg	+21.98p	+13.2%	+2.2%	+25.3%
Total lamb marketings at Scottish auctions	Average in four weeks to 25 February, head	24,144		+22.6%	+10.2%	+17.4%
Lamb slaughter at GB abattoirs	Total between Nov 2025 and Jan 2026, million head	2.879m			-2.4%	-8.7%
UK sheepmeat market supply	Tonnes in Nov 2025 to Jan 2026 (estimate)	61,600			+4.3%	-4.3%

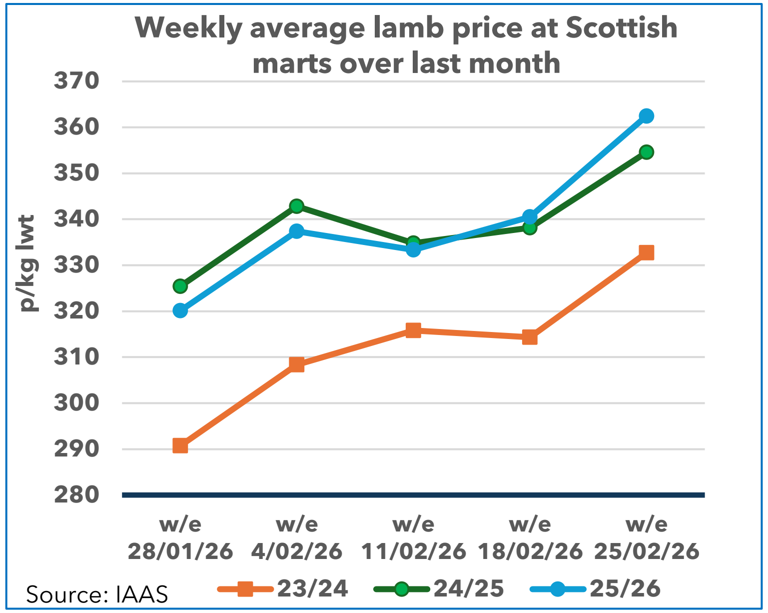
03 Global market outlook

- Tight EU market conditions seem unlikely to change in 2026 as production continues to trend downwards over time. Meanwhile, Australia is forecast to have passed its cyclical production peak and although elevated lambing rates have driven a 2% lift in New Zealand's lamb crop, slaughter is expected to stabilise. In addition, the Chinese market appears to have rebounded, potentially supporting exports from Australia and NZ.

Farmgate prices - prime sheep

After some seasonal softness in January, lamb prices rose in February, supported by demand for Ramadan, which runs from mid-February to mid-March.

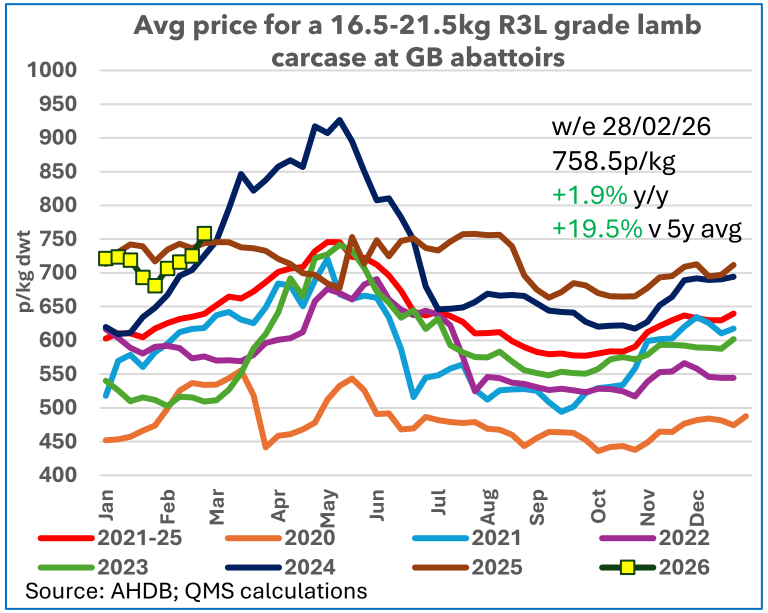


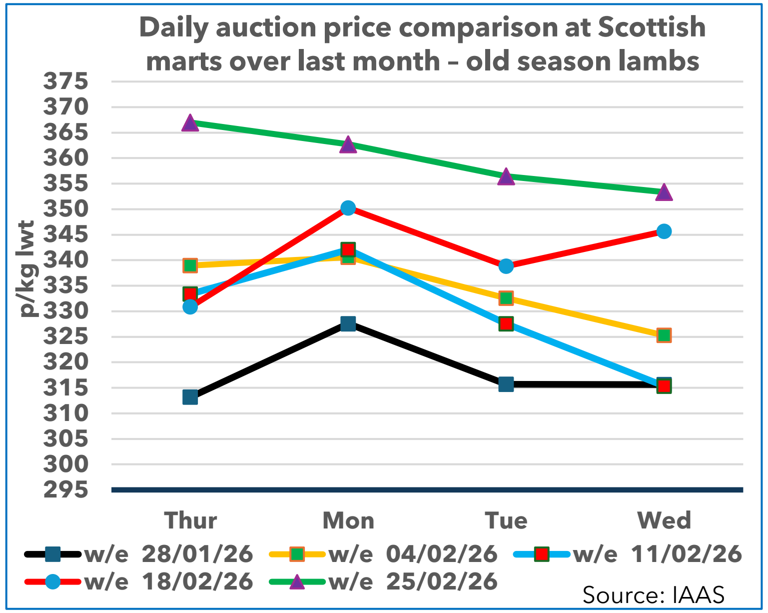


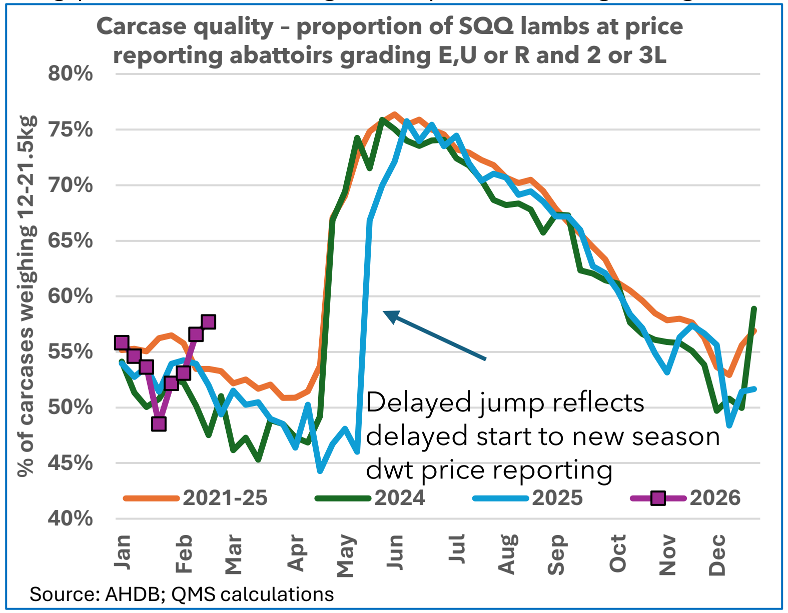
After rising over the Christmas period, lamb prices opened 2026 averaging above 340p/kg at Scottish marts. However, prices quickly softened as demand cooled, slipping below 315p/kg by the third week of the month. Prices rebounded at the end of the month and rose further in February, supported by buying for Ramadan, which runs from mid-February to mid-March. As the festival began, prices were averaging above 340p/kg again, lifting above 360p/kg towards the end of the month.

Having traded slightly above year-earlier levels in December, lamb prices slipped back slightly in January relative to a year earlier. They then converged on 2025 levels in February, ending the month slightly higher again. Throughout much of this period, they held 15-20% above the five-year average.

GB deadweight prices have shown a very similar trend to the Scottish auction trade, softening in the second half of January before climbing through February and ending the month up slightly on 2025. It should be noted that lamb deadweight price reporting became mandatory in GB (for abattoirs above a threshold kill level) and AHDB will start publishing prices from this larger sample at the beginning of March.



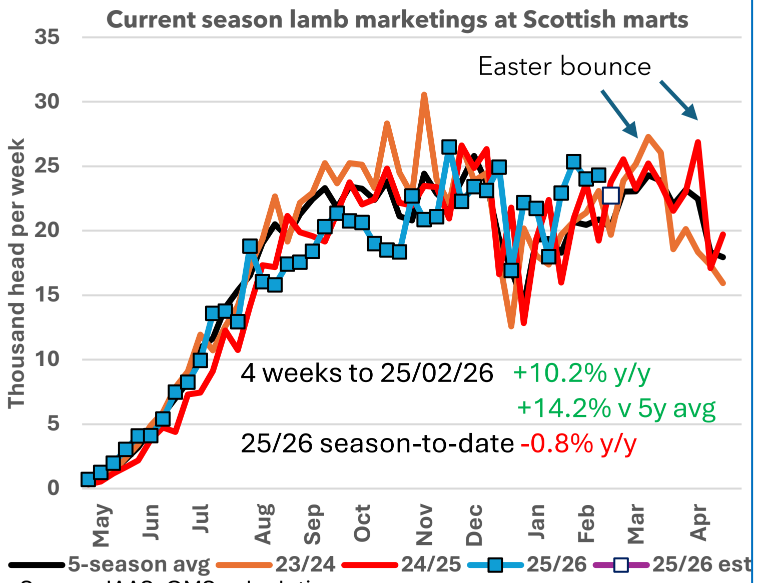




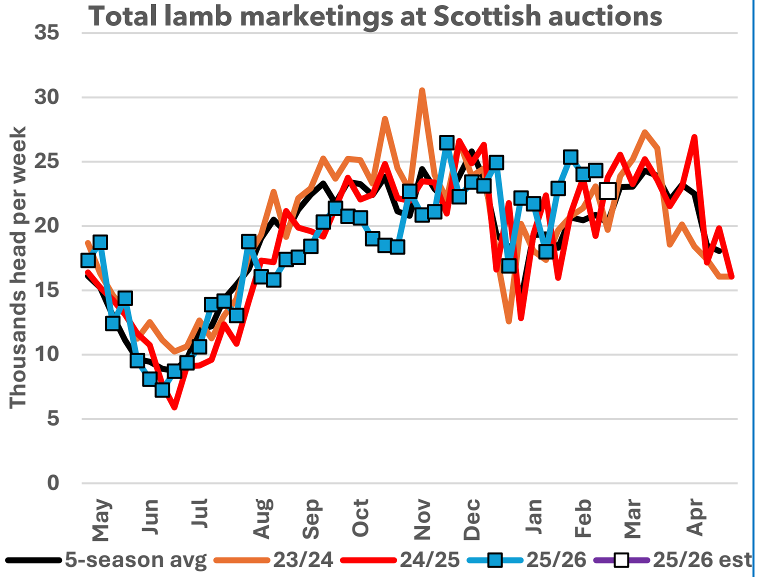
Charts based on old season lamb prices from January to April and new season lambs from May to December

Availability and slaughter

Slow arrival of lambs onto the market in the autumn has resulted in a large carryover of hoggs in Scotland, but numbers are fundamentally tight in GB.



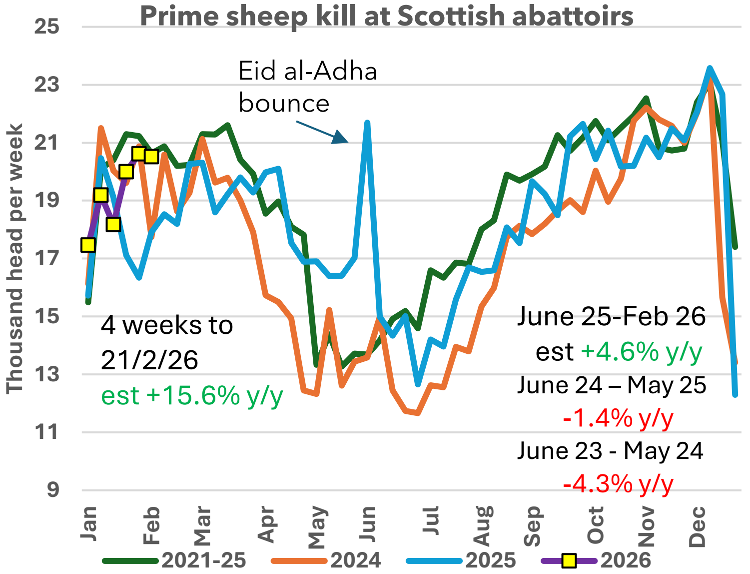
Source: IAAS; QMS calculations



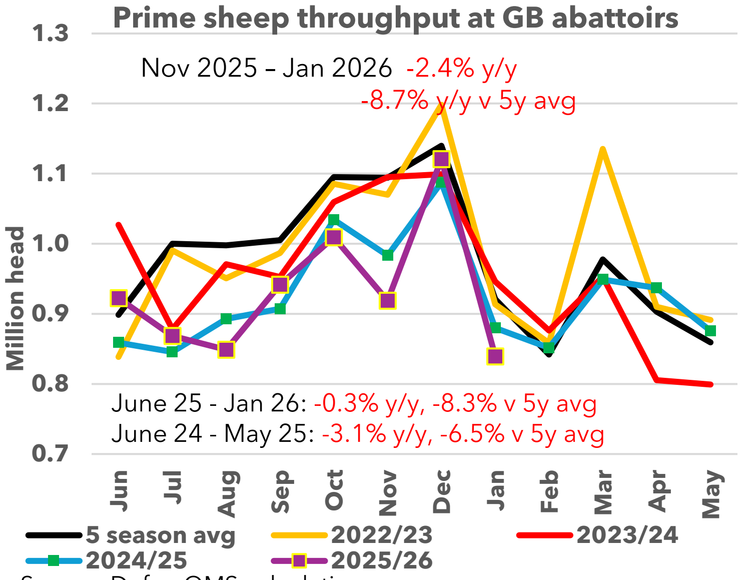
Source: IAAS; QMS calculations

After a sluggish autumn, auction throughput had a slightly stronger end to 2025, beginning to show year-on-year increases at Christmas. This has continued into 2026, with numbers up 11% on 2025 in the first eight weeks of the year. As a result, the season-to-date auction throughput has gone from running 6% lower in mid-December to show a reduction of under 1% in late-February. A higher carryover of hoggs this year reflects a combination of a slow pace of sales in the autumn, a slightly increased lamb crop in Scotland, and a jump in store lamb sales (see page 21).

