

QMS Pig Market Update, Q3 2026

Purpose:

To provide an update on the key industry and economic factors driving the pig market in Scotland

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Data Disclaimer: All deadweight price data used in this report is supplied to QMS by AHDB, who collect the data from reporting abattoirs each week and publish a consolidated set of data, regionally within GB for cattle, and GB-wide for sheep and pigs.

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Pig Market



Summary of Market Developments

- GB per kilo pig prices have shown signs of a small recovery in September, with rising carcase weights providing further support to carcase value.
- However, prices continue to run 11-13% lower than last year and rising feed costs suggest that margins have deteriorated further in the third quarter.
- The rise in carcase weights between August and September has been unusually strong for the time of year and is something to monitor.
- In Scotland, a sharp upturn in the number of pigs leaving farms for slaughter destinations is signalling increased productivity, while abattoir slaughter has jumped higher after a weak end to 2025 and start to 2026, partly reflecting the retail expansion of the Prime Scottish Pork brand.
- Pig availability has also increased this year at GB level, with English pig numbers surprising to the upside in the June census results.
- Sow slaughter has increased 52% from 2025 at Scottish abattoirs, with longer-term implications for supplies and critical mass, although reduced production should eventually help the market to reach a more sustainable level for producers.
- Externally, the EU market remains under pressure from increased pig availability and highly competitive EU pork continues to influence the depressed market conditions in the UK, with GB prices 32% higher than EU pig prices in the third week of September.
- UK processors are finding additional pork export opportunities overseas, but average prices for sales to EU customers have fallen significantly in 2026, and export prices achieved in non-EU markets have also fallen back after a brighter start to the year.
- In contrast to pork, pig offal exports have fallen in volume as well as in value.
- Although UK pork production has risen by 5% this year, overall market supplies have been lower due to reduced imports and an export surge. The combination of reduced supplies and low pricing points to a general weakness in demand.

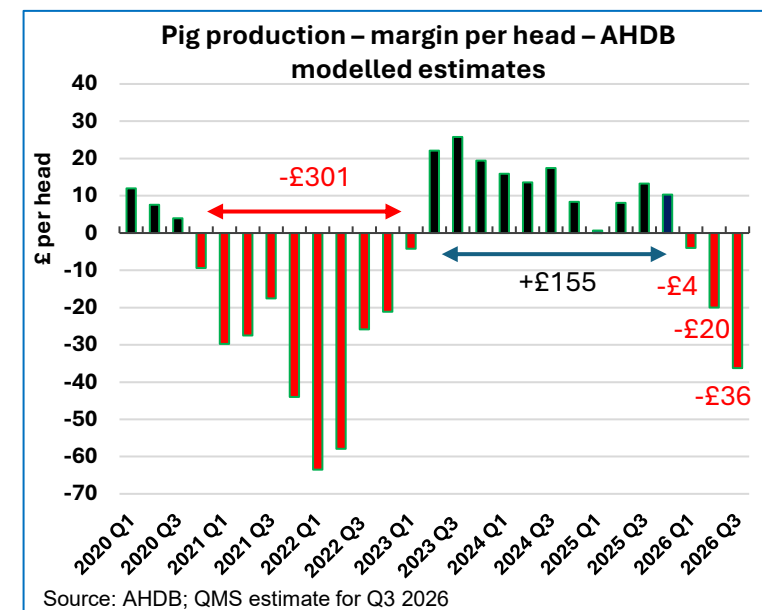
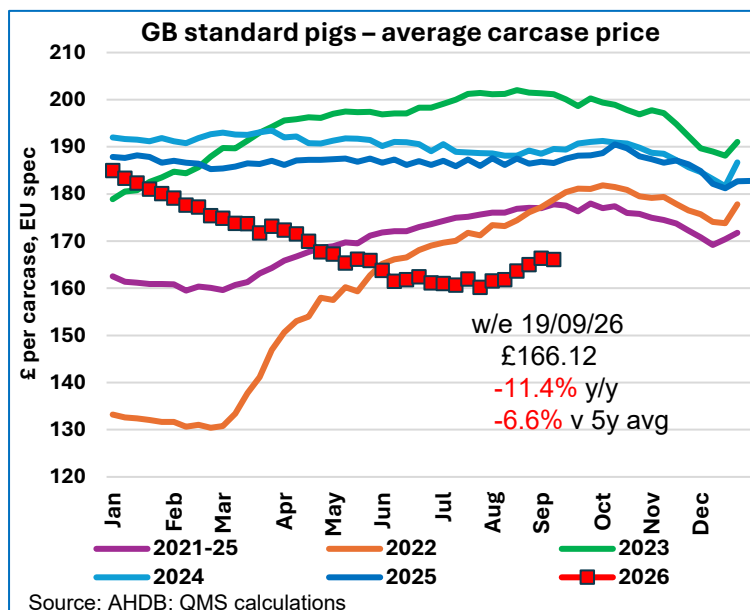
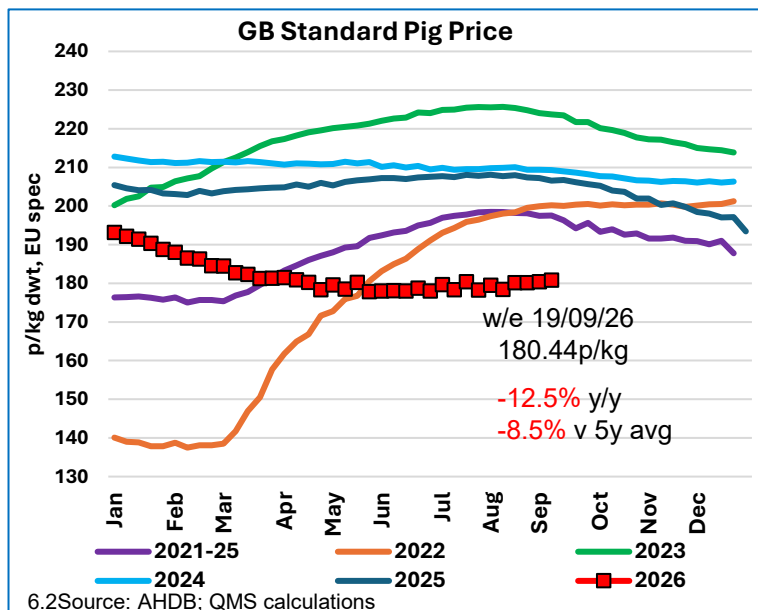
Report Category	Basis	Average price or volume	Change on week	Change over four weeks	Change on year	Change on 5-year avg
GB Standard Pig Price (SPP)	p/kg dwt, w/e 19 September	180.84p/kg	+0.44p	+1.4%	-12.5%	-8.5%
Average carcase weight of standard pigs	Average in four weeks to 19 September, EU spec	91.66		+1.7%	+1.5%	+2.3%
Prime pig slaughter at GB abattoirs	Total during Aug 2026, thousand head	690.9		+0.9% (change in daily avg kill Aug v Jul)	+4.1%	-4.8%
UK pig market supply	Tonnes in June to Aug 2026 (estimate)	322,400			+0.5%	-1.1%

Market Outlook

- A small uptick in pig prices in September suggests that market conditions have seen some improvement and could defy seasonal trends.
- However, market prospects continue to face major headwinds such as increased pig numbers and the long-term upwards trend in weights, plus the external shock from low EU pricing, with the latter likely to continue given adequate supplies. In addition, the global market is well-supplied, limiting opportunities to achieve significant price increases in trade with non-EU markets, although the Chinese market is now looking less bearish than in the spring.
- Surprisingly strong pig numbers in England in June suggest that a rebalancing of the market could take longer than anticipated.
- For Scottish producers, financial prospects continue to look bleak in the short-term, given rising input costs and farmgate prices well below breakeven levels. Scottish pig production is expected to fall sharply in 2027 as a result of elevated sow slaughter this year.

Farmgate prices – prime pigs

Signs of a slight rebound in pig prices in September after steadying between May and August, but input costs have risen more strongly.



Note: AHDB cost of production estimate Q2 2026 = 201p/kg dwt, with feed costs holding at around 60% of total costs for a fourth consecutive quarter after two years at 61-63%.

QMS estimate for Q3 has the modelled cost rising towards 220p/kg, with feed costs reaching 63% of the total.

The GB Standard Pig Price (SPP) showed a relatively stable trend between May and August, with week-to-week fluctuations driven by variability within the sample of pigs processed each week. Moving into September, there have been signs of a slight rebound in prices, against the seasonal downwards trend, with per kilo prices at their highest since late-April in the third week of the month. The average price for carcasses weighing 70-104.9kg was up just over 1% on its May to August average in the third week of September.

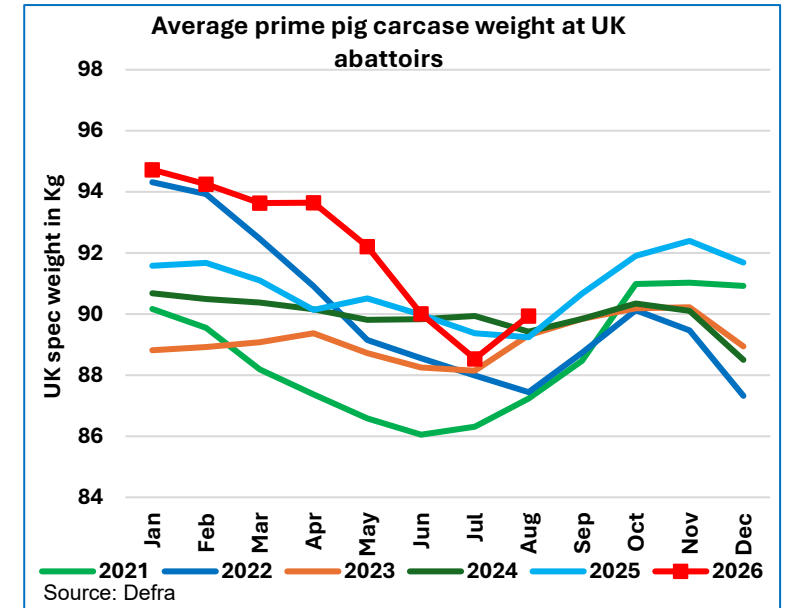
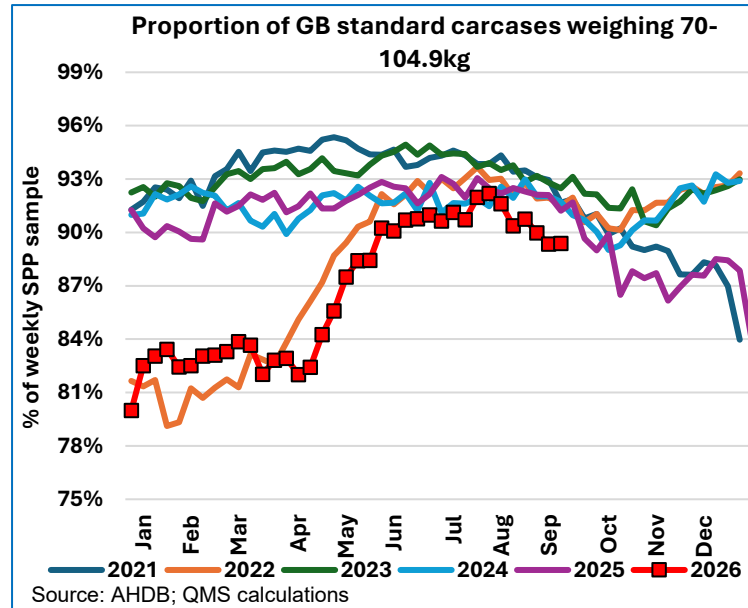
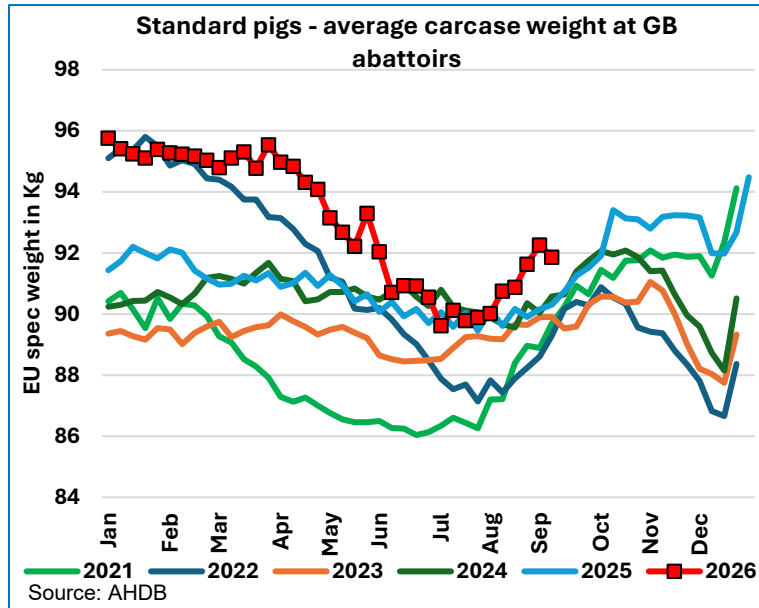
A seasonal lift in carcase weights has given the average price per carcase a more significant boost, up around 3% in mid-September compared to mid-June to mid-August levels.

