Grocery Chicken Featuring Report: October 2025

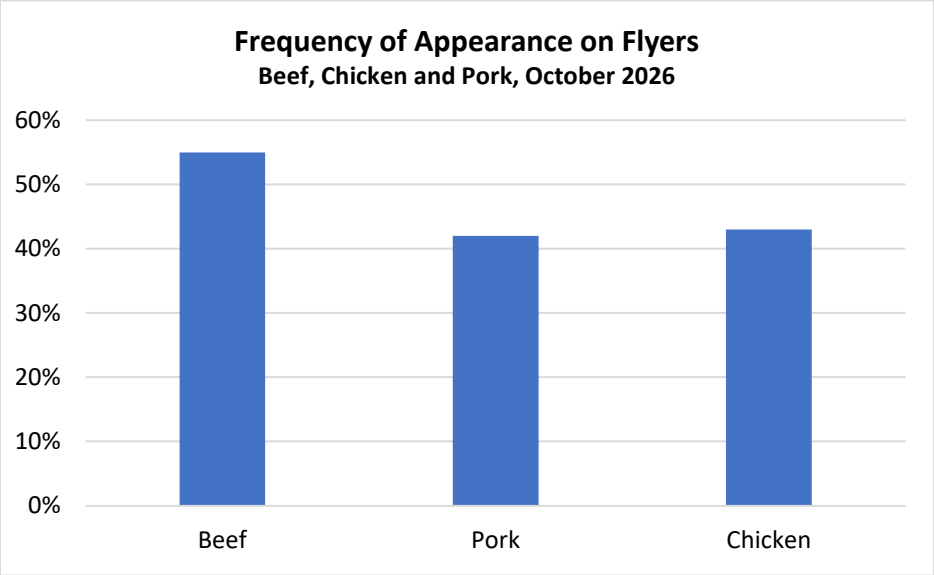
The following is a summation of fresh meat feature share and pricing on the front pages of 25 surveyed flyers during October 2025. The flyers are from grocery banners across Canada (see appendix A). The survey only uses the front page of the flyer as those are the most important meat ads.

Frequency of Appearance on Flyer Front Page

Frequency of appearance is a measure of the number of times that beef, pork, or chicken appeared at least one time on the front page of the 25 flyers during the month.[1] This section focusses on chicken's frequency of appearance on the front page of flyers across Canada.

October Frequency of Appearance of Three Main Meats

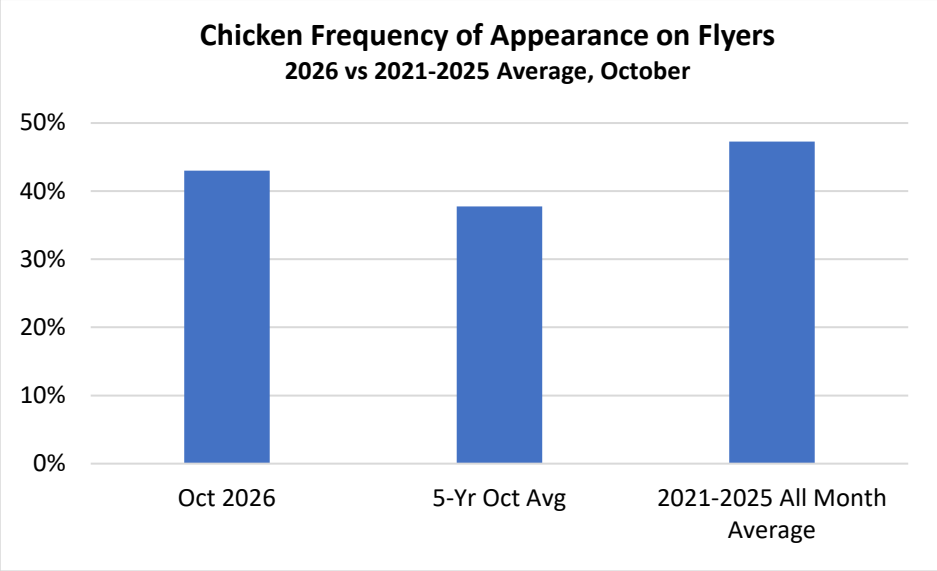
- Chicken frequency of appearance on the front page of flyers: 43%. [Of 100 possible front page flyer opportunities in October, (4 weeks x 25 flyers), chicken was on 43 (43/100 = 43%)].
- Beef frequency, 55%; pork frequency, 42%.



[1] "Frequency" is defined in more detail in Appendix B.

October Chicken Frequency Compared to Average

- Chicken frequency October 2026: 43%.
- Chicken frequency October 2021-2025 average: 38%.
  - October 2026 chicken frequency was 5% points ***more*** than October 2021-2025.
- Chicken frequency average for all sixty months from 2021-2025: 47%.
  - October 2026 chicken frequency was 4% points ***less*** than all 60 months frequency for 2021-2025.
  - October 2021-2025 averaged -9% points ***less*** than the 60-month average (38% in 2026 versus 47% for all 60 months).
  - October 2026 was 5% points ***more*** than the October norm against the 60-month average (4% less in 2026 versus 9% less for 2021-2025).