At GB level, lamb slaughter figures have been revised upwards and are now showing a softer reduction in sales during the autumn. However, numbers are provisionally shown to have fallen more significantly in January. A 2.5% reduction in the GB lamb crop in 2025 is may restrict availability through Ramadan and in the run up to Easter. Easter is two weeks earlier than in 2025, with Easter Sunday on April 5, pulling demand forward to late-March. Eid al-Adha shifts forward to the last week of May.



Source: Scottish Government; ScotEID; QMS calculations



Source: Defra; QMS calculations

Looking ahead to the new season, a cold, wet winter may restrict lambing rates, and ewe numbers could be affected by higher mortality. The North East, Perthshire and Angus were unusually wet and cold in January, following an unusually dry 2025, and collectively accounted for around 18% of Scotland's ewe flock and 20% of the lambs in 2025.

Latest Census Results – Scotland, England & Wales (% change y/y)

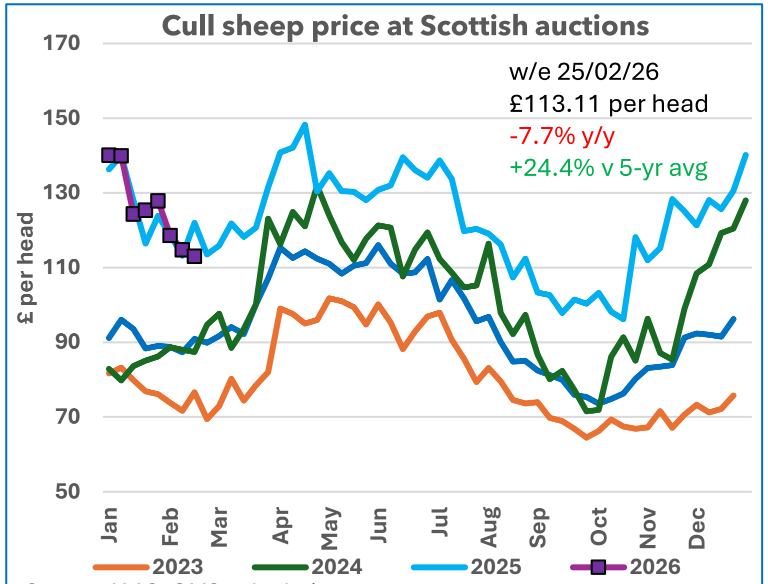
June 2025 – Scotland, England and Wales

	Sco v 2024	Eng v 2024	Wal v 2024
Ewes for further breeding & slaughter	+0.7%	-3.4% y/y	+1.3%*
New season lambs	+1.0%	-5.3% y/y	-0.7%

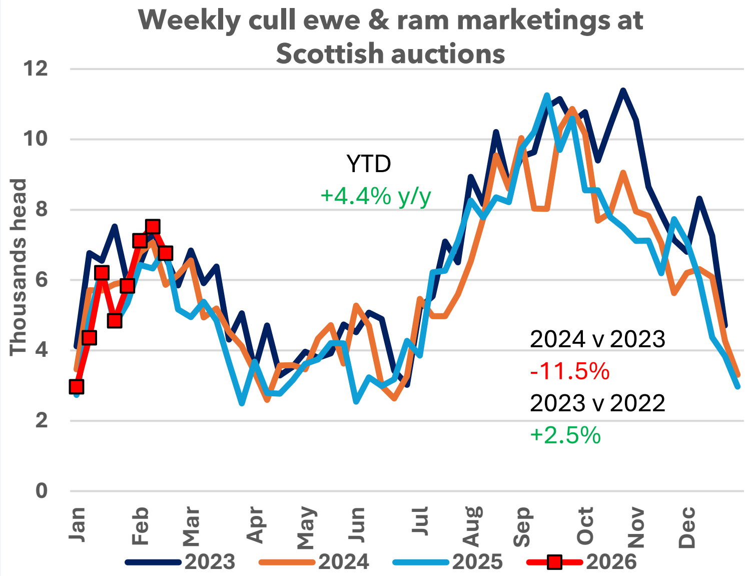
Source: Defra; Scottish Government; Welsh Government; QMS calculations
*Unofficial figure - sources in Wales highlight error with published result

Cull sheep market

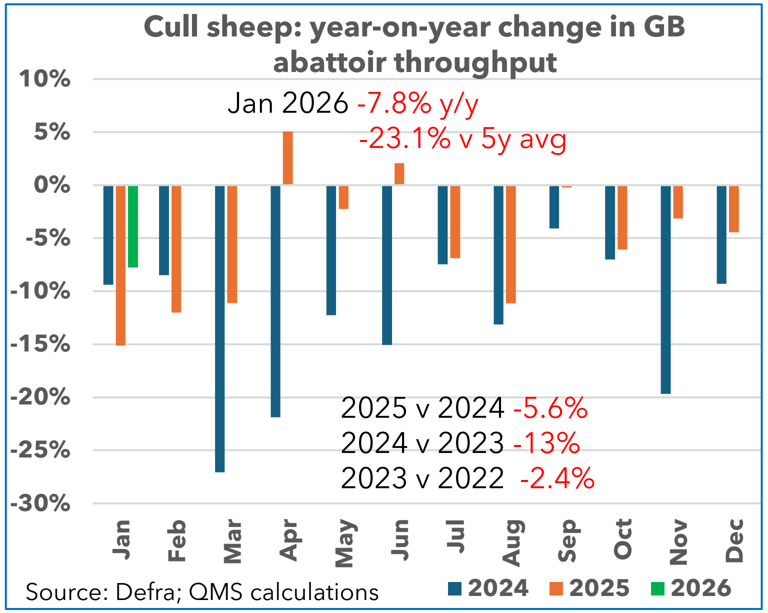
Cull ewe prices have softened in February, with little sign of a boost from Ramadan. After a strong 2025, values have opened 2026 trading in line with the previous year. Supply is set to tighten seasonally in the coming weeks.



Source: IAAS; QMS calculations



Source: IAAS; QMS calculations



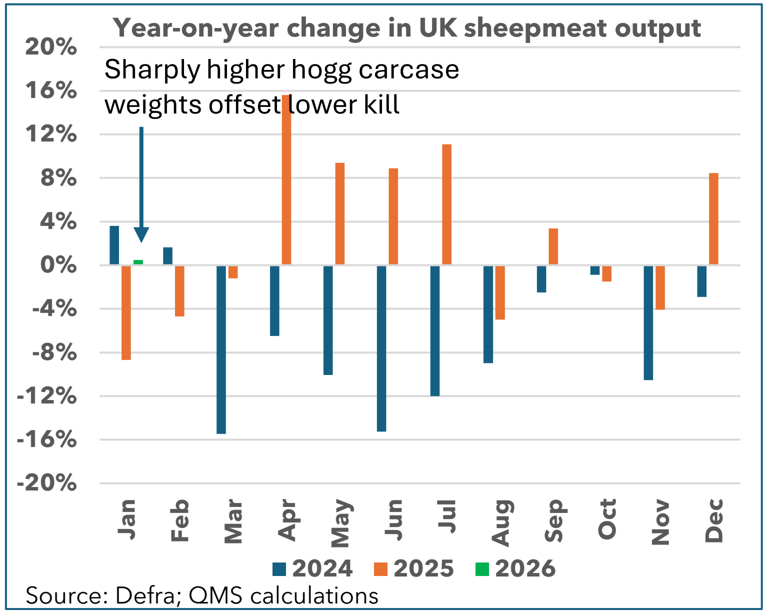
Source: Defra; QMS calculations

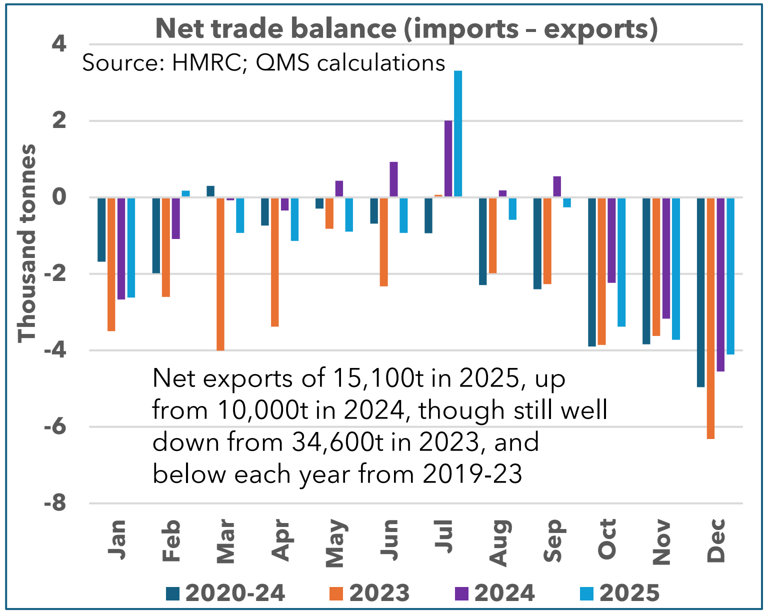
Cull ewe prices had a strong festive period, peaking at around £140 per head at Scottish auctions, with numbers seasonally tight. In the early weeks of 2026, throughput has rebounded and prices have softened. Interestingly, there is little sign of a boost to the ewe trade from Ramadan. While there was a slight price uplift at the start of February, this came in a lower throughput week, with prices then falling in the next fortnight as numbers increased. Nevertheless, seasonal trends point to a tightening of availability in the coming weeks, at a time when sheepmeat demand is set to be firm due to Ramadan which is then quickly followed by Easter.

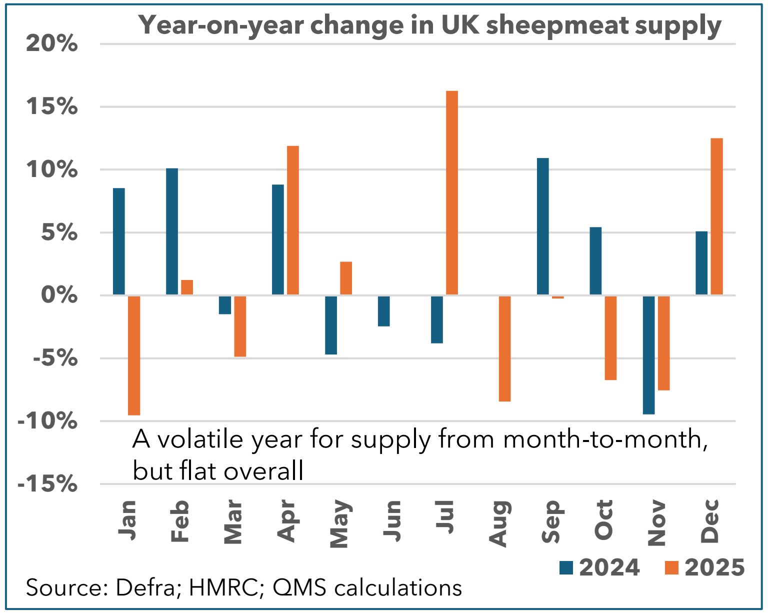
Defra slaughter statistics point to another year of declining ewe slaughter in GB in 2025, reflecting a contracting sheep flock. However, the overall pace of reduction, which was still above 5% in the second half of the year, may point towards some interest in rebuilding flocks. Numbers continued to run lower than a year earlier in January.