When set against AHDB's cost of production model, farmgate prices slipped below the breakeven level in Q1 2026, with the gap widening significantly in Q2 as wage, fuel and feed costs rose at the same time as output prices fell further. QMS estimates that modelled net margins could fall to -£36 per head in Q3, mainly driven by a jump in feed prices. Prices paid to Scottish producers are reported to have been running well behind the SPP, with carcase value around 10% lower in the first third of 2026. While the Scottish Government put in place £2m of funding to support producers, the lack of improvement in market conditions means that losses have continued to mount.

Please note: pigs owned by processing companies are excluded from deadweight price reporting and the merger of major marketing groups at the start of 2025 resulted in the discontinuation of the APP.

Carcase weights

The normalisation of carcase weights between spring and summer indicated that the winter backlog had cleared. A stronger upturn in weights since mid-August than usual for the time of year is something to watch.



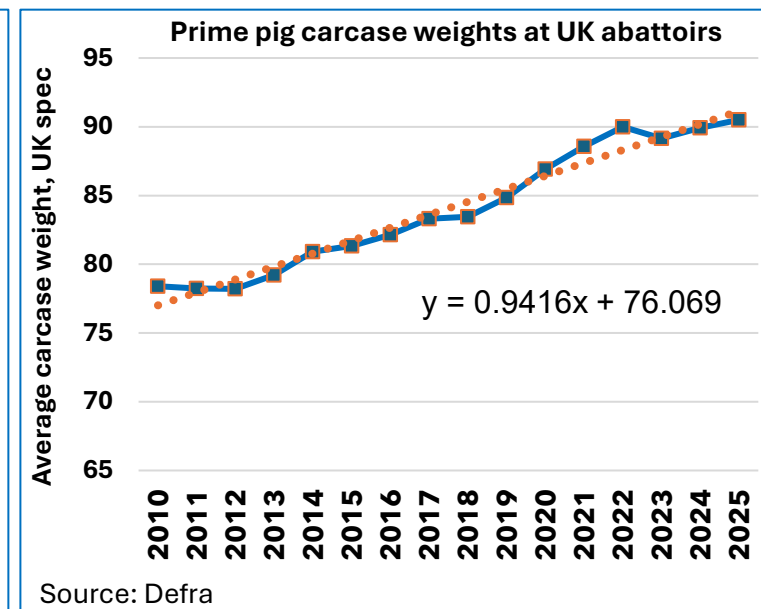
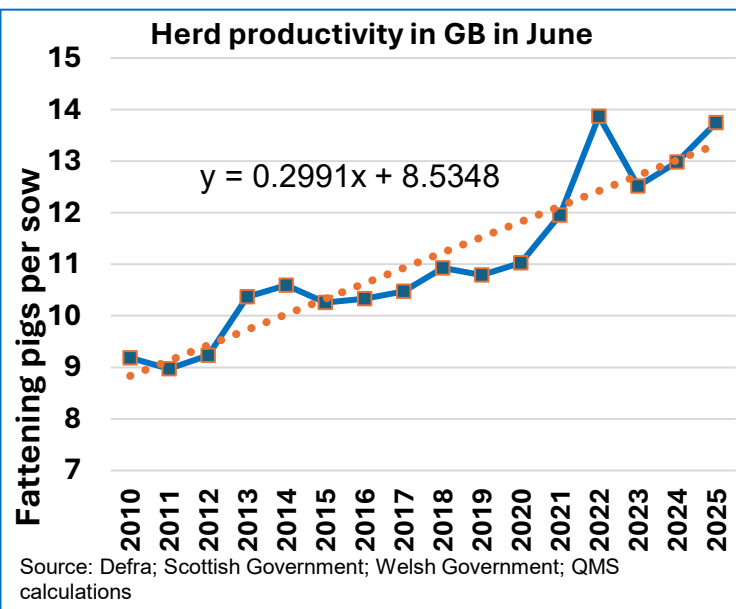
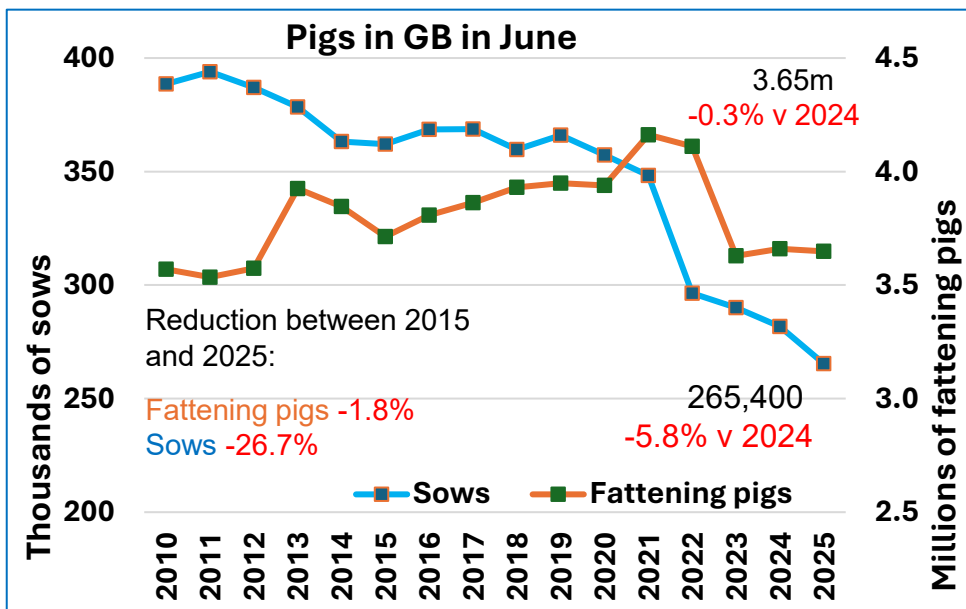
Carcase weights in the SPP sample showed a stronger seasonal upturn autumn 2025 and remained elevated over the winter and into the spring, reflecting disruption in the processing sector which led to a backlog on farm. This backlog can also be seen in the significant reduction in the share of carcasses weighing between 70 and 104.9kg at the same time. The evolution of both metrics were eerily similar to what had been the case during the previous industry financial crisis of 2021/22.

As a result of the backlog, carcase weights spent most of the December 2025 to April 2026 period running around 4% above year-earlier levels, while the share of carcasses in the 70-104.9kg weight range dropped as low as 82-83% in the first third of 2026, down from 91-92% a year earlier. Carcase weights and the in-spec share of the SPP sample quickly returned to a more normal level through April and May as the backlog cleared.

However, weights and the out-of-spec share have risen again since mid-August. While some of this is seasonal, the scale of the change has been unusually strong and is something to monitor. By the third week of September, weights were averaging 1.2% higher than last year while 89.4% of carcasses were between 70 and 104.9kg compared to a peak above 92% in early-August and nearly 92% in the same week of 2025.

Availability

England's June census is suggesting that production could remain higher for longer than anticipated. Productivity gains have been supporting pork production.



Census results and slaughter statistics point to an extra piglet being produced per sow in just over three years and nearly an extra kilo of carcass weight per year.

However, high productivity and fast growth rates can quickly lead to a backlog following processing sector disruption.

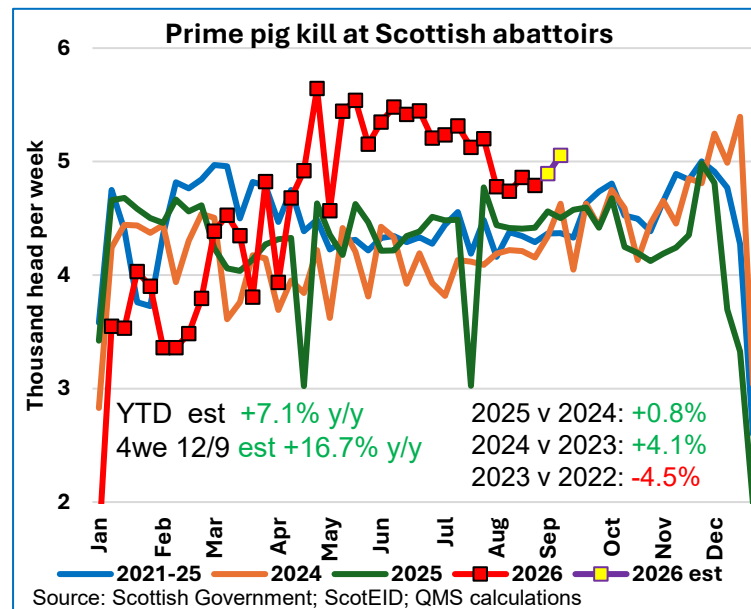
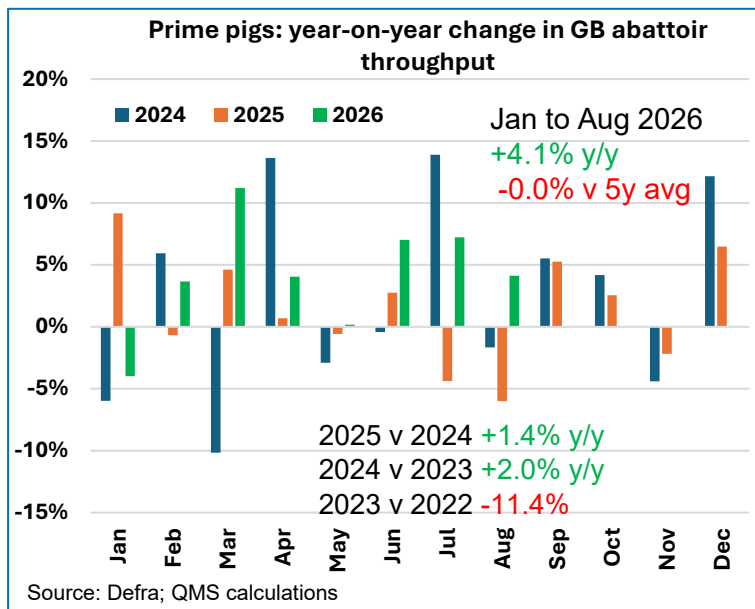
December 2025 census results from England pointed to continuing breeding herd contraction (-6.5%) and a slight increase in fattening pig numbers (+1.1%), with the backlog on farm and rising productivity influencing the latter.

Then, in the June 2025 census, England's census surprisingly suggested a rebound in sow numbers, despite market challenges and a small lift in gilts for future breeding. This suggests that the pork production could remain higher for longer than anticipated into 2027.

English pig numbers in June, thousand head				
	2024	2025	2026	26 v 25
Female breeding herd	251.4	238.2	246.4	+3.4%
Gilts for future breeding	66.4	67.2	67.5	+0.5%
Fattening pigs	3,354	3,341	3,455	+3.4%
Source: Defra				

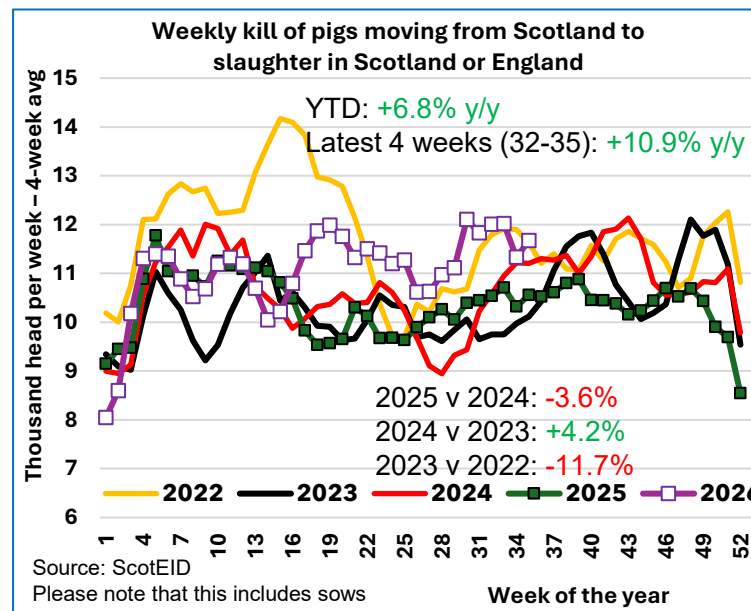
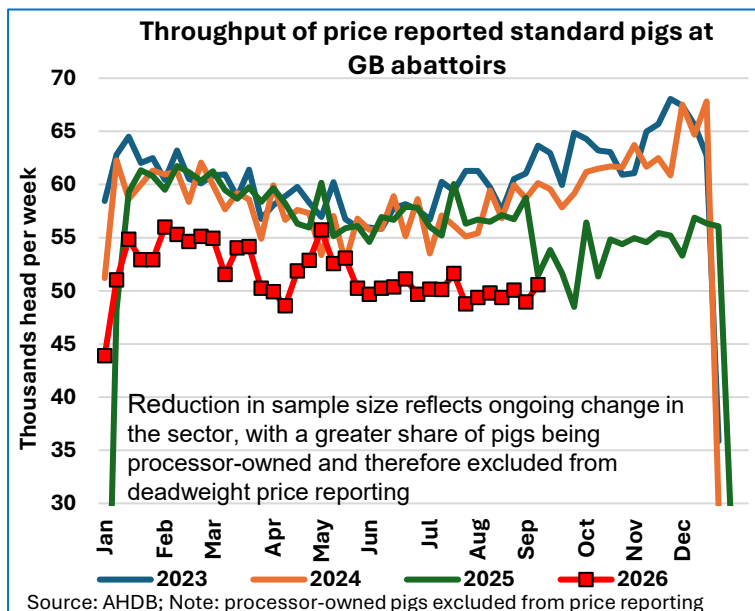
Availability and slaughter

Supply has increased significantly in GB this year, signalling higher productivity, and pig numbers leaving Scottish farms for slaughter continued to look strong through the summer even after accounting a surge in sow kill. After a weak start, slaughter has risen strongly at Scottish abattoirs, supported by the retail expansion of the Prime Scottish Pork brand.