(See Appendix B for monthly average chicken flyer frequency).

October 2026 Chicken Frequency Grade on an A to F scale: "B" (Good).

October 2026 chicken featuring frequency was less than beef but more than pork. The chicken frequency was more than it usually is in October.

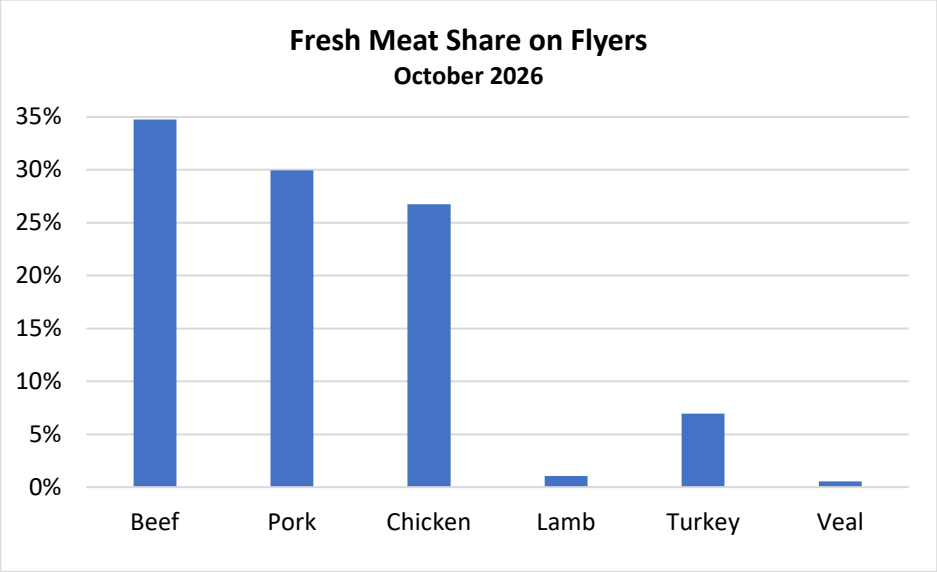
Share of Fresh Meat on Flyer Front Page

The next task is to calculate chicken's share of appearances compared to the other fresh meat ads on the flyers.[2] This section focusses on the percentage share of chicken ads on the 25 flyers compared to the other meats on the flyer.

[2] This concept of share of fresh meat features is explained more fully in Appendix C.

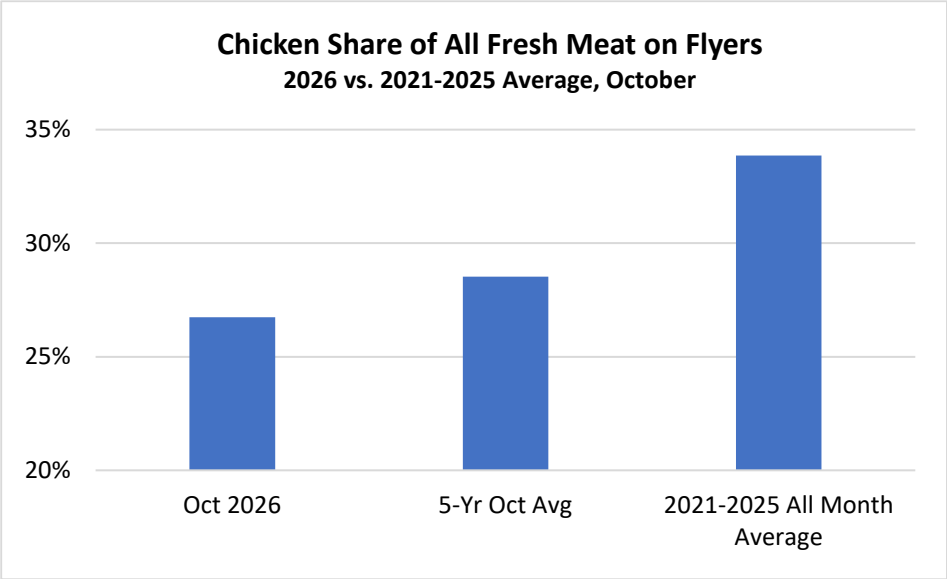
October Fresh Meat Features Shares of Flyer

- Chicken's share of fresh meat featured on the front page of the flyer: 27%.
- There were 50 chicken ads out of a grand total of 187 fresh meat ads (50/187=27%)
- Beef fresh meat share: 35%, pork 30%, and others 10%.