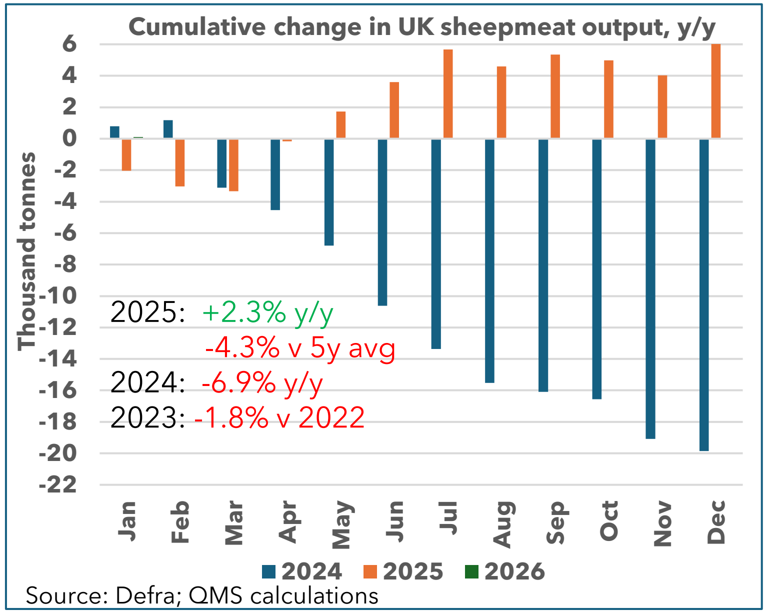
UK sheep market supply

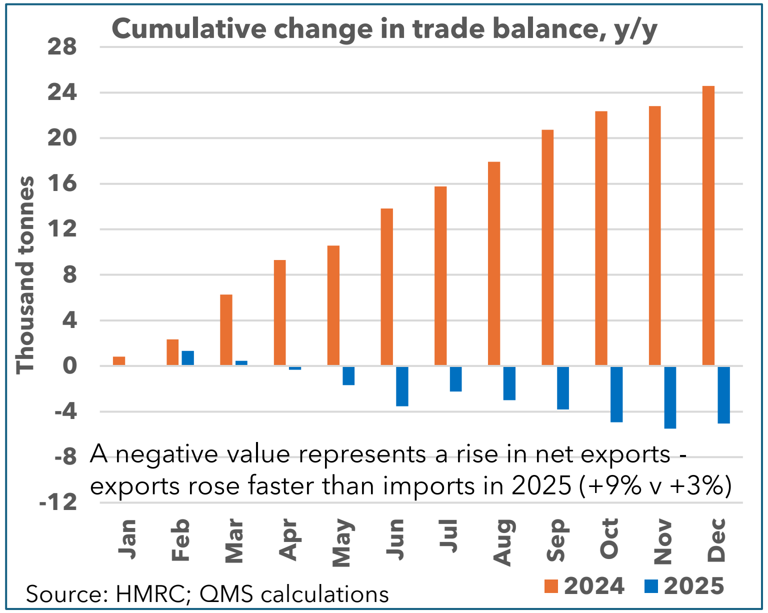
Increased domestic production in 2025 was almost offset by a stronger increase in exports than imports, leaving overall market supply only marginally higher than in 2024.

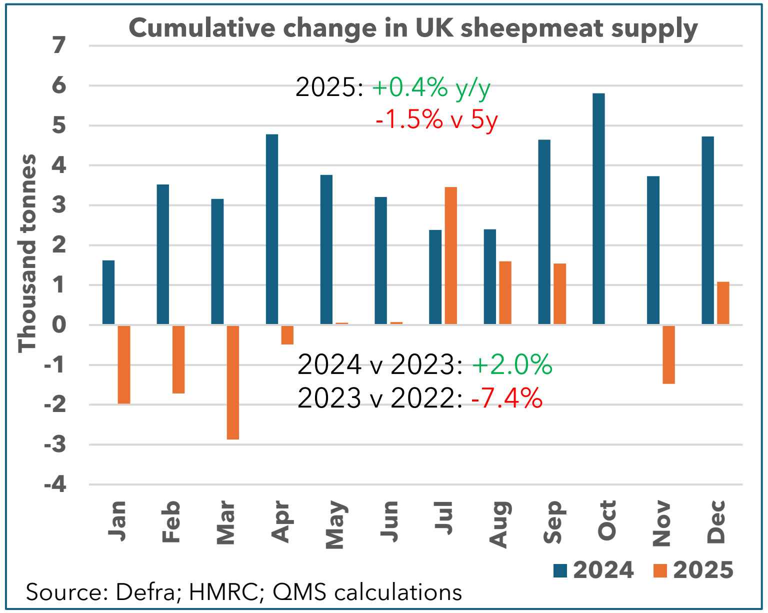








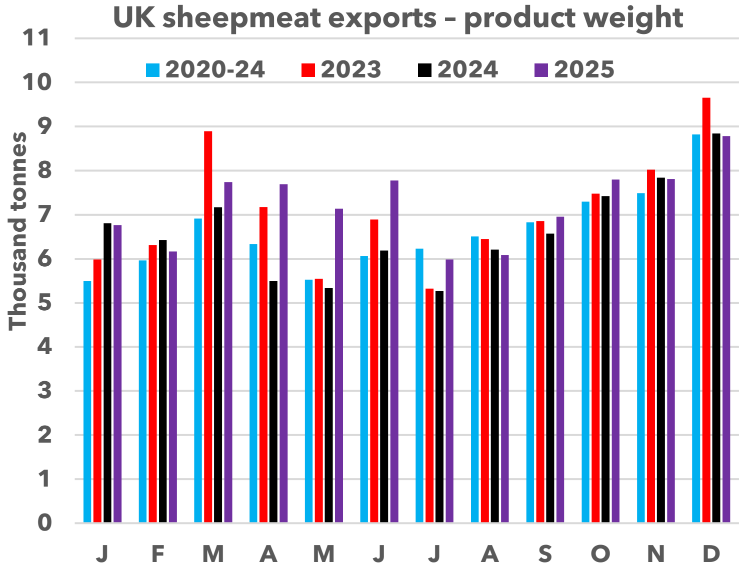




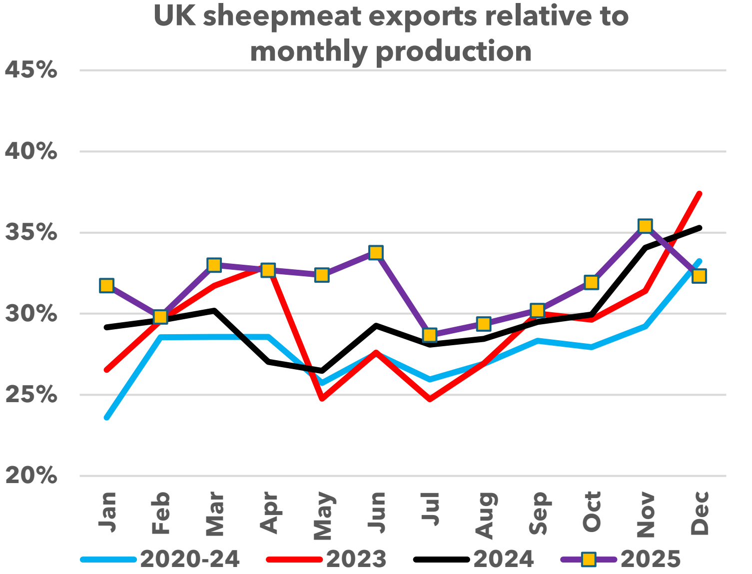
Domestic production + imports – exports = supply; Note: trade based on product weight rather than carcase weight equivalent

UK international trade

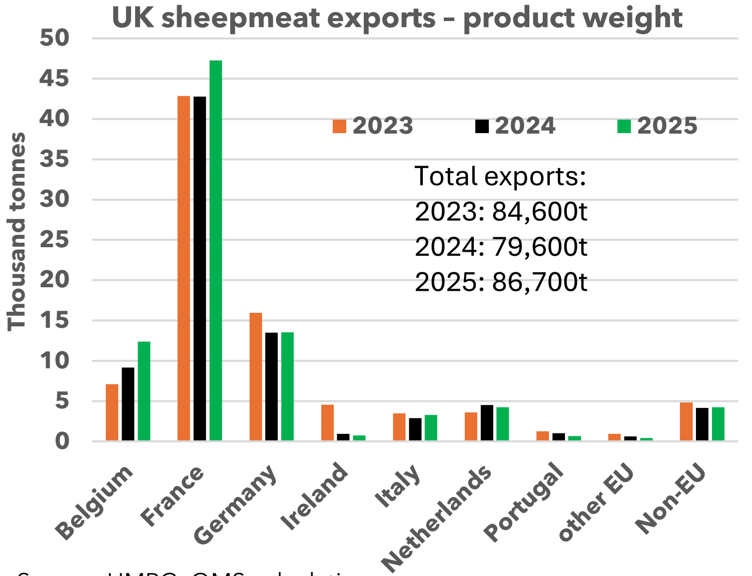
Export volumes climbed seasonally to an annual high in December but were a little soft relative to production after an extremely strong year.



Source: HMRC; QMS calculations



Source: Defra; HMRC; QMS calculations



Source: HMRC; QMS calculations

UK sheepmeat exports continued to build seasonally in the final quarter, reaching an annual high in December. Though seasonally high in volume, exports did go against the seasonal trend relative to production, with the export share slipping back to a three-year low for the month, and the volume was down marginally on December 2024. Nevertheless, in the year as a whole, export volumes rose 9%, increasing to 32% of production from just under 30% in 2024.

France (+10.5%) and Belgium (+35%) were the main growth markets in 2025, with France increasing its dominance and accounting for nearly 55% of shipments. Belgium increased to 14%. Sales to Italy rose by 13%, but remained under 4% of the total.

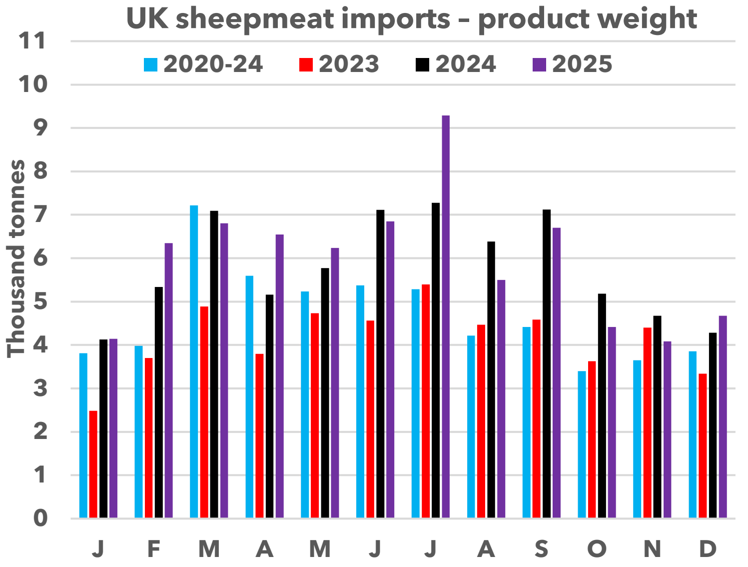
Exports to non-EU countries edged up by less than 2% in 2025 and lost market share, slipping below the 5% mark. Canada, Ghana, Kuwait and Switzerland were the main destinations outside the EU.

Note:

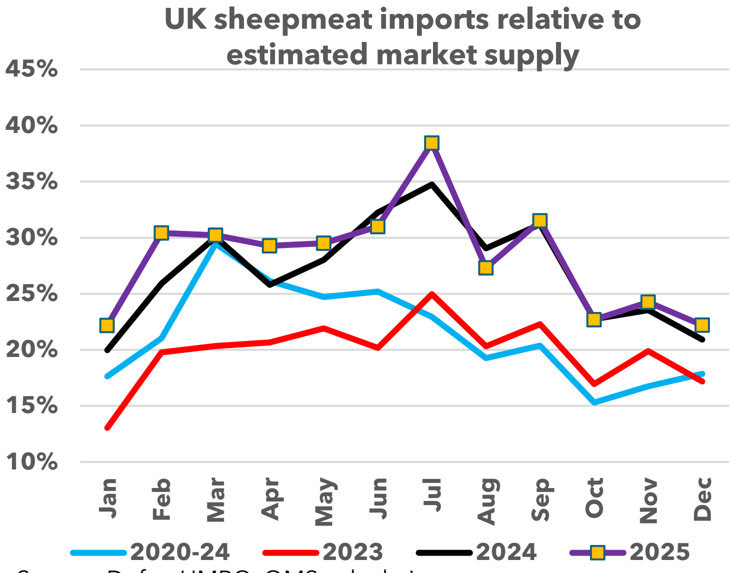
HMRC trade data covers HS codes 0204 (fresh or chilled & frozen sheep and goatmeat)

UK international trade

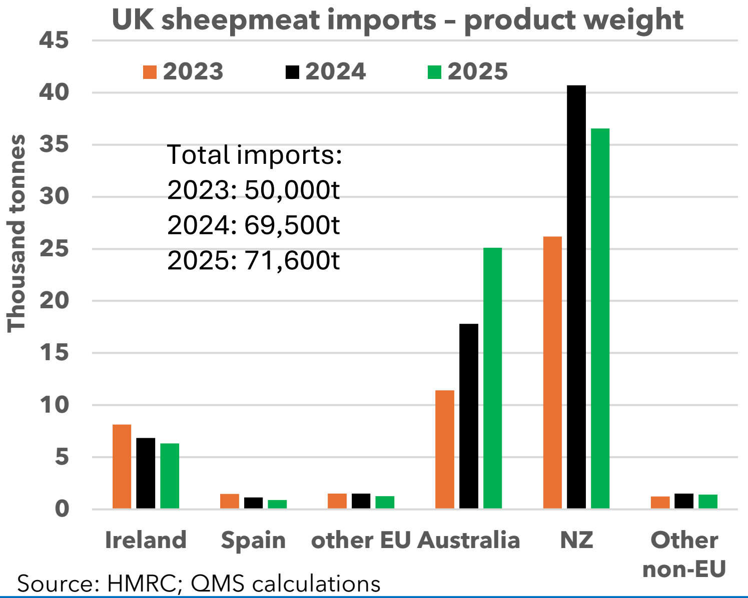
UK imports rebounded to growth in December after four months trailing 2024, with market share holding slightly higher. However, volumes remained seasonally low, reflecting domestic and Southern Hemisphere production.