After a weak end to 2025 and first quarter of 2026, the number of pigs leaving Scottish farms for slaughter destinations surged after Easter, influenced by sow culling for economic reasons, in line with what happened during the crisis in 2022, plus the clearing of a backlog which had built up over the winter. Slaughter has remained elevated over the summer and into autumn, with a high sow kill (+52% at Scottish abattoirs) continuing to contribute along with a boost in prime pig numbers from higher productivity.

Prime pig slaughter at Scottish abattoirs also had a weak end to 2025 and slow start to 2026, but throughput began to climb above year-earlier levels in late-March, and has held well-above 2025 levels ever since. Some of this increase reflects the expansion of the new Prime Scottish Pork brand in the retail sector, which has seen more Scottish-born pigs retained in Scotland for slaughter. However, some of it may have been driven by support for the farming sector, with the pork then sold into wholesale or export markets at low prices.



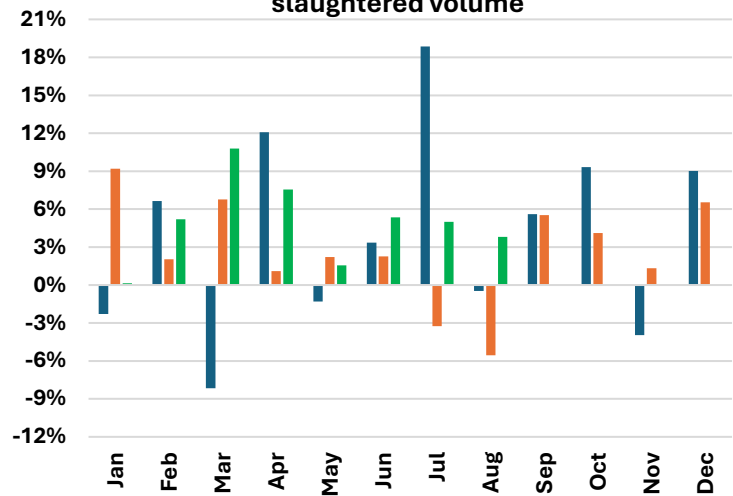
A 4% increase in the prime pig kill at GB abattoirs in the first eight months of the year outpaced the 1% increase in prime pig numbers reported in England's December census results and a 3% increase in June, underpinned by rising productivity. Interestingly, there was a 9% increase in June in English pig numbers in the young piglet category, signalling elevated production for longer. Sow slaughter rose 10% year-on-year at GB abattoirs in the first eight months of 2026, reflecting the challenging conditions, but also a higher herd.

A downwards step in the SPP sample signals a further move towards vertical integration over the past year, but weekly slaughter is likely to pick up seasonally in the coming weeks.

UK pigmeat market supply

Higher production more than offset by reduced net imports, highlighting soft overall demand for pigmeat

Year-on-year change in UK pigmeat output – slaughtered volume

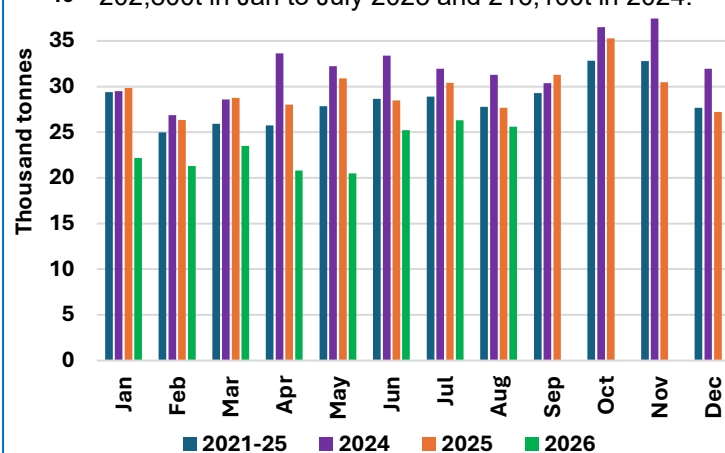


Source: Defra; QMS calculations

■ 2024 ■ 2025 ■ 2026

Net trade balance (imports – exports)

Net imports down to 159,800t in Jan to July 2026 from 202,800t in Jan to July 2025 and 216,100t in 2024.

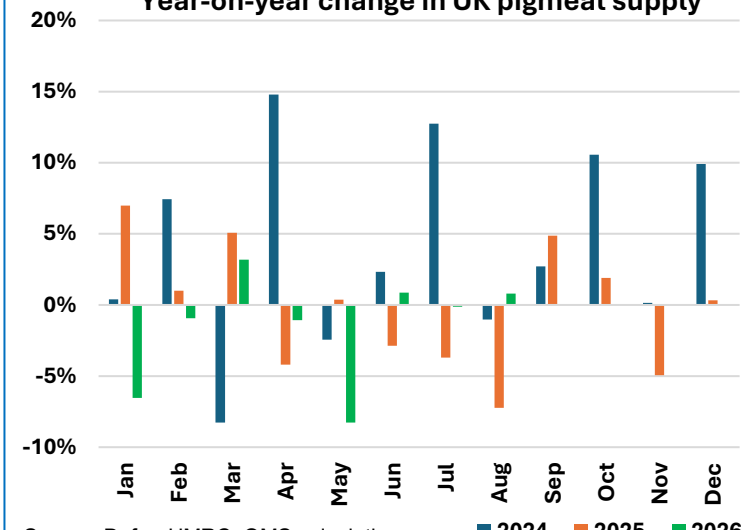


Source: HMRC; QMS calculations

Trade based on HS codes 0203 and 021011, 021012 & 021019

■ 2021-25 ■ 2024 ■ 2025 ■ 2026

Year-on-year change in UK pigmeat supply

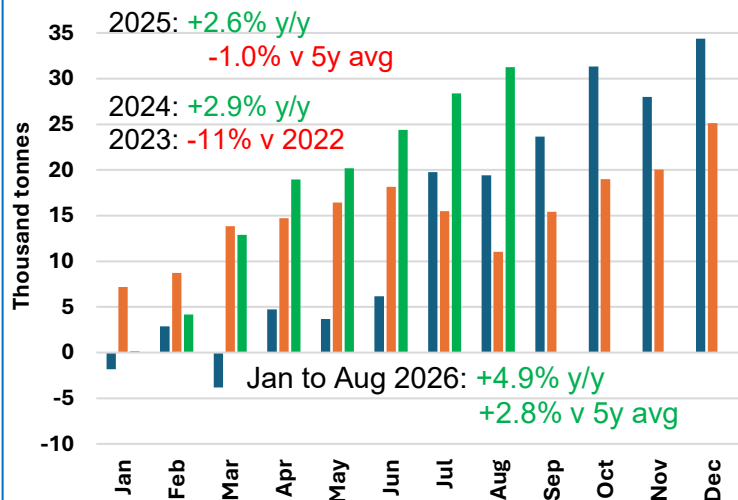


Source: Defra; HMRC; QMS calculations

Trade based on HS codes 0203 and 021011, 021012 & 021019

■ 2024 ■ 2025 ■ 2026

Cumulative y/y change in UK pigmeat output



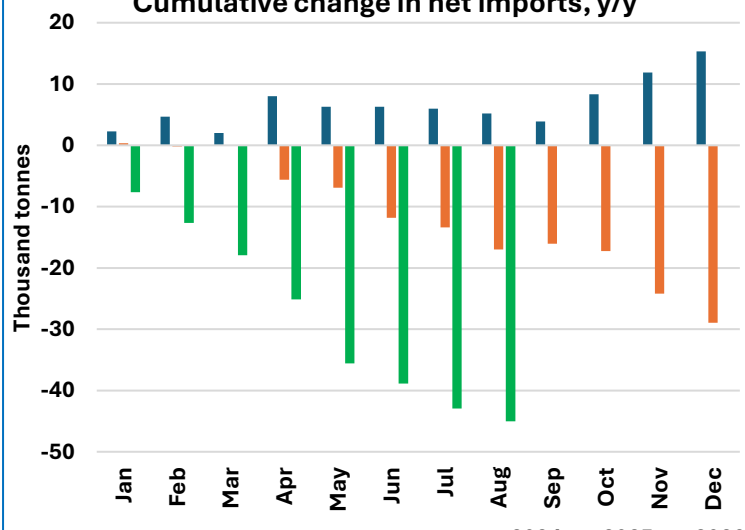
Source: Defra; QMS calculations

■ 2024 ■ 2025 ■ 2026

2025: +2.6% y/y
-1.0% v 5y avg
2024: +2.9% y/y
2023: -11% v 2022

Jan to Aug 2026: +4.9% y/y
+2.8% v 5y avg

Cumulative change in net imports, y/y

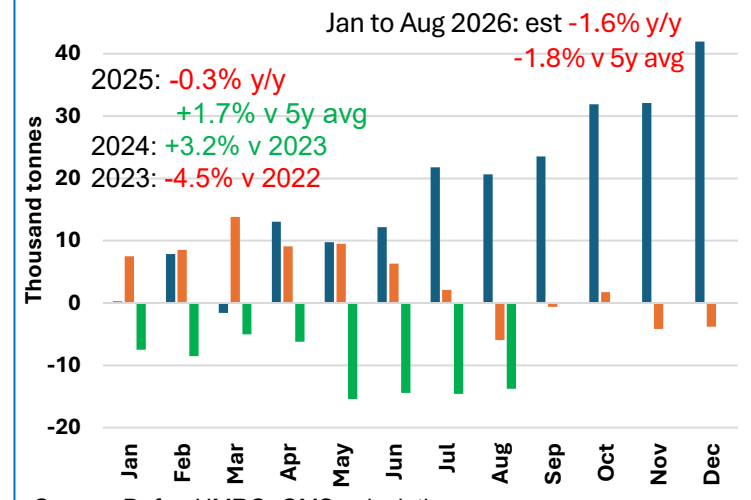


Source: HMRC; QMS calculations

Trade based on HS codes 0203 and 021011, 021012 & 021019

■ 2024 ■ 2025 ■ 2026

Cumulative change in UK pigmeat supply



Source: Defra; HMRC; QMS calculations

Trade based on HS codes 0203 and 021011, 021012 & 021019

Jan to Aug 2026: est -1.6% y/y
-1.8% v 5y avg
2025: -0.3% y/y
+1.7% v 5y avg
2024: +3.2% v 2023
2023: -4.5% v 2022

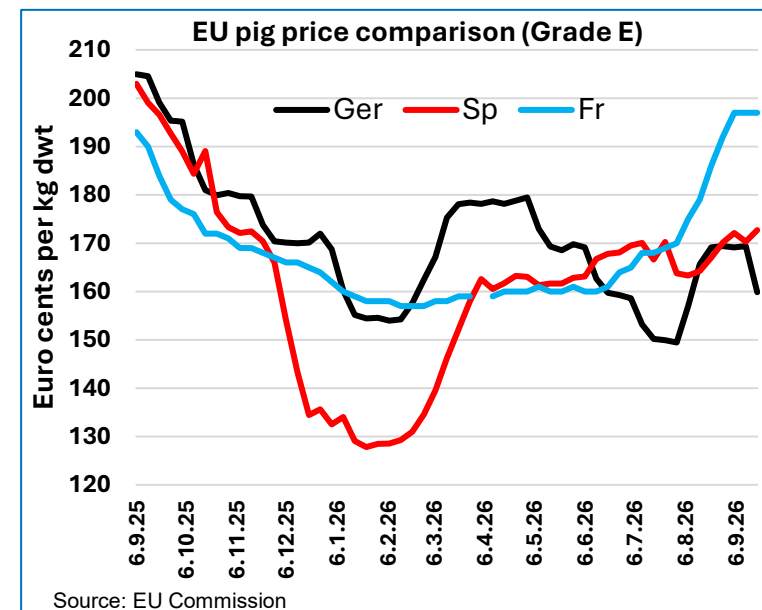
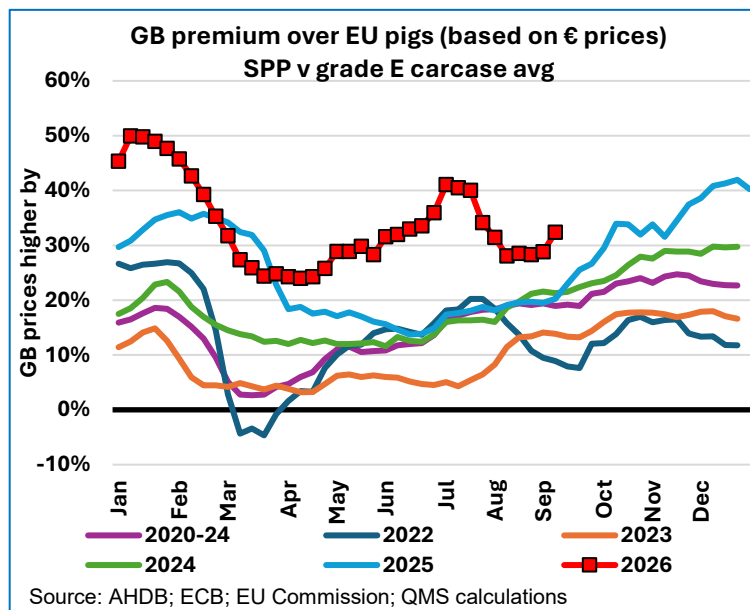
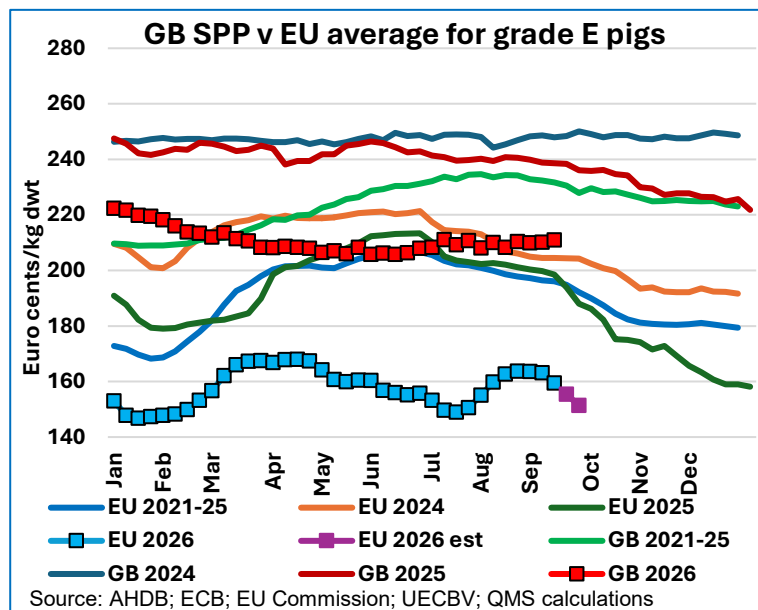
■ 2024 ■ 2025 ■ 2026