Source: HMRC; QMS calculations



Source: Defra; HMRC; QMS calculations



Source: HMRC; QMS calculations

After surging to an annual peak in July, UK sheepmeat imports fell back sharply in August, slipping behind year earlier levels. Volumes then remained lower than in 2024 through the autumn. However, the year ended with an uplift of %, and imports increased their share of the UK market slightly from December 2024. Then again, imports did remain at a seasonally low level, reflecting higher domestic production and the lagged impact of lower Southern Hemisphere production at the start of their new season.

Although highly competitive prices in Australia and New Zealand, added to by a stronger sterling supported import demand in 2025, import prices rebounded significantly, averaging 33% higher than in 2024 from NZ and 21% higher from Australia. From a similar average price level in 2024, Australia became significantly cheaper than NZ in 2025.

Imports continued to rebalance towards Australia in December, with volumes up more than 90% year-on-year whereas there was a contraction from NZ for a fifth month in a row and seventh time in eight months, which accelerated to -35%. In the year as a whole, imports from Australia rose 41%, following a 56% increase in 2024. Shipments from NZ declined by 10% in 2025, but they were still above 2023 levels, having jumped by 55% in 2024. Market shares were 51% for NZ and 35% for Australia in 2025, compared to 59% and 26% respectively in 2024. Imports from the EU continued to fall in 2025, down another 11% after a 15% reduction in 2024. EU imports slipped to a market share of just 12%, down two points on the year and by ten from 2023.

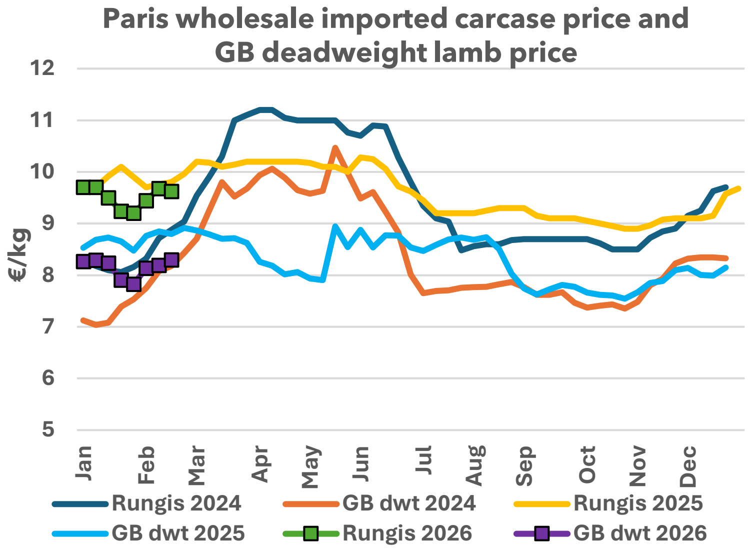
Higher imports due to the Free Trade Agreement with Australia remain a long-term downside pricing risk, especially at times of increased domestic output and at cyclical peaks in Australian production, although NZ lamb production has been trending downwards.

Note:

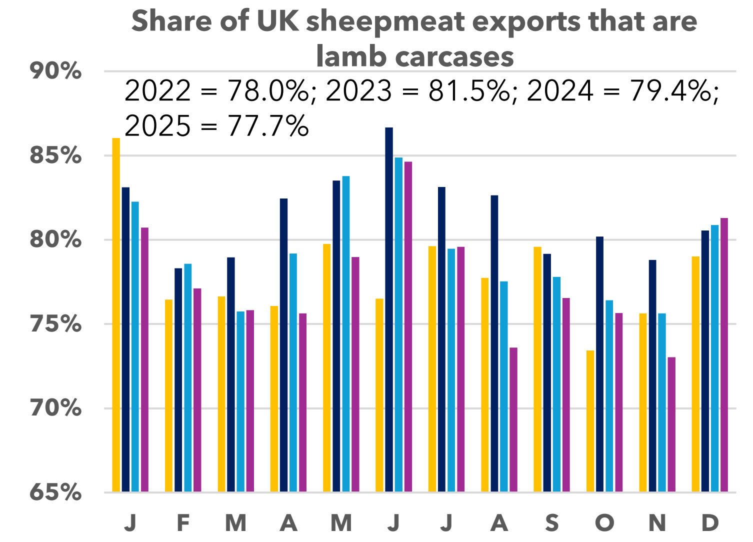
HMRC trade data covers HS codes 0204 (fresh or chilled & frozen sheep and goatmeat)

Variables influencing international trade

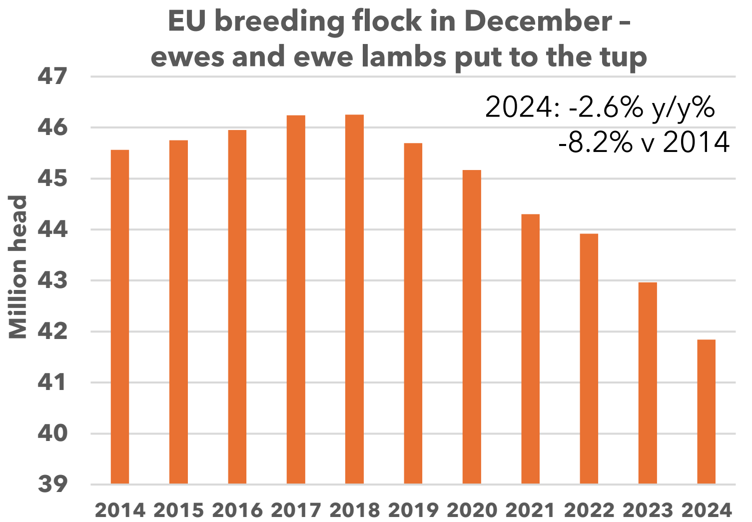
While wholesale lamb prices in France have been tracking below the highs of early 2025, prices have risen slightly for Ramadan, a weaker exchange rate has supported the sterling value of exports, and export margins have remained around their long-term average of 15%. Falling EU production is expected to support UK exports in 2026, though EU border controls have been tightened, potentially adding friction. Strong global demand and supply-side pressures have supported lamb prices in the Southern Hemisphere at the start of 2026, narrowing the gap with European prices.



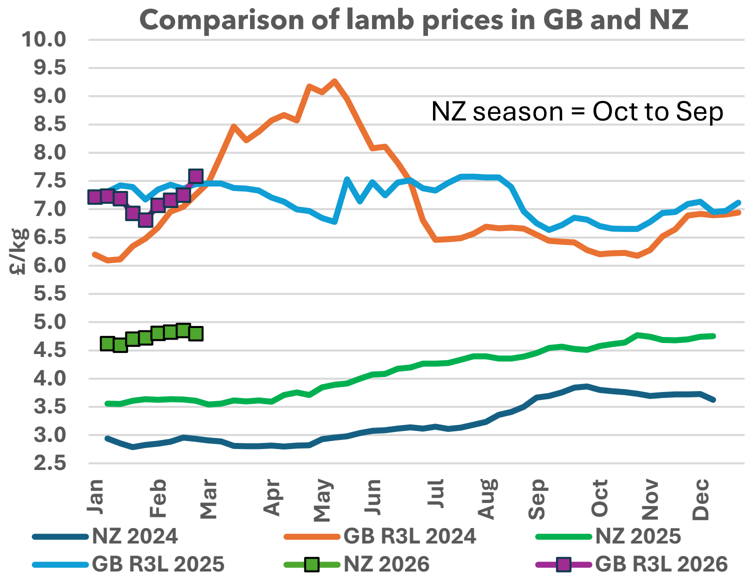
Source: AHDB; FranceAgriMer; QMS calculations
New season GB dwt from late May



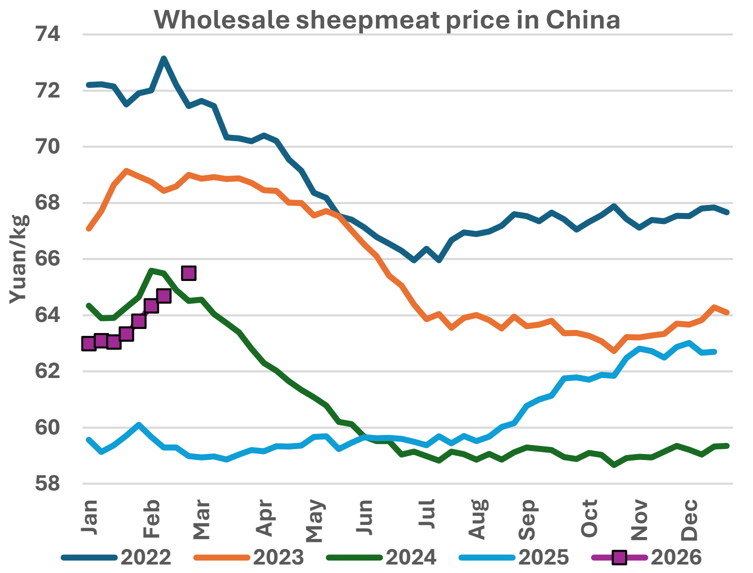
Source: HMRC; QMS calculations
HS 020410 & 020430



Source: Eurostat; QMS calculations
Based on 17 Member States reporting results, including Spain, Romania, Greece, Italy, France, Ireland, Portugal and Germany



Source: Bank of England; AHDB; MLA; Farmers Weekly (NZ); QMS calculations



Source: MARA; QMS calculations

Oceania lamb production forecasts

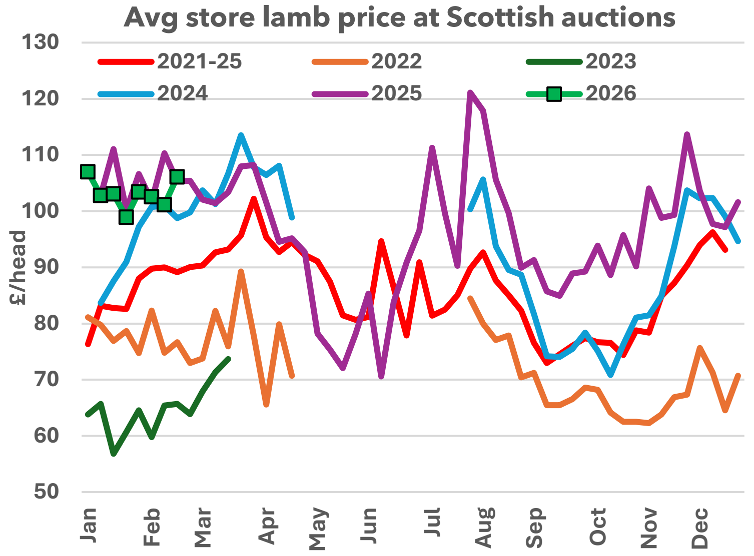
	2023	2024	2025	2026	26 v 25
Australia: September 2025 Industry Projections (thousand tonnes)					
Sheepmeat production	847	927	866	819	-5.4%
Sheepmeat exports (product weight)	536	614	616	583	-5.6%

New Zealand: Stock Number Survey and New Season Outlook (head)				
	2023/24	2024/25	2025/26	y/y change
Breeding ewes	14.80m	14.56	14.28	-1.9%
Total lamb crop	21.0m	19.4m	19.7m	+1.0%
Lamb production	348,600t	334,600t	329,300t	-1.6%