domestic production + (imports – exports) = supply

Trade balance and pigmeat supply calculations based on estimated imports and exports for August 2026

External pricing shock

Depressed EU pig prices have continued to place significant downwards pressure on the domestic market through their influence on price negotiations across the supply chain.



After declining between spring and summer, against the seasonal trend, EU pig prices rebounded between late-July and the end of August. However, they have reduced again in September, in line with the historic trend. The seasonal downturn has been linked in the past to the end of the summer holiday season, but it may also reflect rising weekly slaughter and weights as temperatures begin to reduce from their summer highs. The renewed downturn in the EU average for grade E pigs has seen the GB premium rise above 30% again after a month at 28-29%. This is well below the 50% peak in January but still wide enough to have a distorting effect on the domestic market, with the EU average equivalent to just £1.37/kg in the third week of September.

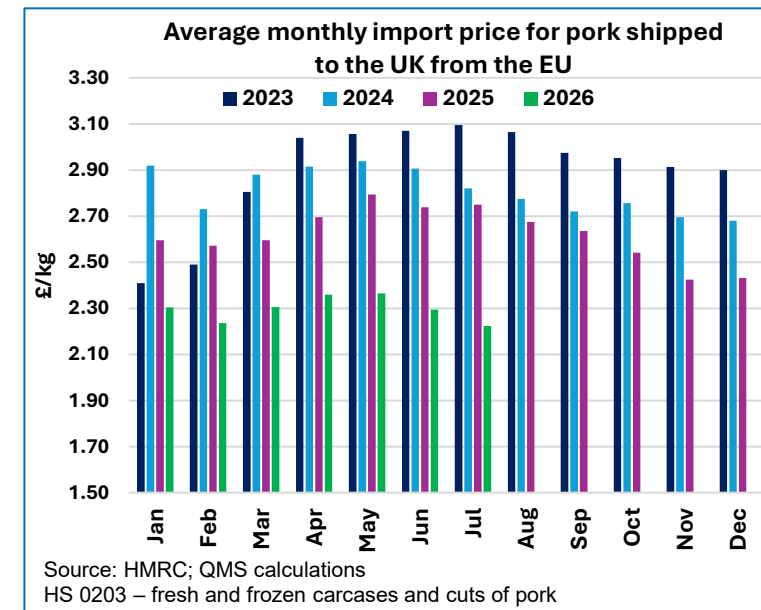
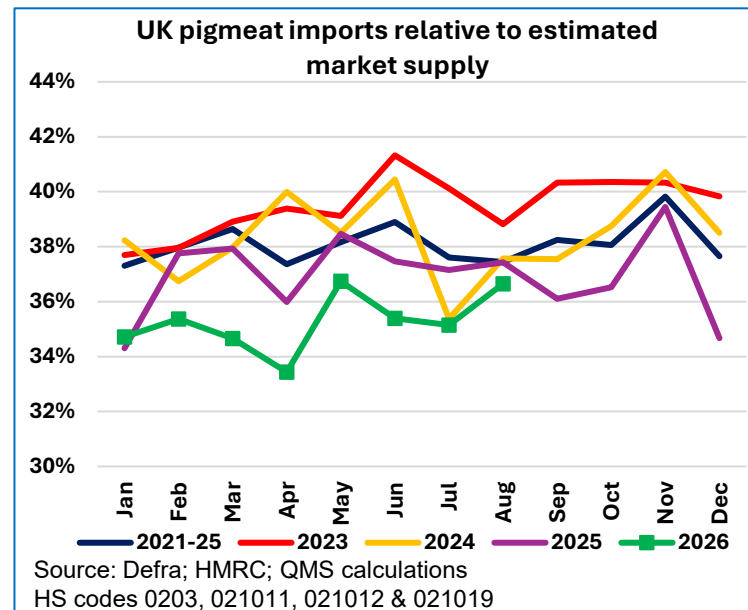
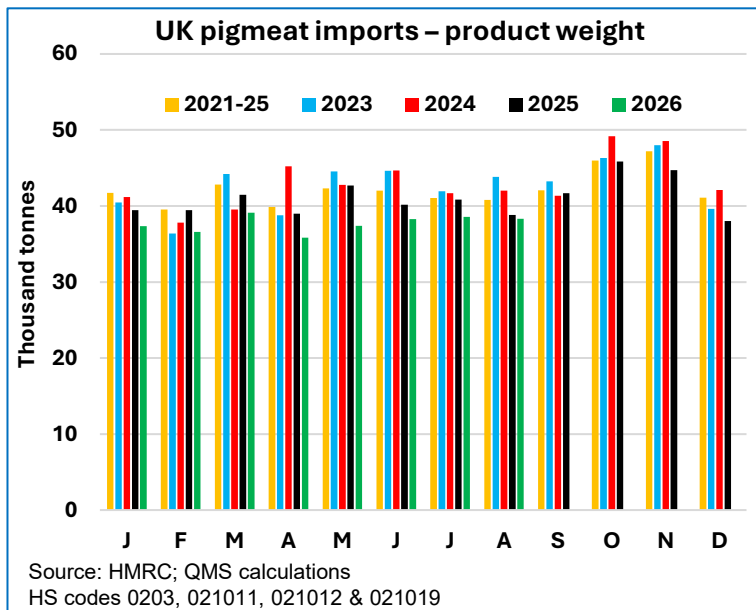
Though UK import volumes have been lower, price negotiations across the domestic supply chain will have been influenced by the prospect of a much cheaper alternative, holding prices down in the most price sensitive market segments.

Interestingly, Spanish pig prices have been higher than the EU average since June, suggesting that any ASF-related restrictions on its exports are no longer having an additional impact on the local market, helped by regionalisation agreements with important trade partners, enabling exports to continue from unaffected regions. While the French market has been running well ahead of the EU average since June, prices were still only £1.69/kg in the third week of September.

As well as a further increase in EU pork production this year, reduced export demand from China and extra Spanish pork remaining on the EU market due to African Swine Fever-related export restrictions continue to exert significant downwards pressure on EU pig and pork prices. Looking ahead to 2027, if sow herds have been reduced in response to accumulating losses, the EU market could find a better balance.

UK pigmeat imports

Import volumes continued to decline in July despite highly competitive EU pricing



UK pigmeat imports fell in 2025 despite lower import prices and this continued in the first seven months of 2026. The combined total import volume for the January to July period was 7% lower than 2025 levels, with July volumes down more than 5%. Pork shipments fell by 6% in the January to July period while bacon and ham imports were down at a faster rate of 9.5%. July declines were below-average for both categories.

Import prices have followed the general downwards trend in EU pig prices, remaining significantly lower than previous years' levels in July. During the first seven months of 2026, pork import prices averaged around 14% below 2025 levels, but with the year-on-year rate of decline accelerating to -19% by July. The main category of fresh boneless cuts saw a 16% average price reduction from 2025 in the January to July period. This pricing effect has distorted the domestic market rather than an influx of cheap EU pork.

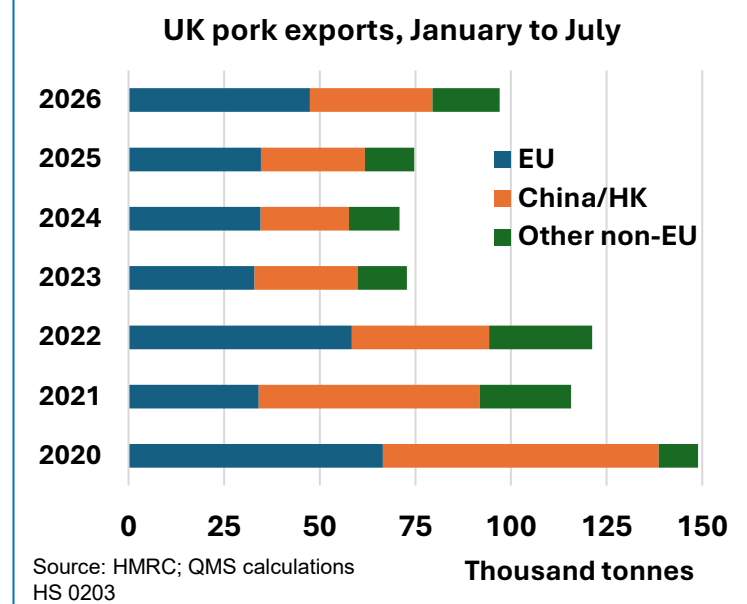
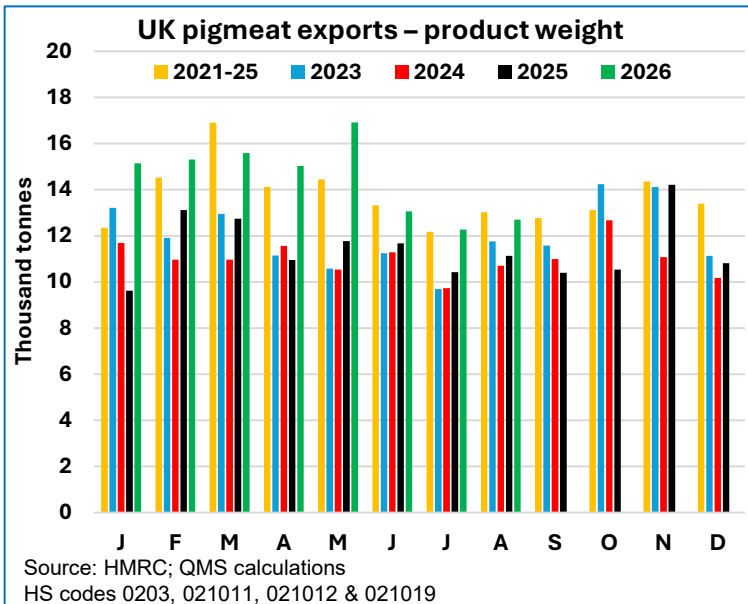
Note:

HMRC trade data used here covers HS codes 0203 (fresh or chilled & frozen swine meat) & 021011, 021012 & 021019 (bacon & ham – 'salted, in brine, dried or smoked').

Trade data for August 2026 is estimated using historic seasonal trends

UK pigmeat exports

Exports have jumped higher in 2026, but at lower prices, reflecting soft domestic and EU markets, and higher sow meat output.



UK pigmeat export volumes made a very strong start to 2026 with the January to July total up nearly 29% year-on-year. While increased production volumes supported this increase, exports rose as a share of output, likely reflecting the soft domestic market, with processors looking overseas to find opportunities at higher price points. However, these higher price points are still likely to have been depressed – indeed, average export prices to the EU for fresh boneless cuts of pork were 23% lower than last year. Carcase exports rose faster than UK sow meat output (+14% v +7%) but prices were 13% cheaper. Meanwhile, prices had started 2026 averaging marginally higher than last year for non-EU exports in the main category of frozen boneless cuts, but this has now reversed, with prices nearly 4% lower.