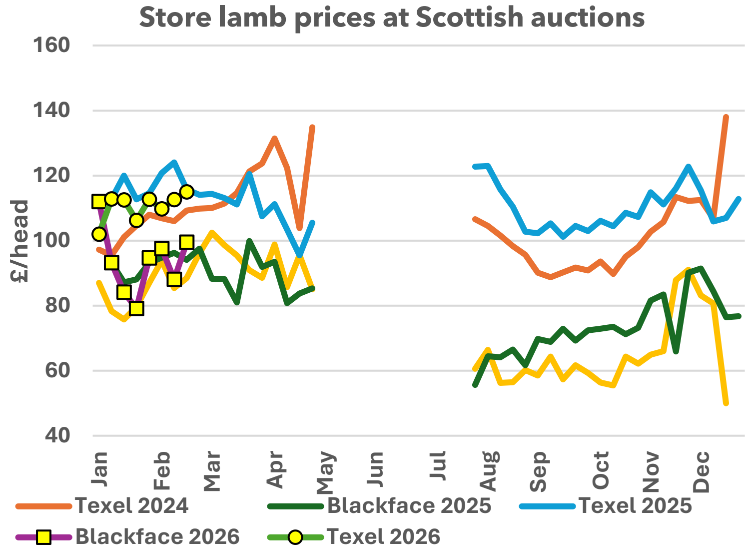
Source: MLA; Beef + Lamb NZ; QMS calculations

Store sheep trade

Store hogg trade has been more stable relative to a year earlier after a very strong autumn

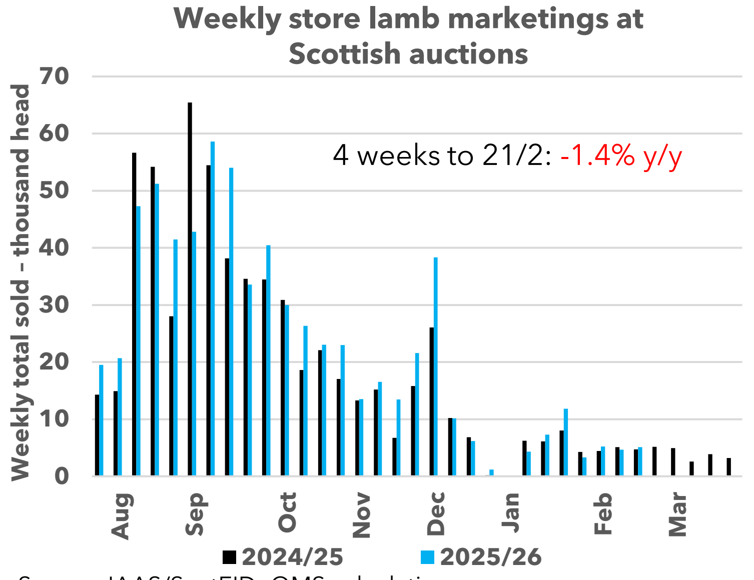


Source: IAAS/ScotEID; QMS calculations
New season lambs from last week in July

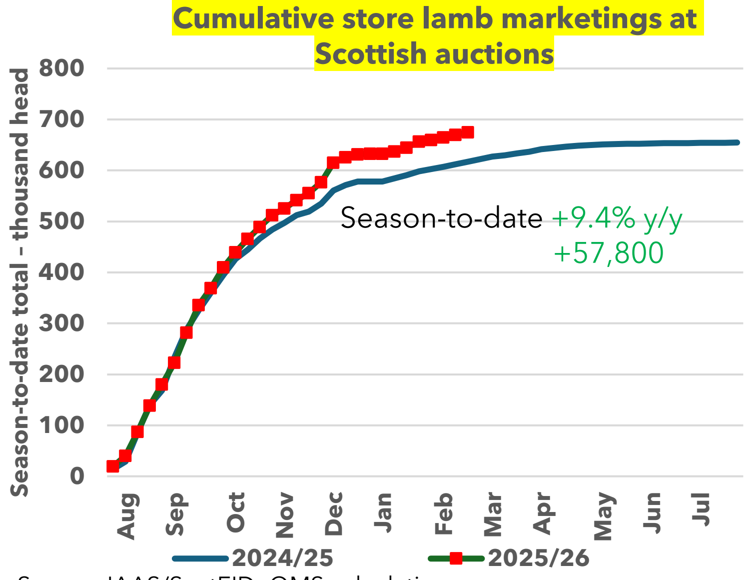


Source: IAAS/Scottish Government
New season lambs from last week in July

Note: Prices may not be displayed between May and July due to small volumes and volatile prices; no data available for 2023 after w/e 25/3/23



Source: IAAS/ScotEID; QMS calculations



Source: IAAS/ScotEID; QMS calculations

After a very strong autumn, store lamb prices showed signs of convergence with year-earlier levels in December, and they opened 2026 running slightly behind where they had begun 2025. It seems likely that while the softening of finished lamb prices relative to year-earlier levels is also likely to have had some impact. An unusually wet start to the year in Aberdeenshire may have had some impact on demand from finishers.

However, prices did climb to their highest of 2026-to-date and exceed year-earlier levels in the third week of February, reflecting a lift in the finished trade.

Store lamb trade at Scottish auctions, 4 weeks to 21/02/26

Category	Average	% change y/y
Overall average	£103.30	-2.6%
Blackface	£94.60	-0.1%
Cheviot	£99.30	-2.4%
Suffolk	£107.90	-6.7%
Texel	£111.70	-5.3%
Weekly average number	4,585	-1.4%

Source: IAAS/ScotEID; QMS calculations
Prices rounded to nearest 10p

QMS Quality Meat Scotland

ECONOMIC DEVELOPMENTS

- In 2025, geopolitical challenges had surprisingly limited impact on energy prices, but it remains to be seen if a US-Iran conflict changes this picture over a sustained period. Natural gas and fertiliser prices have remained elevated in Europe, reflecting the limited supply of Russian gas, with the new conflict adding risk.
- Meanwhile, positive global crop prospects have ensured that feed costs remain anchored, though compound feed prices continued to adjust lower at a very slow pace in autumn 2025.
- Sterling has remained weak against the euro at the start of 2026, supporting UK export competitiveness and returns. Although a prolonged upwards trend against the New Zealand dollar has reversed at the start of 2026, sterling strength continues to limit the increase in lamb import prices. Similarly, strength against the US dollar continues to limit input cost pressures.
- Spending on red meat continued to grow significantly over the winter, although increased consumer prices resulted in reduced sales volumes, mainly driven by a surge in the cost of beef. Poultry appears to have benefited most from substitution, but lamb and pork had good winters at retail level.
- A mixed economic picture remains, with signs of stronger private sector activity at the start of the year, but the labour market is softening and this may begin to impact household spending power. Confidence around personal finances over the coming year has dipped despite a slowdown in inflation while underlying pay growth is still around 4%.

US Trade Policy

US Supreme Court ruled against 'Reciprocal tariffs', removing 10% tariff on Australian lamb and 15% tariffs on New Zealand and Irish lamb

- On November 14, an Executive Order removed the 'reciprocal tariffs' from beef which were initially announced back in April and were finally implemented at the start of August.
- In addition, the extra 40% tariff placed on Brazilian beef in early August was removed.
- It should be noted that beef entering the US outside a quota with zero tariff still faces the 26.4% out-of-quota tariff.
- The reciprocal tariffs legislation remains in place, with beef products placed on the exemption list, meaning that lamb and pork imports still face tariffs.
- Following electoral defeats for the Republicans at the start of November, the cost of living has been viewed as a key driver and there has been a pivot towards improving the affordability of beef, culminating in this decision.
- The US Supreme Court is set to rule on the legality of the 'reciprocal tariffs' in the coming weeks (to use the act of law which most of the tariffs fall under, an economic emergency had to be declared), meaning that tariffs on lamb and pork could end up being removed as well.
- Products traded with Canada and Mexico under the USMCA trade agreement do not face any tariffs
- Imports of lamb to the US from Australia face a tariff of 10%, while the tariff on lamb from New Zealand and Ireland is 15%
- Imports of pork to the US from the UK face a 10% tariff while the tariff on EU pork is 15%
- Retaliatory measures imposed by China against US exports remain in place:
  - Higher Chinese tariffs on US pork are squeezing margins while higher tariffs on beef have pushed prices to prohibitive levels on the limited volume of product still able to enter the market given the expiry of most US beef site approvals.
  - Potential opportunities for UK exporters where the lack of US imports has left a gap in the market, but it is likely to have generated to increased competition in markets where the US has diverted product to
- Impact on exchange rates
  - Dollar weakness has partially offset the weakness of sterling, preventing input costs from rising
  - Dollar weakness could make US exports cheaper in markets product is diverted to from China
  - Dollar weakness potentially softens US import demand by pushing up import costs in addition to any impact from tariffs
- The UK has been granted a new 13,000t beef quota for the US market, which is expected to open at the beginning of 2026, with the final details expected to be published with little time for businesses to react. This allocation has been taken from a larger 65,005t quota, meaning less room for other suppliers to ship into this quota, most notably Brazil. Final details on a new US import quota for Argentina are also yet to be published.
- Note: this was drafted on 19/12/25 and the situation may have changed by the time this is being read.

Source: BBC

Quality Meat Scotland

US Trade Policy

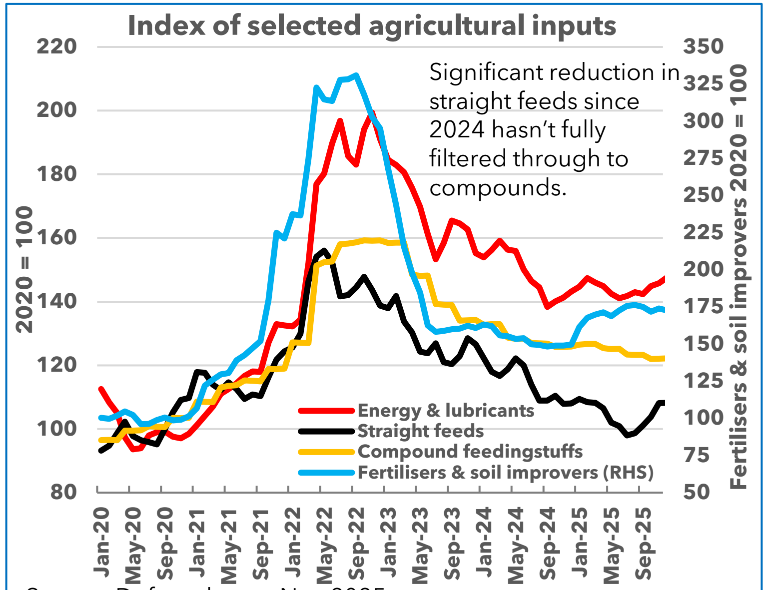
US Supreme Court ruled against ‘Reciprocal tariffs’ in February, removing a 10% tariff on Australian lamb and 15% tariffs on New Zealand and Irish lamb. However, this was quickly followed by a new 10% tariff, temporarily in place for 150 days.

- In February, the US Supreme Court ruled against the legality of the ‘Reciprocal Tariffs’ which had been first introduced in April 2025 and were implemented in August 2025.
- While beef had been added to an exemption list from Reciprocal Tariffs in November 2025, due to the affordability of beef becoming a major political issue, lamb and pork tariffs were still in place, with imports of lamb to the US from Australia facing a tariff of 10%, while the tariff on lamb from New Zealand and Ireland was 15%.
- As of 20/2/26, lamb imports no longer faced the additional tariff.
- However, this quickly changed, with existing trade legislation used to place a new 10% tariff on most imports, including lamb and pork but not beef - beef was still on the exemption list. This was put in place on 24/2/26.
- US lamb imports fell back slightly in 2025 after a record year in 2024 (-2%), but mutton imports jumped by 25% (though they remained below their record high).
- Note: this was drafted on 3/3/26 and the situation may have changed by the time this is being read.

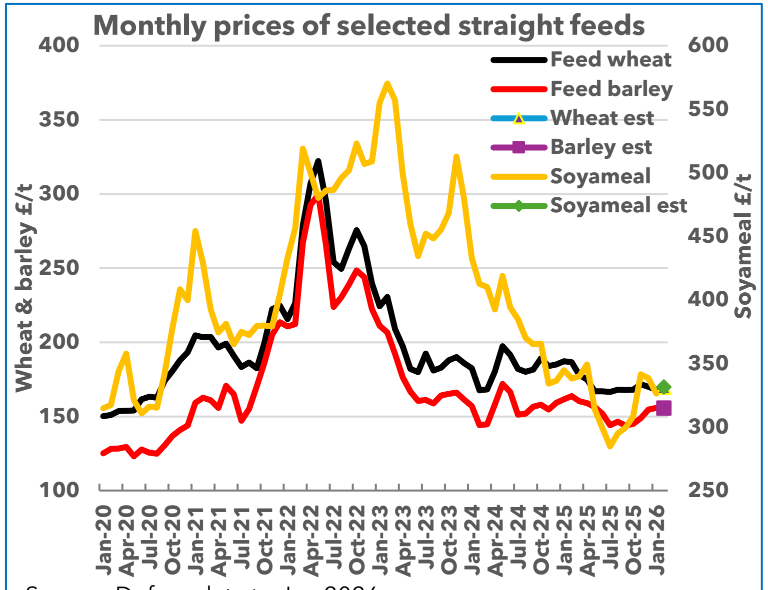
Source: BBC

Production costs and by-product revenues

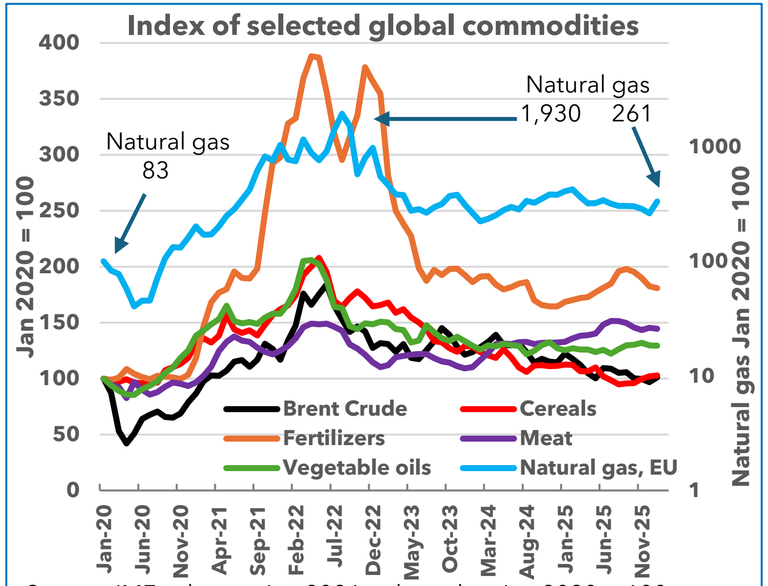
Oil and feed costs had been back around pre-covid levels, whereas gas and fertiliser costs remain elevated, but a new Middle East conflict is adding volatility. Hides and skin prices had a weak second half of 2025.



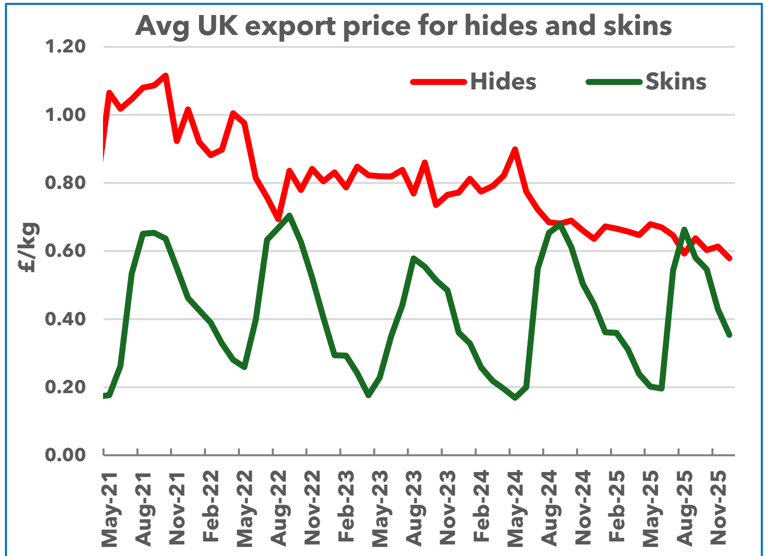
Source: Defra – data to Nov 2025



Source: Defra – data to Jan 2026



Source: IMF – data to Jan 2026, rebased to Jan 2020 = 100



Source: HMRC: QMS calculations – data to Dec 2025

HS codes 4101 & 4201

In 2025, energy markets once again saw limited impact from geopolitical issues, so it remains to be seen if concerns around a US-Iran conflict push up oil prices more significantly and for a sustained period. Strong global output has been holding oil prices down, although gas remains much more expensive than before the war in Ukraine.

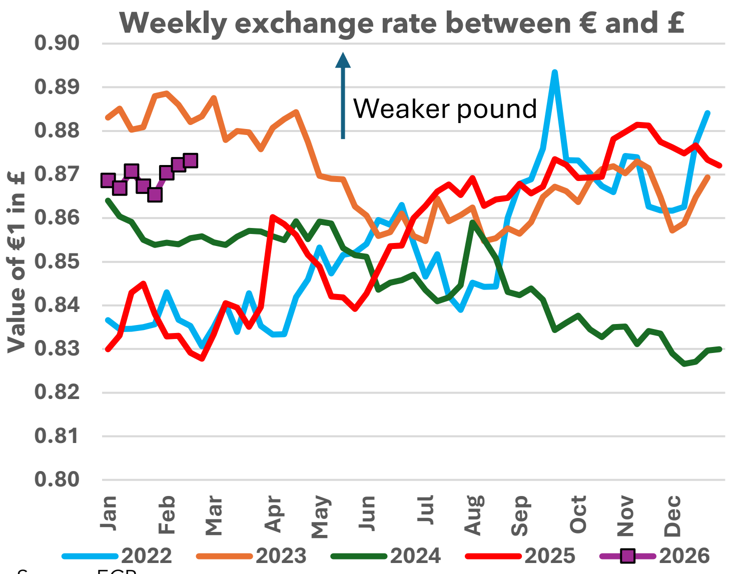
Generally positive global harvest prospects have ensured that cereal and oilseed prices remain relatively soft. However, there has been a slight upturn in barley from its summer 2025 low and soyameal prices increased more significantly between summer and autumn, reflecting a stronger outlook for Chinese soyabean purchases from the US and a wet planting season in South America.

A soft US dollar placed downwards pressure on the cost of many imported commodities when converted back into sterling in 2025, and this continued into 2026.

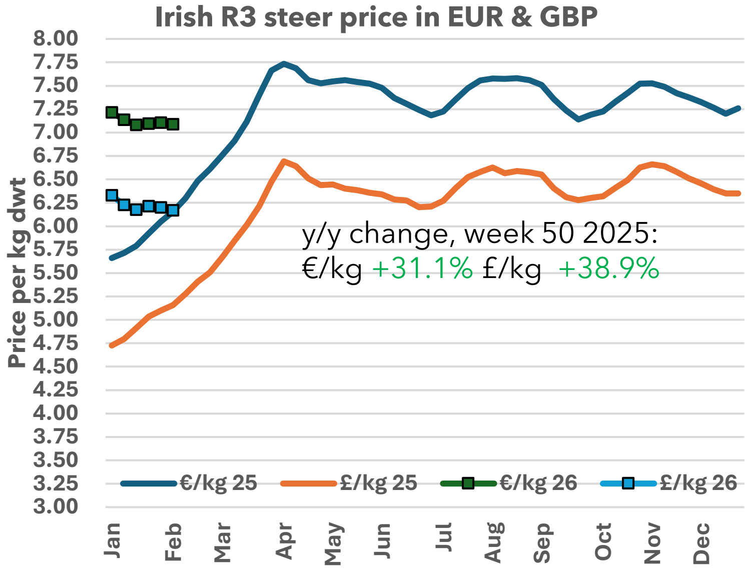
UK hide export prices softened significantly after reaching a two-year high in May 2024 and then settled at a new level for nearly a year. They then took another step lower in July 2025, potentially as a result of challenges in the car production supply chain, but there was no sign of recovery by the year-end. For sheepskins, a seasonal upswing began in July, but it peaked early this year, in August, before starting to reverse. During the summer, skin prices were back in line with year-earlier levels, after a year of running 20% higher. They then dropped 10-15% behind 2024 in the autumn, widening to a deficit of 20% in December.

Exchange Rate Movements

A soft year for sterling against the euro has boosted UK competitiveness in red meat trade with the EU. By contrast, the pound has had stronger years against US and NZ dollars, pressuring import prices for non-EU meat and inputs.

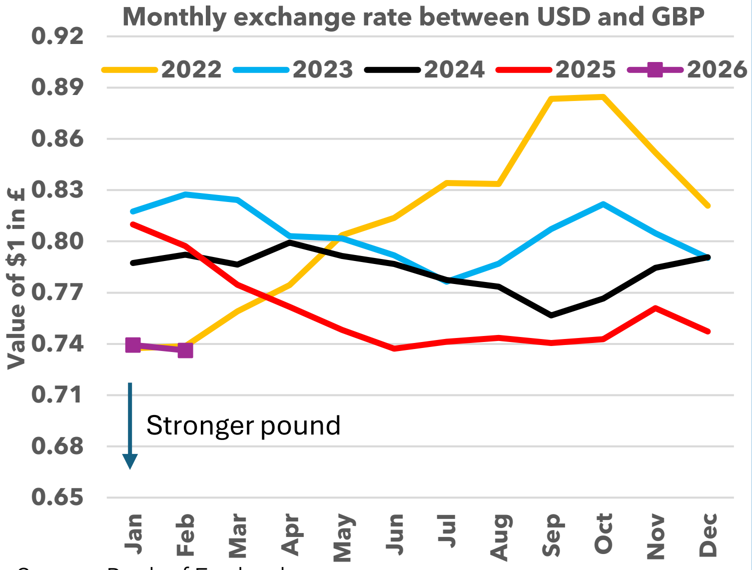


Source: ECB

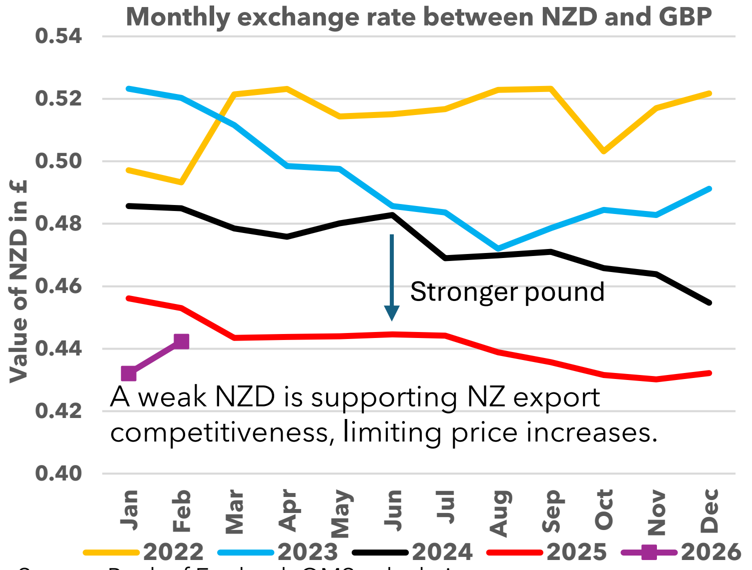


Source: EU Commission/LMC; ECB; QMS calculations

After a volatile first half of the year, the exchange rate between sterling and the euro has drifted more slowly in a weaker direction in the second half. However, since the budget at the end of November, sterling has risen slightly, perhaps signalling a slightly brighter view of UK public finances, despite economic data signalling a softer business environment, slowing inflation, and interest rates being cut from 4.0% to 3.75% at the December meeting of the Bank of England's Monetary Policy Committee – though the vote was marginal, with a number of members still concerned about upside inflationary risks.



Source: Bank of England



Source: Bank of England; QMS calculations

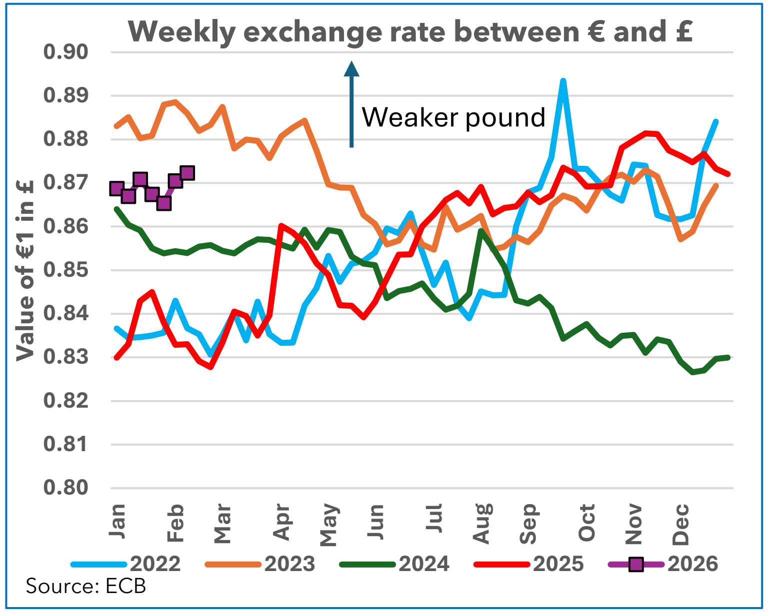
After dipping in November, sterling has rebounded against the dollar in December, returning to around the level it had been at through the summer and most of autumn. Sterling has spent nearly all of 2025 stronger than in 2024. A shift in US trade policy towards higher import tariffs and a push towards lower US interest rates were drivers of dollar weakness in the spring.