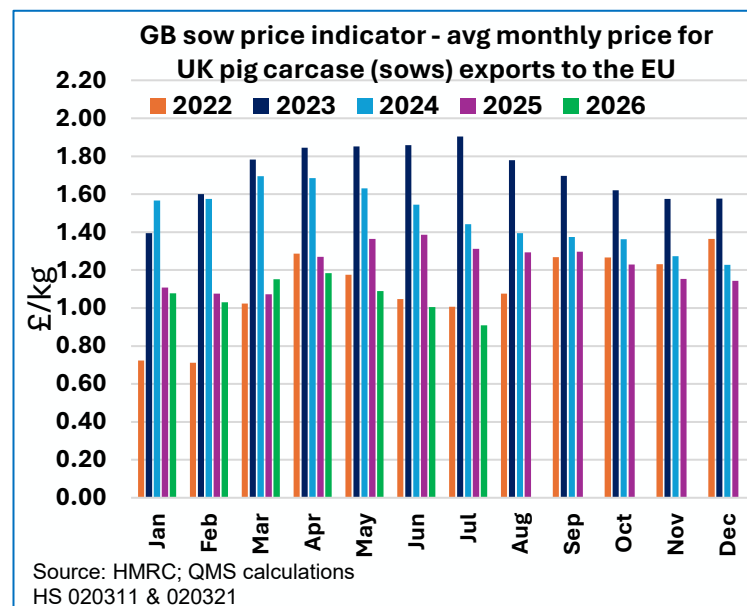
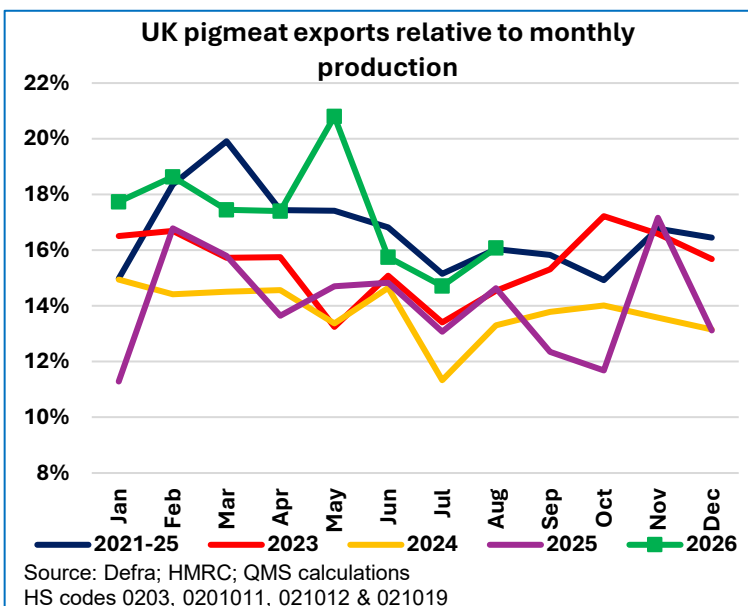
In the January to July period, UK pork exports (HS 0203) were up 30% year-on-year, reaching 97,100t and the highest since 2022. Sales to the EU, China/Hong Kong, and other non-EU markets all increased considerably, with respective growth rates of 37%, 18% and 36%. Trade with China has been surprisingly strong in 2026 given headwinds in this market, characterised by increased domestic supply, sluggish consumer demand, and falling prices. The US, Japan, the Philippines, South Africa and Australia were the main non-EU markets outside China, each taking shares of between 4% and 8% of the non-EU total. In the EU, Germany and the Irish Republic were the main destinations, each taking 31% of the EU total, followed by France on 19%.

Exports to the EU accounted for just under half of the pork export total in the first seven months of 2026, with China/Hong Kong at 33% and other non-EU markets at 18%. In the same period of 2025, the share shipped to China had been 36%.

Note:

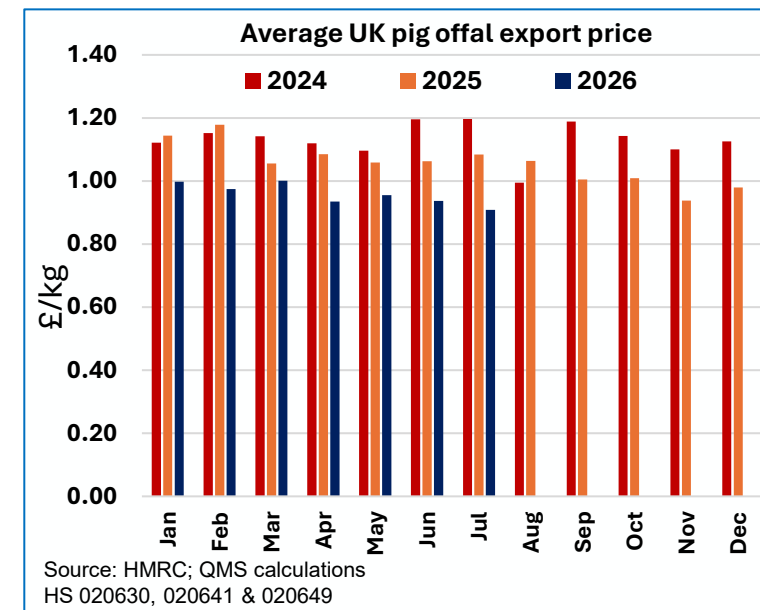
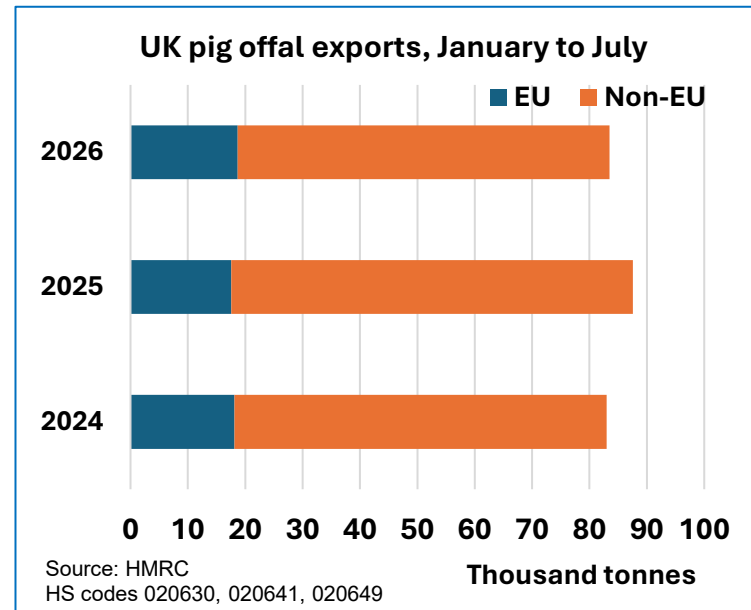
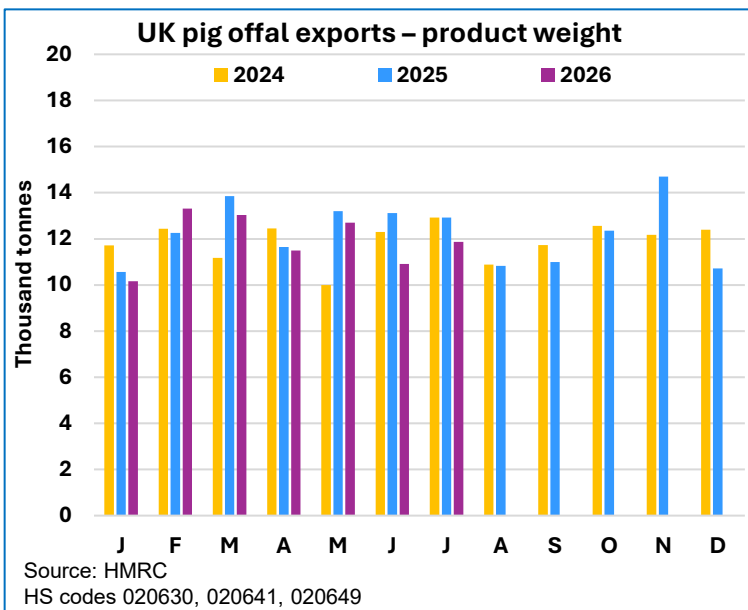
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Trade data for August 2026 is estimated using historic seasonal trends



UK pig offal exports

In contrast to meat exports, UK pig offal exports have fallen back in 2026, while prices have also declined, in line with the wider market. Non-EU markets account for nearly 80% of sales.



Unlike pork exports, which have surged in 2026, pig offal export volumes have fallen back in the January to July period. After a 5.5% uplift in the first seven months of 2025, sales reversed in 2026, falling back by almost 5%, holding only slightly ahead of January to July 2024 levels. However, in line with wider pig market conditions, there has been considerable downwards pressure on prices this year. Indeed, at 96p/kg, pork offal exports averaged 12% cheaper per kilo than a year earlier and down 16.5% on the same period of 2024. As a result, the value generated from export sales was around 16% lower than in the same period of 2024 and 2025.

Price declines on sales to non-EU markets have averaged at a similar rate to non-EU export prices, down 12% and 10.5% respectively. Non-EU trade continues to dominate in pig offal, accounting for 78% of the total shipped in the January to July period of 2026. Interestingly, sales to non-EU markets showed a large premium over export prices to the EU, averaging £1.14/kg compared to only 31p/kg. This was despite trade with the EU mainly being fresh product and non-EU trade mainly frozen.

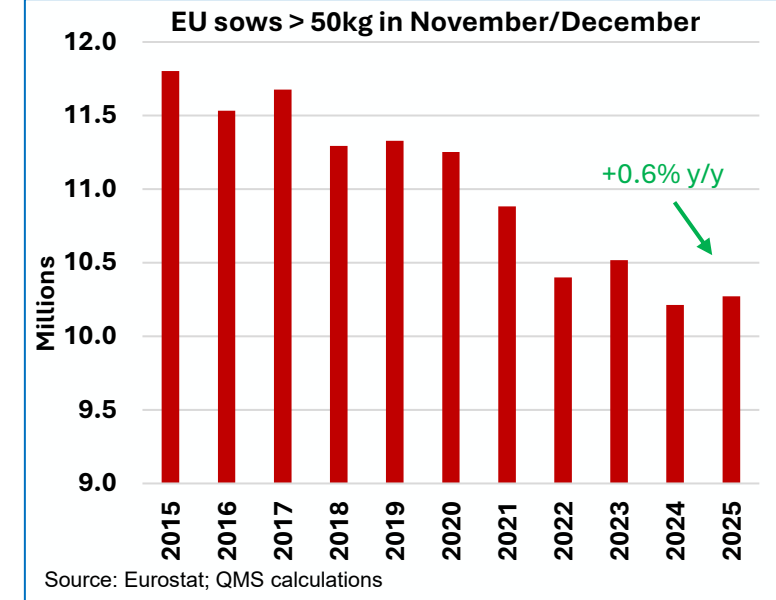
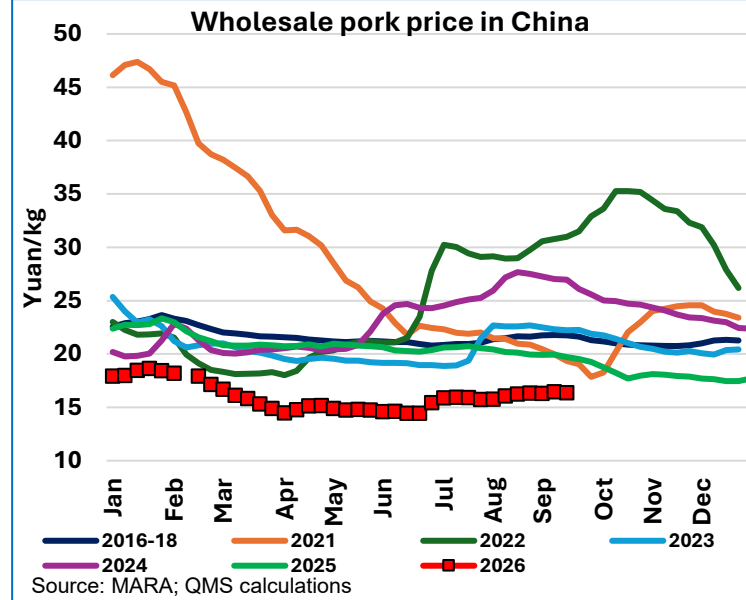
Factors driving UK international trade

Global pork production is expected to lift this year, with a well-supplied global market pressuring prices. The Chinese market remains well-supplied but a reduction in sow numbers could result in a more balanced position next year and wholesale pork prices have shown some limited recovery.

USDA Global Pork Market Forecasts, April 2026
(million tonnes carcase weight)

Key indicators	2022	2023	2024	2025	2026 Est
World, production	114.61	116.33	116.26	119.5	120.18
China, production	55.41	57.94	57.06	59.38	59.50
EU, production	22.28	20.83	21.28	21.95	21.69
All countries, imports	9.78	9.19	8.95	9.24	9.32
China, imports	2.13	1.90	1.31	1.19	1.00

Source: USDA Foreign Agricultural Service



The USDA is expecting global pork production to increase this year and a generally well-supplied world market with significant imbalances in important producing areas is placing downwards pressure on markets across the globe. The US Meat Export Federation is reporting lower producer prices than last year by around 5-10% in Asia, 10-15% in North America, and 40% in Brazil.

The key Chinese market remains well-supplied, with output rising further this year, and pork prices have fallen as a result. Imports have also declined, to their lowest in more than a decade. However, industry data suggests that a period of loss-making has now resulted in a contraction of the herd, increasing the prospect of a more balanced market next year. Wholesale pork prices fell by more than 20% after Chinese New Year in February and have shown only a limited recovery through the summer and into autumn. Though 14% higher in mid-September than at the end of June, prices were still 16.5% lower than last year. This is in sharp contrast to wholesale beef and lamb prices in China, which have been exceeding 2025 levels, up 8-9% in late-September.