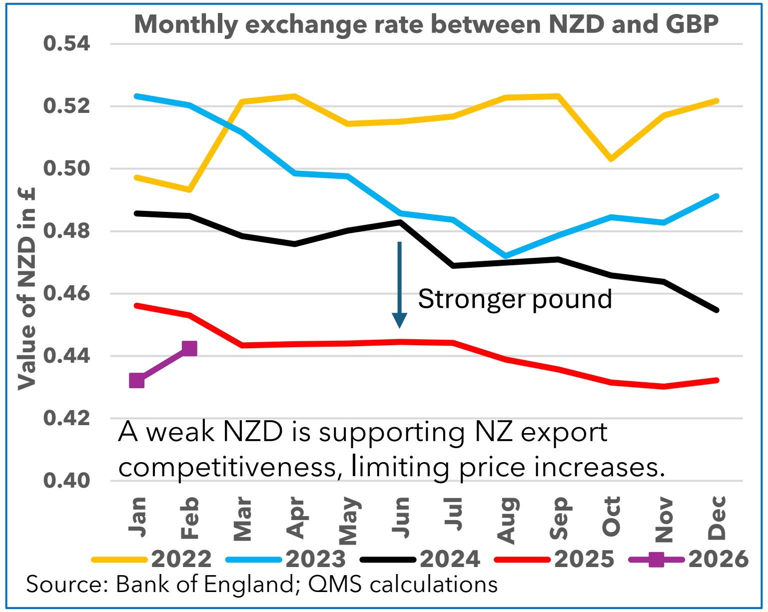
A fall against the euro and rise against the US dollar is generally positive for the domestic red meat sector, potentially boosting competitiveness across the majority of red meat trade while lowering input cost pressures. However, a rise against the NZ dollar will have softened some of the upwards pressure on lamb import prices.

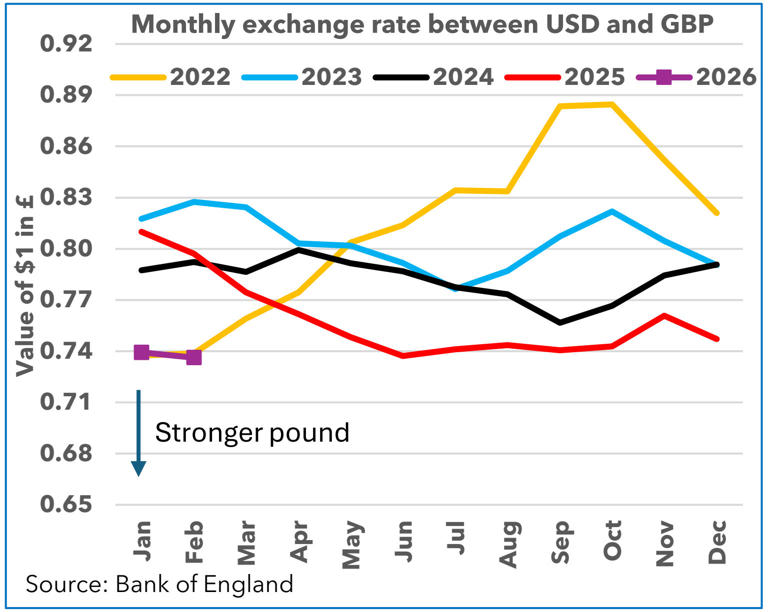
Quality Meat Scotland

Exchange Rate Movements

Sterling has remained weak against the euro at the start of 2026, boosting the competitiveness of exports. Sterling strength against the NZ dollar has limited the rise in import prices, while strength against the US dollar has limited input cost pressures.







Having generally trended weaker through 2025, sterling has been more stable at the start of 2026. However, this has ensured that it has remained considerably weaker than a year ago, supporting export competitiveness and returns. The previous weakening trend came to an end after the UK budget, following an improved outlook for the public finances. A slowdown in inflation and expectations of further downwards pressure on UK interest rates have limited the room for a further rebound in sterling.

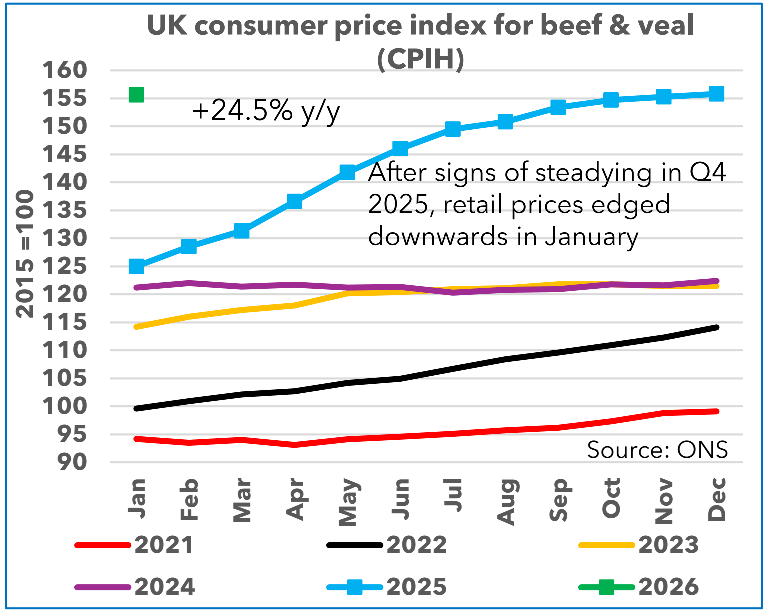
Sterling has opened the year by softening against the NZ dollar after three years trending higher. Nevertheless, sterling is still stronger than in early 2025, continuing to soften year-on-year lamb import price rises.

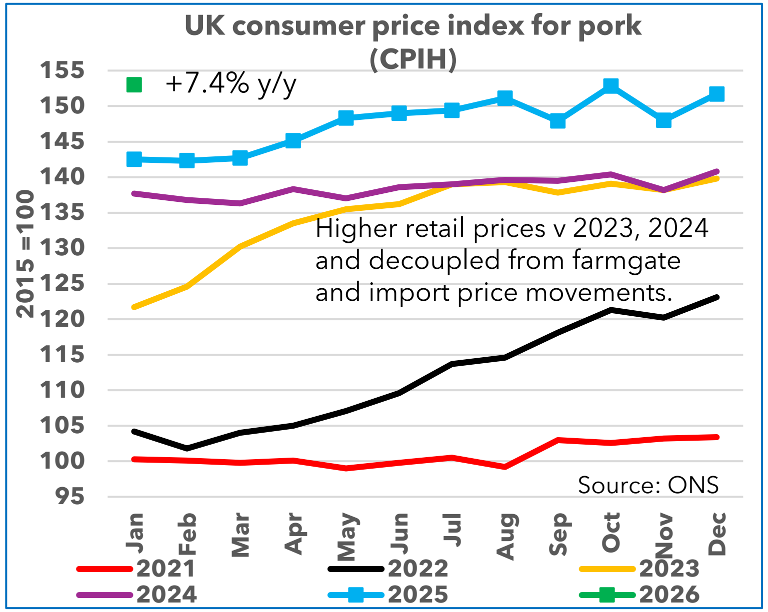
In the early weeks of 2026, the relative stability of sterling against the US dollar of the second half of 2025 has continued. The US dollar has limited upside due to expectations of lower interest rates following a change in Federal Reserve Chair and sluggish inflation. However, conflict in the Middle East has generated uncertainty, and could boost the dollar, through its ‘safe-haven status’.

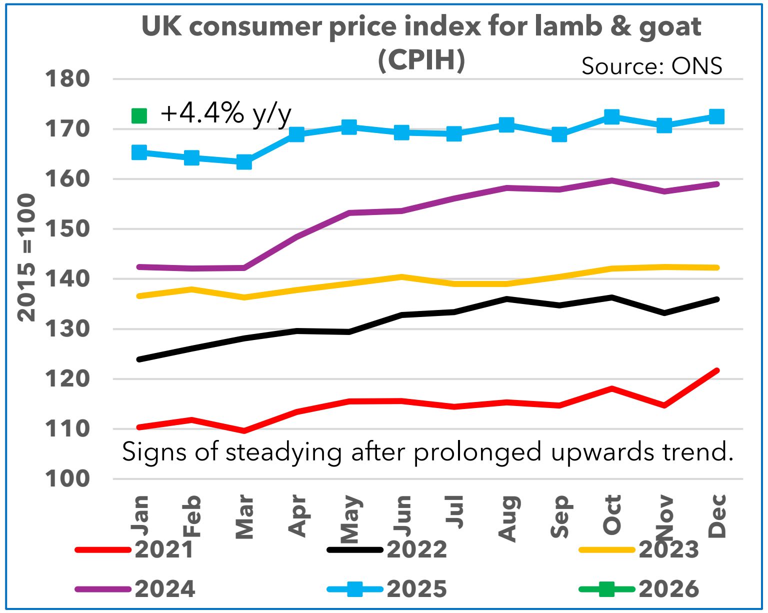
QMS Quality Meat Scotland

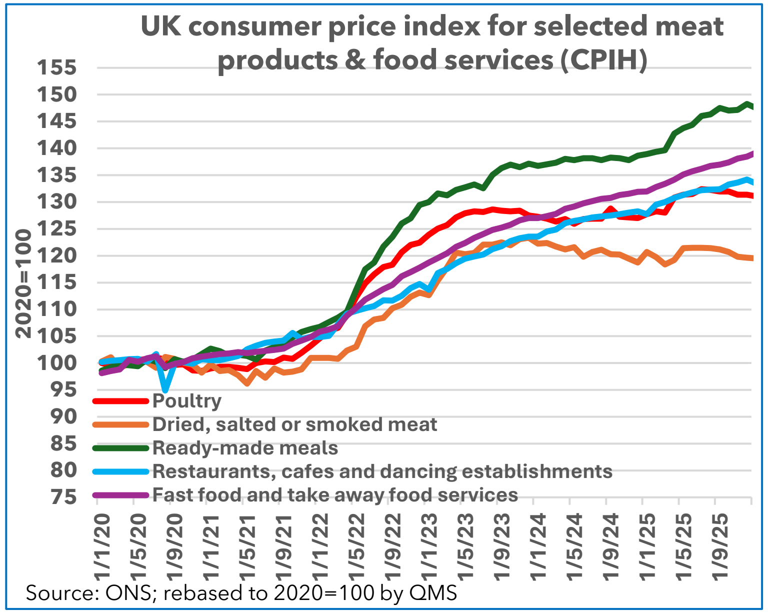
Consumer demand and prices

Consumer spending on meat continues to outpace general spending on groceries, reflecting strong demand and price inflation.









Retail spending remains firm overall with wage increases of 4% continuing to support the value of sales, which has been far out-pacing the overall grocery market.

Inflation continues to restrict beef sales volumes, but prices look like they are starting to stabilise. Lamb and pork prices have steadied after taking a step higher in spring 2025, but remain elevated. Poultry is seeing significant volume growth following a slowdown in price inflation and has benefited from being a substitute for beef. Poultry prices have remained elevated while farmgate prices have fallen back after spiking in 2022/23. Across the retail meat category, fresh value added products have been selling best.

The long-term upwards pricing trend in the foodservice sector has continued, likely reflecting significant employment cost pressures, and their pace has picked up again since summer 2025, with restaurants up 4.5% year-on-year in January and fast food by 5.5%. This has come at the same time as overall service sector inflation has slipped to its lowest levels since spring 2022 (4.3%), reflecting softer wage growth.

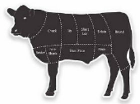
GB retail sales,12 weeks to 25/1/26, year-on-year changes

	Value	Volume	Avg price per kilo
Fresh red meat	+6.5%	-1.7%	+8.3%
Fresh poultry	+5.1%	+3.5%	+1.5%
Total grocery market	+3.5%	+0.3%	+3.2%

Source: Worldpanel by Numerator

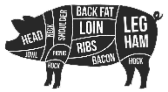
Retail demand and prices

Retail demand for red meat continues to look positive in GB from a spend perspective. Beef retail price inflation has continued to squeeze sales volumes and may have boosted the volume of demand for some cuts of lamb and pork which are competitively priced substitutes.



BEEF
12 weeks to 25th January 2026

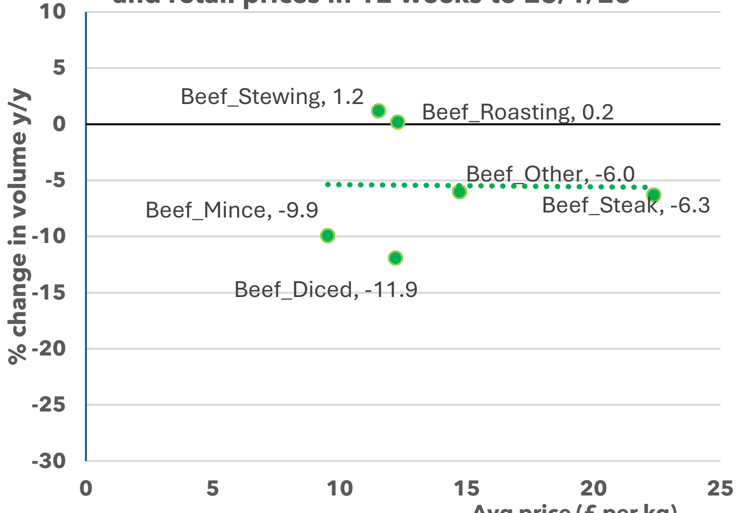
LAMB
12 weeks to 25th January 2026



PORK
12 weeks to 25th January 2026

	BEEF GB		BEEF Scotland		LAMB GB		LAMB Scotland		PORK GB		PORK Scotland	
	Actual	% change y/y	Actual	% change y/y	Actual	% change y/y	Actual	% change y/y	Actual	% change y/y	Actual	% change y/y
Value (£m)	745.6	13.4%	67.3	15.0%	190.3	7.2%	10.3	14.8%	215.0	3.9%	12.4	7.5%
Volume (t)	60,393	-7.3%	5,358	-5.0%	15,652	4.8%	809	11.4%	33,722	2.3%	1,867	5.2%
Avg price (£/kg)	12.35	22.3%	12.57	21.1%	12.16	2.3%	12.71	3.1%	6.38	1.5%	6.62	2.2%
Penetration*	68%	-3.9%	69%	-3.4%	28%	-0.2%	20%	10.6%	42%	-2.6%	35%	1.4%
Frequency**	4.5	-1.4%	4.2	-5.8%	2.2	-0.1%	2.2	1.5%	3.0	4.5%	2.5	2.4%

Relationship between GB household beef purchases and retail prices in 12 weeks to 25/1/26



Source: Worldpanel by Numerator UK

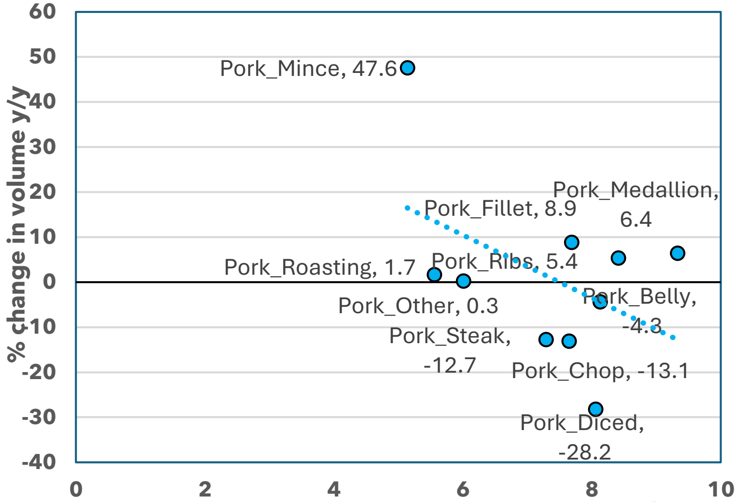
Most cuts seeing sales volumes squeezed by the surge in retail prices, but roasts had a good Christmas, supported by discounted offers.

Relationship between GB household lamb purchases and retail prices in 12 weeks to 25/1/26

Source: Worldpanel by Numerator UK

Lamb steaks and mince may have been supported by beef inflation while roasts had a good Christmas.

Relationship between GB household pork purchases and retail prices in 12 weeks to 25/1/26



Source: Worldpanel by Numerator UK

Strength of mince sales could reflect beef mince inflation while roasts did well at Christmas.

Source: Worldpanel by Numerator UK; data covers sales of fresh and frozen unprocessed red meat; please note that sales data for Scotland can be volatile due to the limited sample size

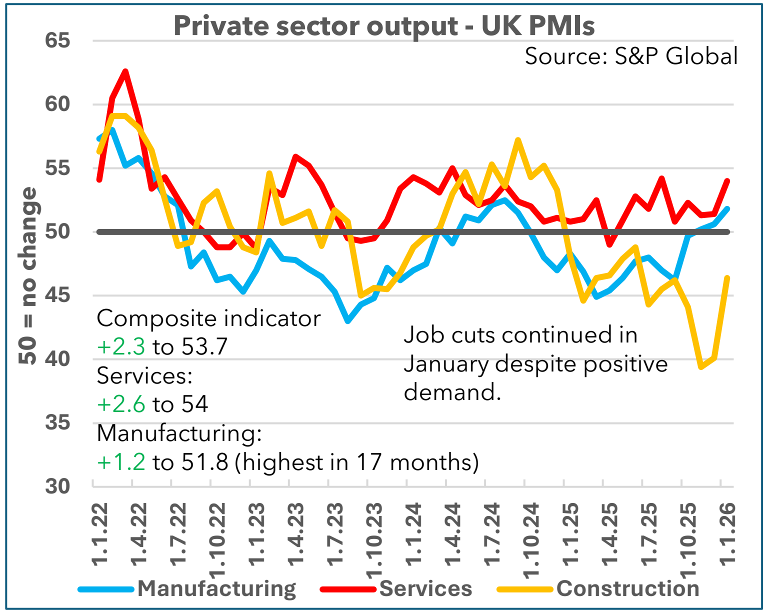
*Penetration % - Number of households/individuals that bought at least once in the time period as a percentage of total households/individuals.

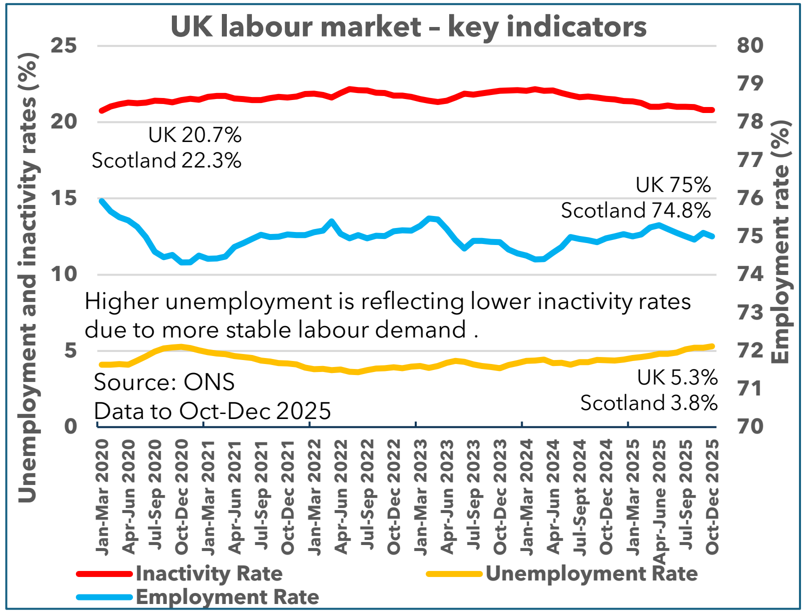
**Frequency - Average number of purchase trips per buyer in the time period.

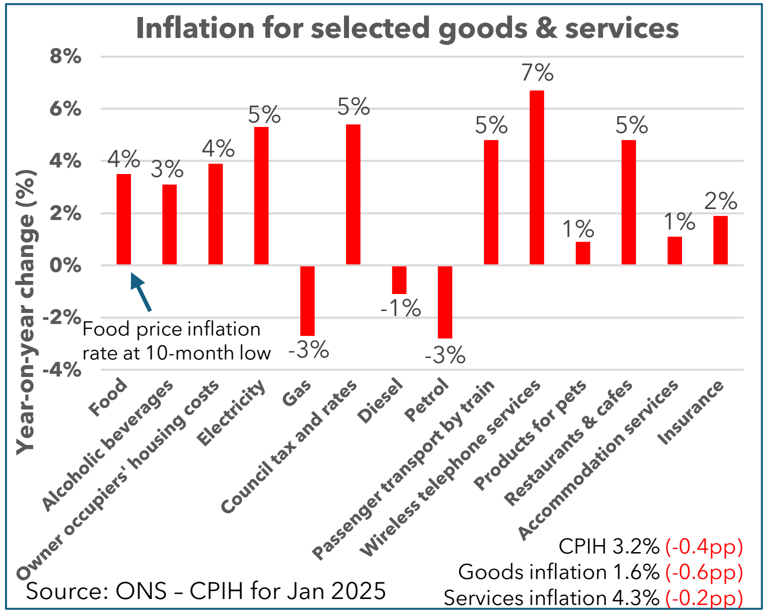
QMS Quality Meat Scotland

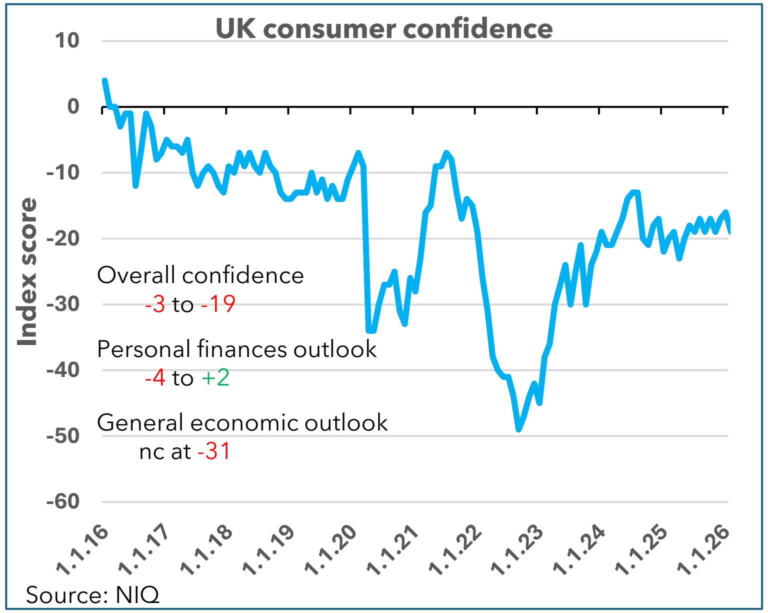
Economic indicators

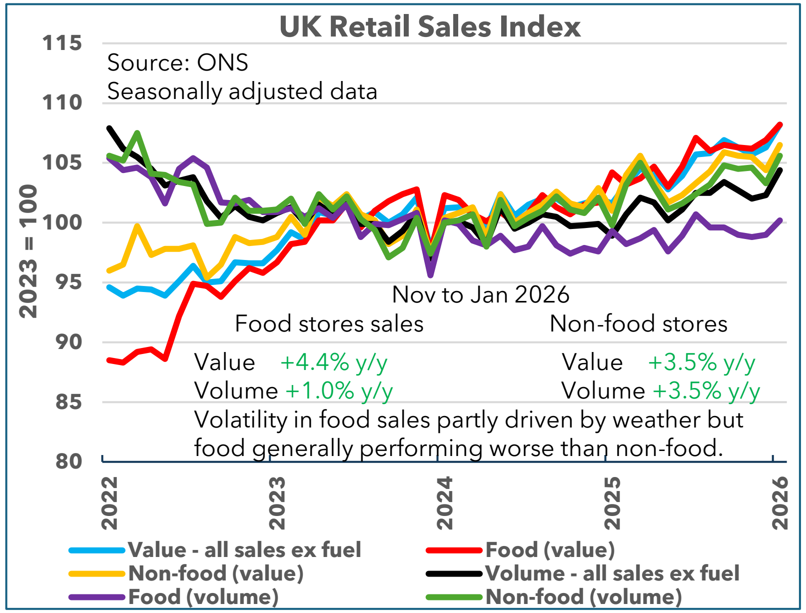
A mixed economic picture remains, with signs of stronger private sector activity at the start of the year but the labour market is softening and this may begin to impact household spending power. Confidence around personal finances over the coming year has dipped despite a slowdown in inflation.

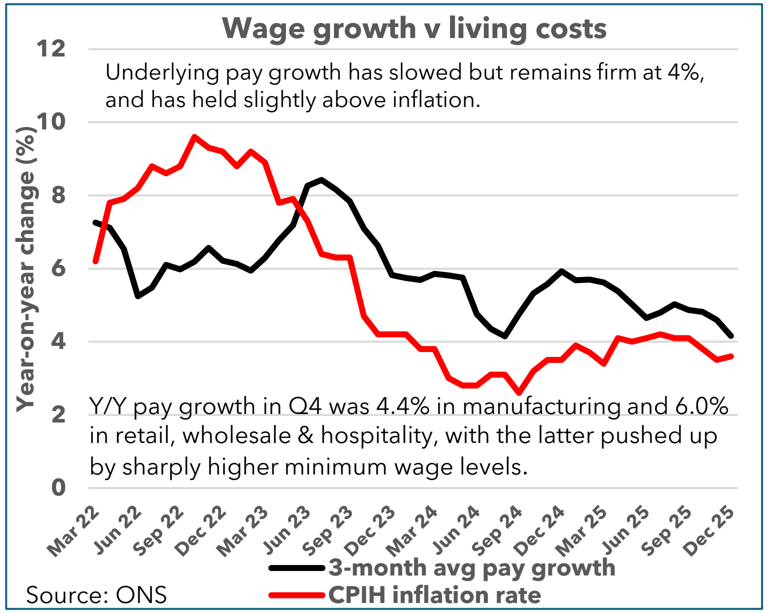












Scotch Beef UKGI is whole chain assured beef from Scotland

Scotch Beef UKGI is from specific animals that are sourced from selected Scottish farms which adopt best practice that includes high standards of animal welfare and natural production methods.

Scotch Lamb UKGI is whole chain assured lamb from Scotland

When you see the Scotch Lamb UKGI logo, you can be confident that the lamb was born, reared and processed in Scotland and that it holds whole life quality assurance from farm to fork.

Specially Selected Pork is assured pork from Scotland

Specially Selected Pork is from animals that are sourced from selected farms that adopt best practice. Specially Selected Pork is approved by The Scottish SPCA, who independently inspect farms and processors.