EU pigmeat production jumped by 3.5% in 2025, with a 2.5% uplift in slaughter added to by heavier weights. In the first half of 2026, there was a further jump, of 1.6% in slaughter and 1.8% in production, bearing down on market prices. Sow numbers recovered in the second half of 2025 after a dip was recorded in the May/June census, with continuing productivity gains giving an extra boost to output.

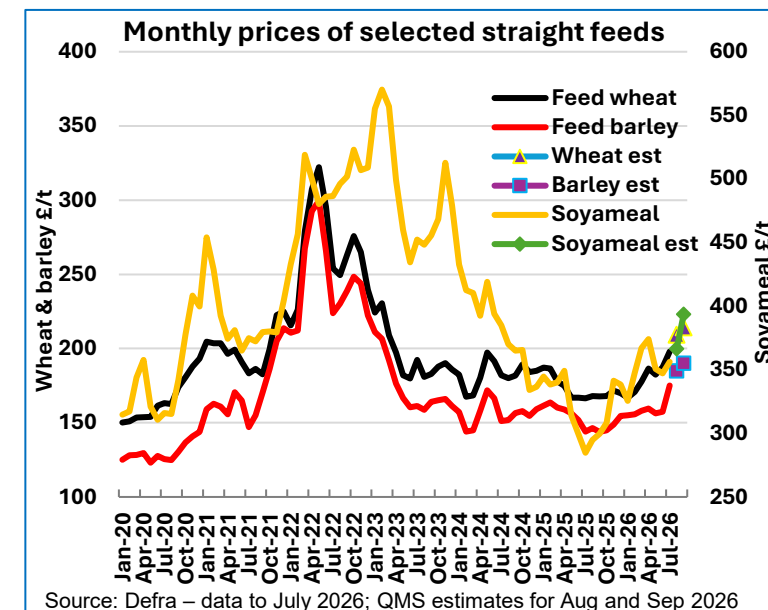
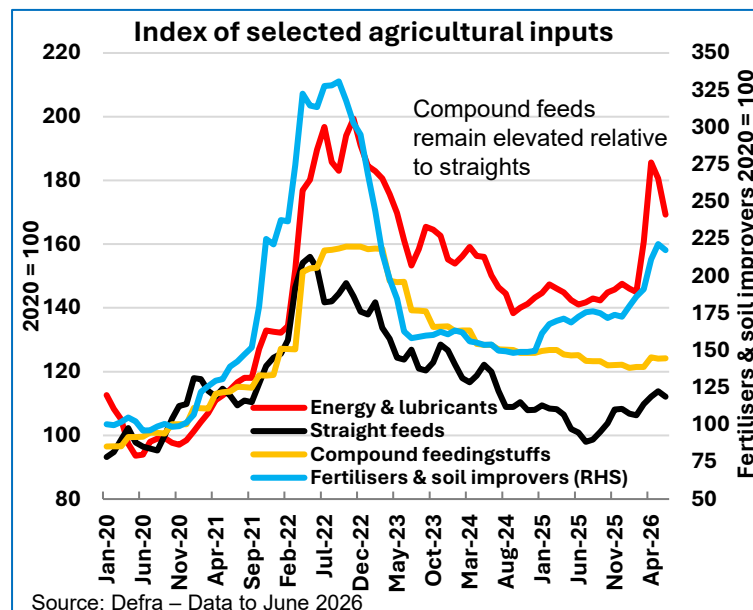
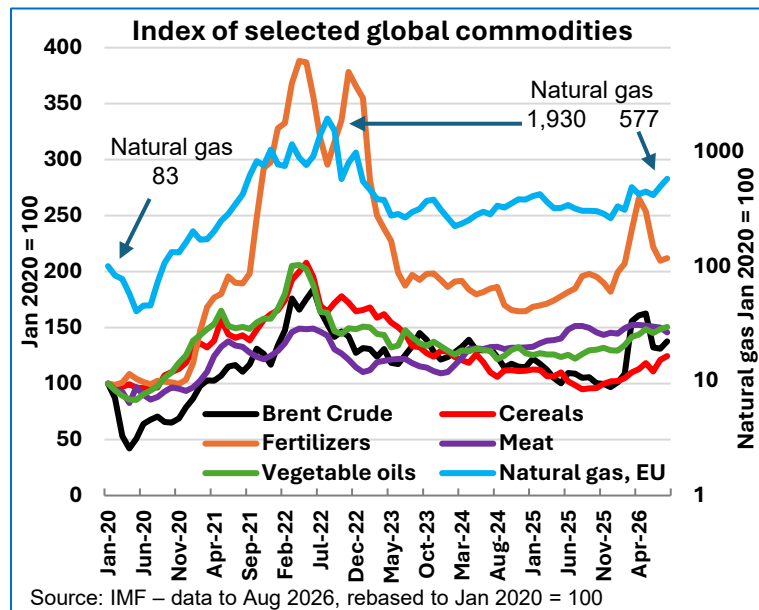
Economic Developments



- Energy markets remain elevated as the US-Iran conflict continues, constraining exports of oil, gas and fertiliser to the world market from the region, with significant volatility in prices due to re-escalation and de-escalation.
- More positively for the supply chain, higher oil prices may have supported some by-product values, particularly fats.
- Attacks on crop exporting infrastructure in the Black Sea region since the summer have disrupted global grain and oilseed supplies, pushing up prices. However, fundamentally strong global crop production and stocks have limited the upside, and prices remain well below the highs of 2022.
- A strengthening of sterling against the euro since the summer may have added to the negative external pricing shock. At the same time, sterling strength against the dollar may have limited export returns from non-EU markets, though it will have also helped to limit input cost rises.
- Spending on red meat has begun to stabilise in line with the slowdown in beef price inflation. This contrasts with poultry, which continued to see strong spending growth during the summer, translating into increased volumes. Lamb sales may have been constrained by continuing inflation and reduced supplies. For pork, sales disappointed at GB level after a good spring, but the Scottish figures remained positive.
- A mixed economic picture remains. On the positive side, consumer spending continues to grow, supported by wages outpacing inflation and weakness in consumer confidence relates to the general economic environment rather than personal finances. Higher fuel and energy prices remains a downside risk to household budgets.

Commodity prices & production costs

Impact of conflict in the Middle East on oil, gas and fertiliser supply has pushed up fuel, energy and fertiliser costs but fundamentally strong crop supply has limited the upwards pressure on feed costs from attacks on crop exporting infrastructure in the Black Sea region.



The ongoing US-Iran conflict has pushed up oil, gas and fertiliser prices more significantly due to the impact on production and exporting supplies from the region. It remains to be seen how prolonged this supply shock will last, and the longer it lasts, the larger the impact on the economy will be as production costs rise and filter out into higher consumer prices. The volatile nature of the situation means that risk premia are likely being built into pricing. Strong global output had been holding oil prices down at the start of 2026 but gas prices in Europe and the UK were already much more expensive than before the war in Ukraine, due to the supply shock caused by the limited supply of Russian gas, and fertiliser costs were also elevated due to their close link with the gas market.

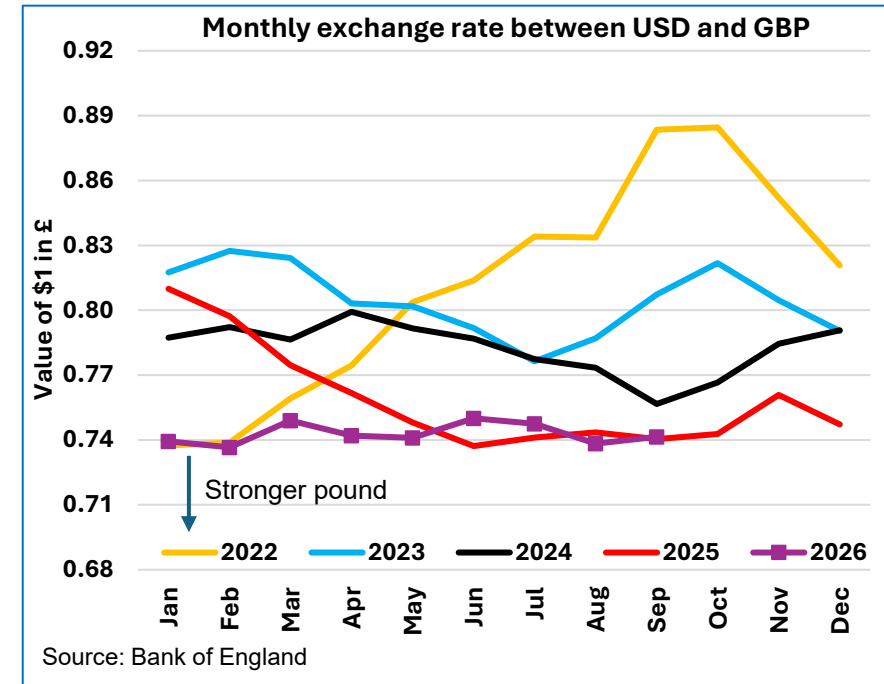
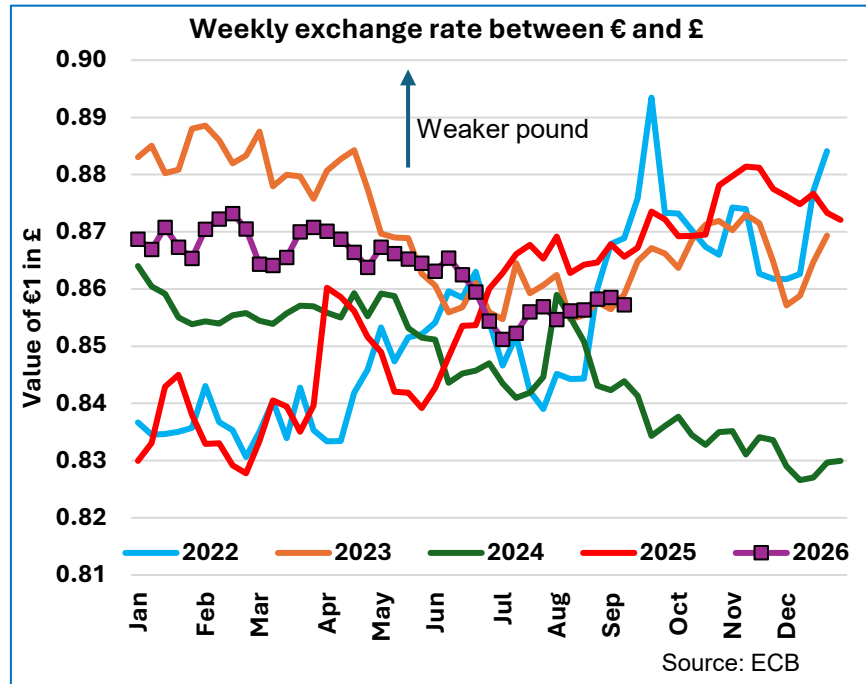
In the spring, feed prices had risen slightly due to the potential for substitution of fossil fuels and oil with biofuels and vegetable oils, pushing up expectations for demand. There was also some short-lived impact from weather-related fears in the US. However, feed prices showed a more significant increase during the summer of 2026, with the Russia-Ukraine conflict resulting in attacks on crop export infrastructure in the Black Sea region, restricting exports from a key producing area. Nevertheless, generally positive global harvest prospects have limited the upside and cereal and oilseed prices remain anchored well-below the highs of 2022. Though, given that feed tends to account for at least 60% of pig production costs, the recent upwards pressure is a significant concern given that margins were already negative before the price spike.

Looking further ahead, there could be an impact on next year's global harvest if higher fertiliser costs reduce application and lower crop yields, while the potential for even more extreme weather due to the developing super El Niño could affect global production levels.

More positively, a soft US dollar placed downwards pressure on the cost of many imported commodities when converted back into sterling in 2025 and the dollar has been running at a similar level for much of 2026, limiting the upside pressure. Interestingly, geopolitical uncertainty has not resulted in a rising dollar.

Exchange Rate Movements

A weaker sterling against the euro in the first half of the year failed to offset the impact of cheap EU pork, and the position has become less favourable in the second half. Strength against the dollar may be limiting returns on non-EU exports but softening input cost rises.

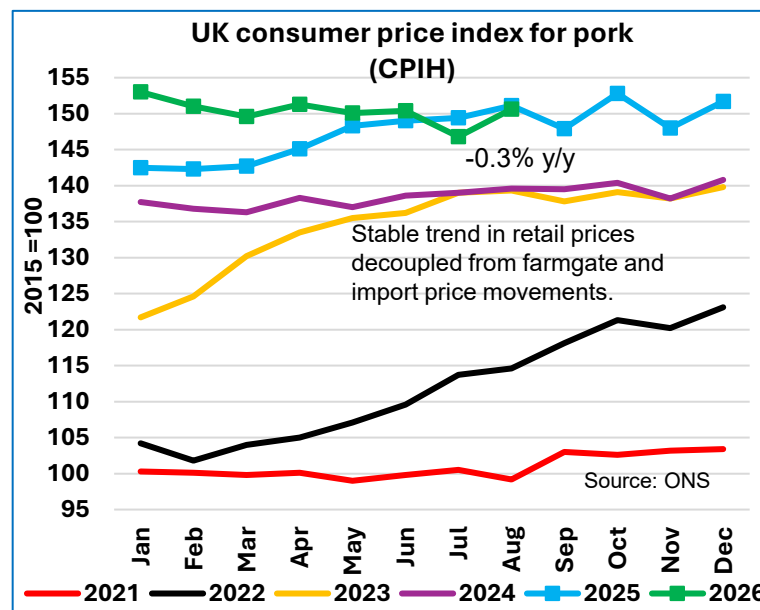
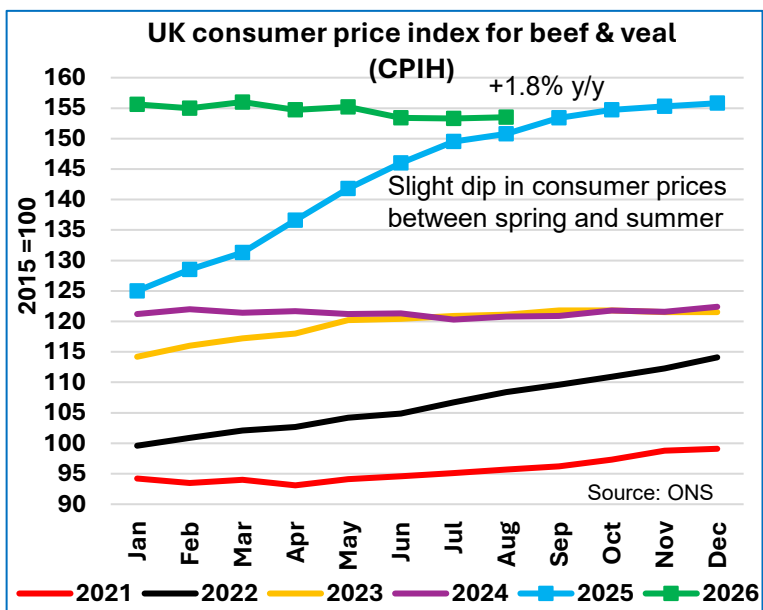


After a weak first half of the year, sterling strengthened against the euro in the summer. While back below its July highs, the pound is still stronger in September than it had been between mid-2025 and mid-2026, in theory working against price competitiveness and export returns. While a renewed bout of inflationary pressure due to elevated oil and gas prices has shifted the UK inflation and interest rate outlook to the upside, this has also been the case in the euro area, where interest rates have already risen. However, this move, and expectations of further increases in interest rates by the European Central Bank have given the euro little bounce.

Sterling has maintained a fairly stable value relative to the US dollar in 2026, holding firm relative to recent years despite considerable geopolitical uncertainty and volatility, plus expectations of rising US interest rates. A stronger sterling against the dollar limits the inflationary impact of increased global commodity prices, though it does also work against UK pork exports to non-EU countries.

Consumer demand and prices

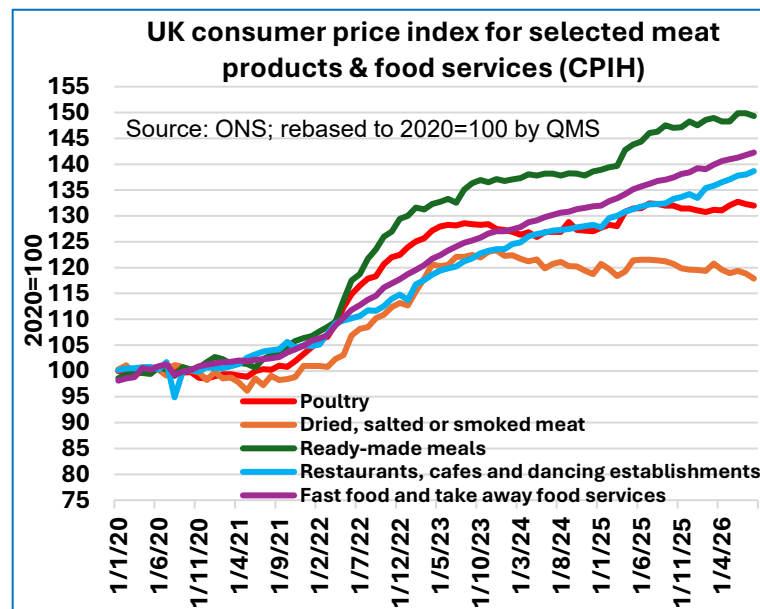
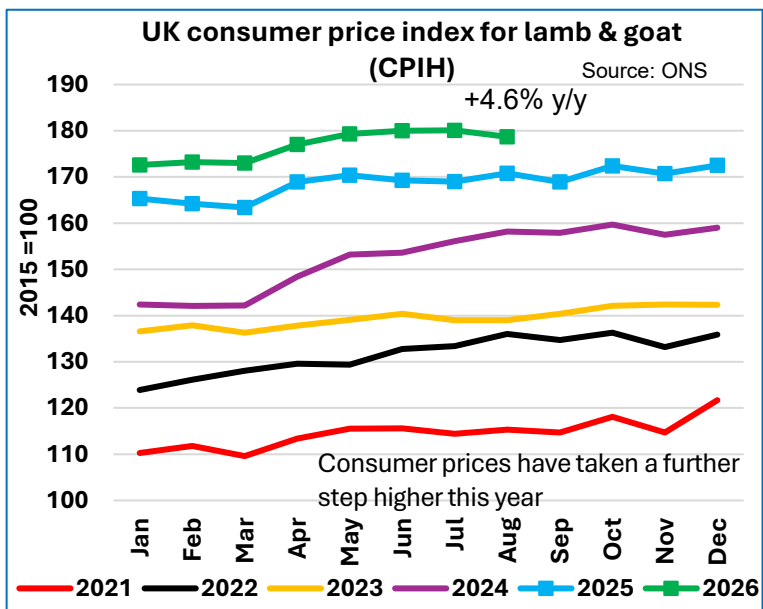
Red meat retail spending growth has slowed in line with beef pricing trends and in contrast to continuing increases for poultry and the wider grocery market.



Retail spending has begun to stabilise on red meat as beef inflation slows and the degree of past inflation continues to restrict the volume of demand. At the same time, the combination of elevated prices and lower availability of lamb has affected sales in summer 2026 while pork has failed to see a major switching boost from higher beef and lamb prices.

By contrast, poultry continued to see significant volume growth in summer 2026, benefiting from being a very cheap substitute for beef, and from being more widely consumed than pork. Poultry retail prices have remained elevated while farmgate prices have fallen back after spiking in 2022/23, but the lower price point continues to make poultry look highly competitive to consumers.

In the red meat retail category, fresh value-added products have continued to sell better than fresh cuts, signalling a demand for convenience.



The long-term steady upwards pricing trend in the foodservice sector has continued, likely reflecting significant employment cost pressures. Year-on-year price increases have continued to hover around the 4.5% level.

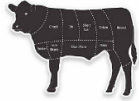
GB retail sales, 12 weeks to 6/9/26, year-on-year changes

	Value	Volume	Avg price per kilo
Fresh red meat	+0.2%	-0.7%	+0.9%
Fresh poultry	+4.5%	+1.7%	+2.8%
Total grocery market	+3.9%	-0.4%	+4.3%

Source: Worldpanel by Numerator

Retail demand and prices

Year-on-year beef retail price inflation is slowing sharply a year on from the market rebalancing, and a strong summer for grilling cuts has affected the overall balance of sales between different product categories. Lamb sales had a difficult summer, influenced by tighter availability, while pork disappointed despite lower prices. Scottish figures remain more positive for beef and pork than in GB.



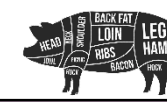
BEEF

12 weeks to 6th September 2026



LAMB

12 weeks to 6th September 2026

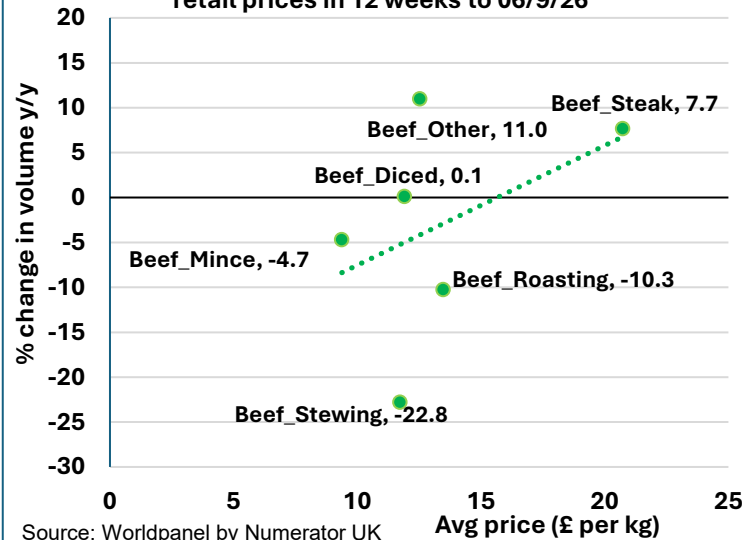


PORK

12 weeks to 6th September 2026

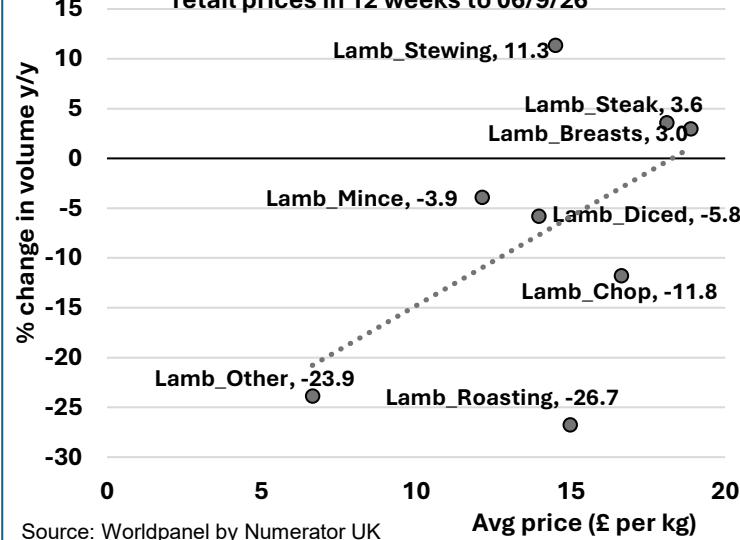
	GB		Scotland		GB		Scotland		GB		Scotland	
	Actual	% change y/y	Actual	% change y/y	Actual	% change y/y	Actual	% change y/y	Actual	% change y/y	Actual	% change y/y
Value (£m)	548.9	0.3%	57.4	4.8%	91.3	-4.1%	6.3	-10.4%	180.3	-3.1%	12.5	3.1%
Volume (t)	43,490	-2.6%	4,351	-2.7%	6,188	-12.7%	419	-20.6%	28,351	-0.2%	1,971	6.8%
Avg price (£/kg)	12.62	2.9%	13.20	7.7%	14.75	9.8%	14.96	12.7%	6.36	-2.9%	6.33	-3.5%
Penetration*	60.2%	-1.9%	63.4%	-4.2%	17.0%	-8.8%	15.5%	-6.1%	38.7%	-0.9%	34.7%	4.1%
Frequency**	4.1	0.3%	4.3	5.8%	2.2	-1.3%	2.1	-3.5%	3.0	-0.5%	2.9	4.4%

Relationship between GB household beef purchases and retail prices in 12 weeks to 06/9/26



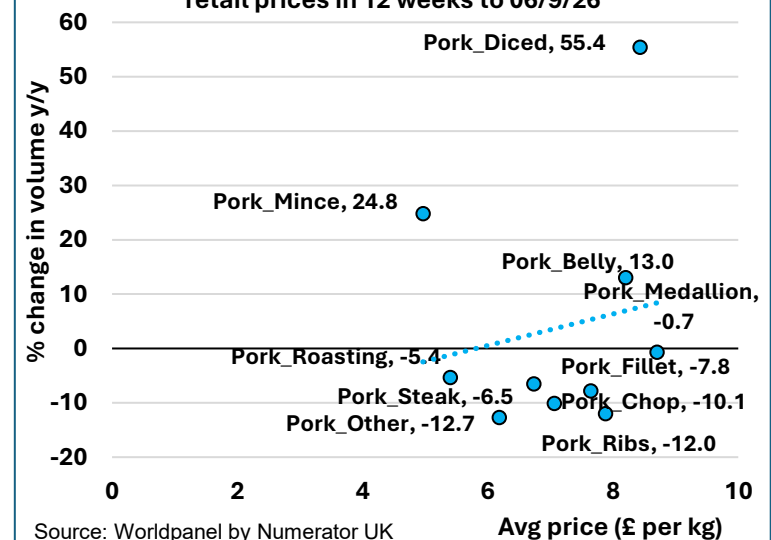
Some cuts seeing volume improvement now that we are a year on from the market rebalancing.

Relationship between GB household lamb purchases and retail prices in 12 weeks to 06/9/26



Weakness in lamb roasts likely reflects the lack of Easter demand in the 12-week period this year.

Relationship between GB household pork purchases and retail prices in 12 weeks to 06/9/26



Very mixed overall performance but strength of mince and diced could reflect large price differential with beef.

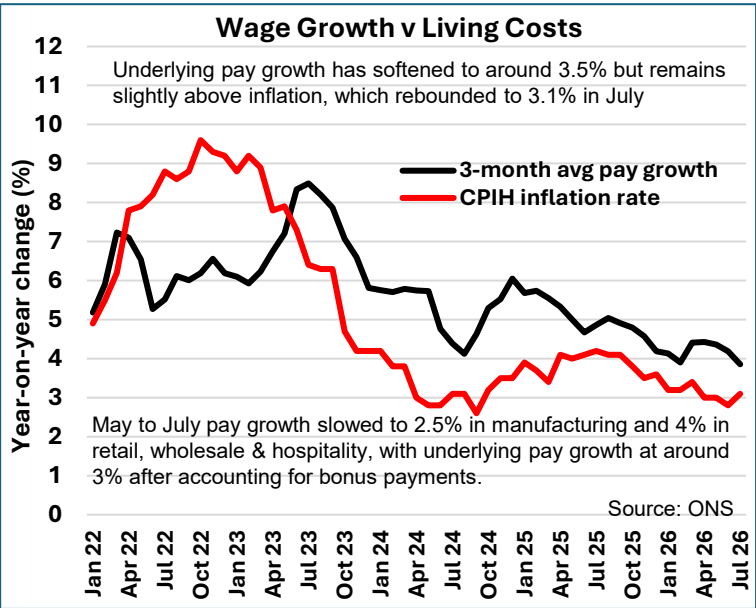
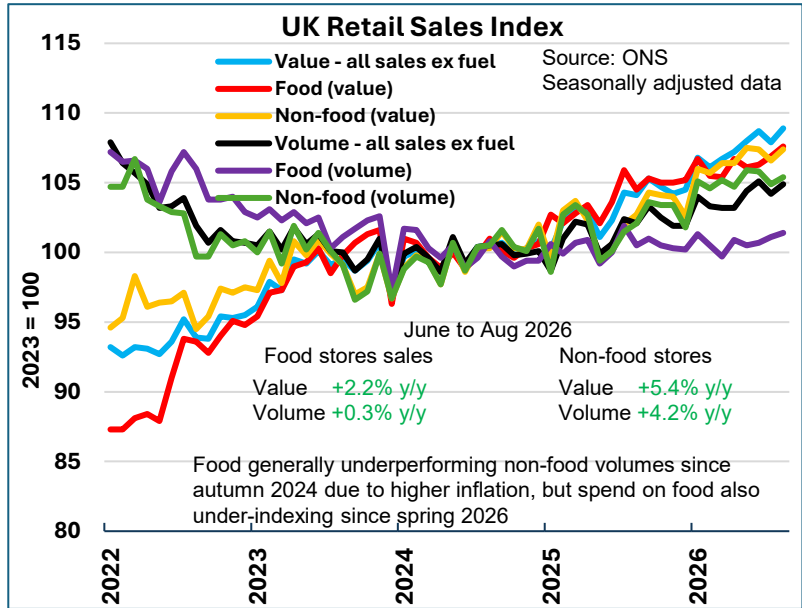
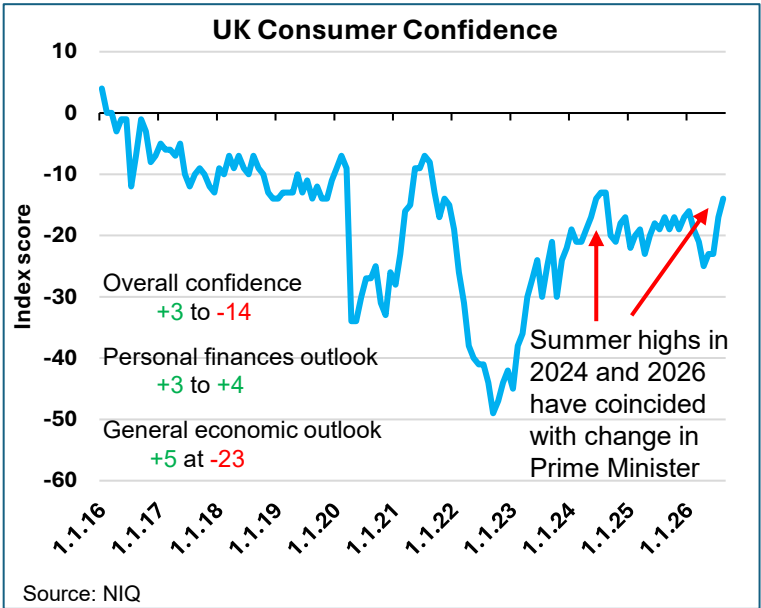
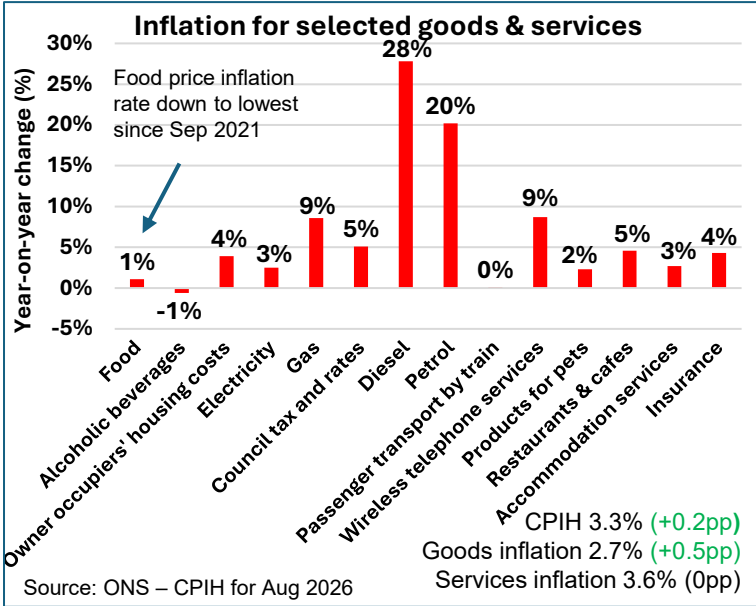
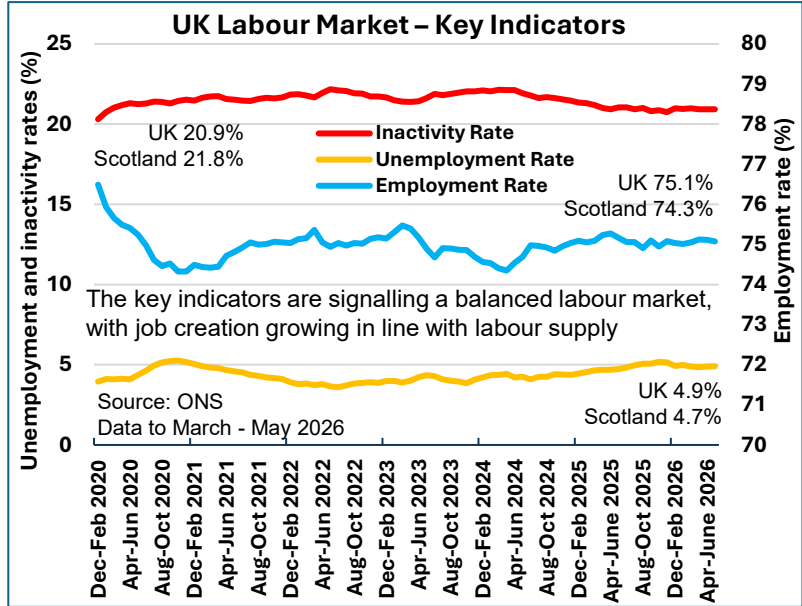
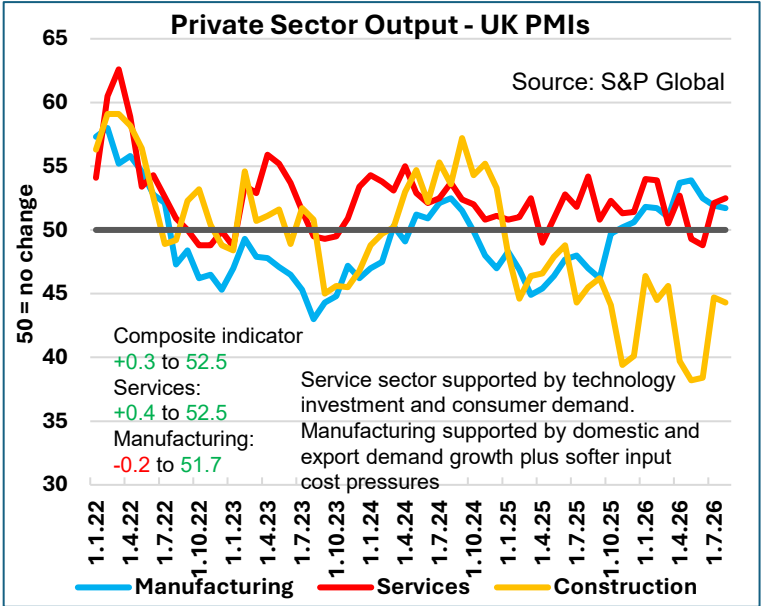
Source: Worldpanel by Numerator UK; data covers sales of fresh and frozen unprocessed red meat; please note that sales data for Scotland can be volatile due to the limited sample size

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

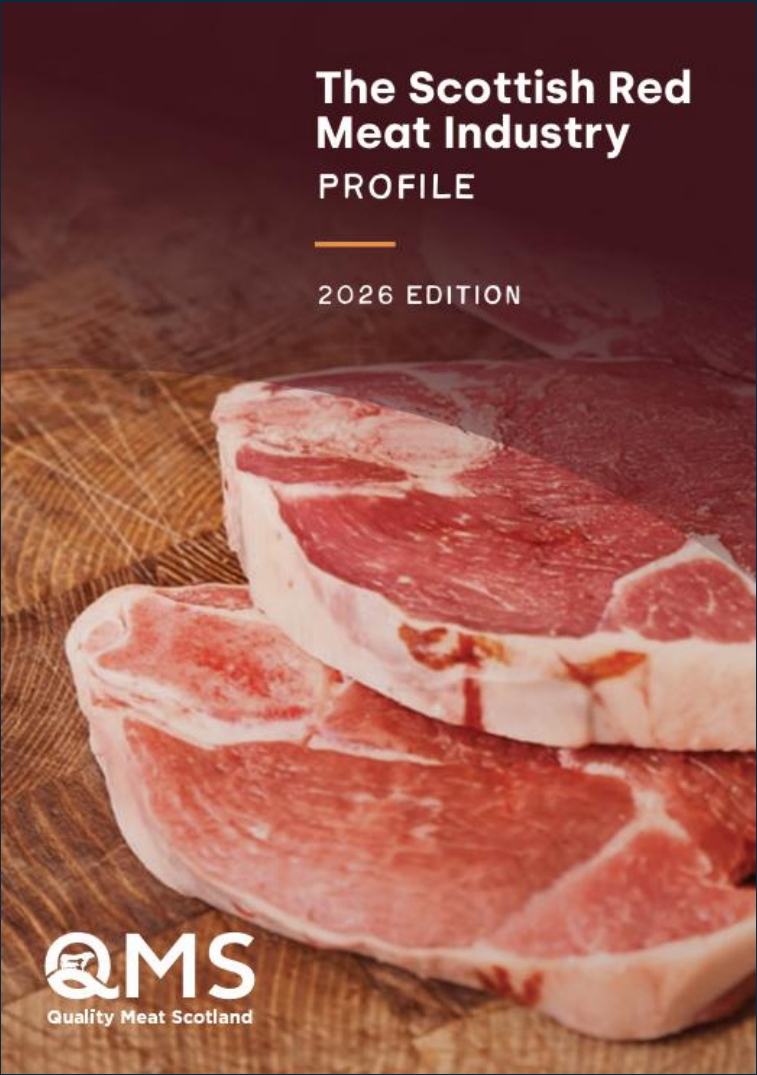
**Frequency - Average number of purchase trips per buyer in the time period.

Economic indicators

A mixed economic picture remains. On the positive side, consumer spending continues to grow, supported by three years of real wage growth, and consumer confidence remains optimistic on personal finances. However, the potential for volatility in fuel and energy prices remains a downside risk over the winter, and wage growth is slowing.



Click to view our latest version of our annual Red Meat Industry Profile



Click to access our Meating our Potential Hub

Meating Our Potential Hub

Scotland's red meat sector is more valuable than ever, and the opportunity to grow it has never been clearer. 'Meating Our Potential' is a partnership campaign with the [Scottish Red Meat Resilience Group \(SRMRG\)](#) and brings together industry, government and consumers to unlock the full potential of Scotland's beef, lamb and pork sectors and secure a sustainable future for our red meat supply chain.

The campaign is about driving confidence in Scotland's farmers, in our supply chain, and in the role red meat plays in a resilient, sustainable food system. It recognises the importance of producing food here at home, to high standards of quality, traceability and animal welfare, while making the most of Scotland's natural strengths and grass-based systems.

'Meating Our Potential' sets out how we can work together to support producers, strengthen rural communities and ensure Scotland continues to deliver the red meat that consumers trust and value – now and for the future.

Together, we can Meat Our Potential.

A photograph of a man in a light blue shirt and jeans, leaning over a fence in a green field, looking at a light brown cow. Another black cow is partially visible behind it. The background shows rolling green hills under a clear sky.