October Chicken Share of Fresh Meat Features Compared to Average

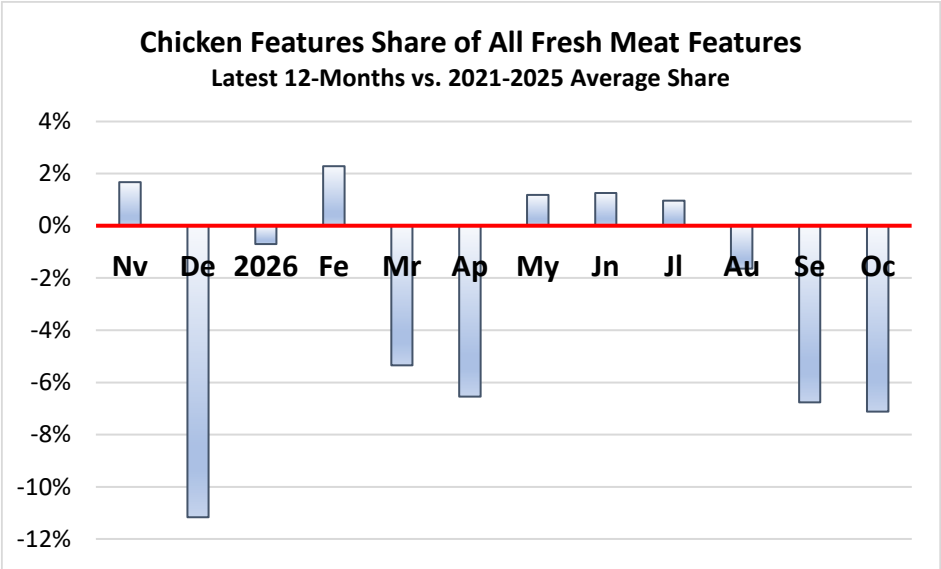
- Chicken fresh meat share October 2026: 27%.
- Chicken fresh meat share for October from 2021-2025: 29%.
  - October 2026 chicken fresh meat share vs October 2021-2025: -2%.
- Chicken fresh meat share for all sixty months from 2021-2025: 34%.
  - October 2026 chicken fresh meat share was -7% points ***less*** than all 60 months from 2021-2025 (27%-34%= -7%).
  - During October from 2021-2025, chicken feature share averaged -5% ***less*** than the all-month average (29% for October 2021-2025 versus 34% for all 60 months =-5%).
  - October 2026 was -2% points ***less*** than the average October against the total 60-month average (-7% less than average this year compared to -5% less for October 2021-2025).



Twelve-Month Chicken Share of Fresh Meat Features Compared to Average

- 12-month November 2025 through October 2026, chicken fresh meat features share: 31%.
  - 60-month (2021-2025) average chicken share: 34%.
  - November 2025 through October 2026 vs all month 2021-2025 average: -3%.
  - During the past 12 months, chicken feature share of all fresh meats has been -3% points ***less*** than the average of all months from 2021-2025.
  - During October 2026, feature share was -4% points ***less*** than the 12-month average share (27% in October 2026, vs 31% 12-month share).

The following graph shows a comparison of chicken share of fresh meat performance in each of the past twelve months against the 60-month chicken 34% share average for 2021-2025.



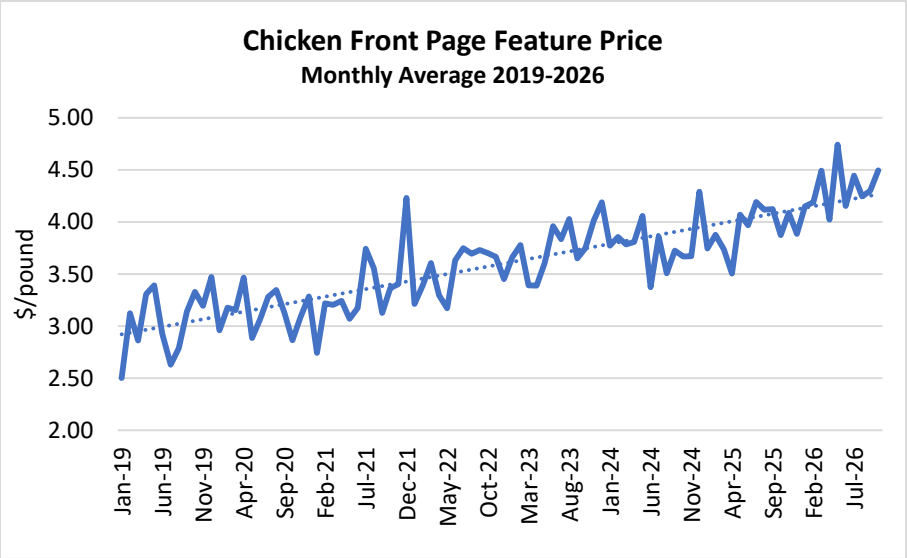
October Chicken Share of Meat Grade on an A to F scale: "F" (Very poor).

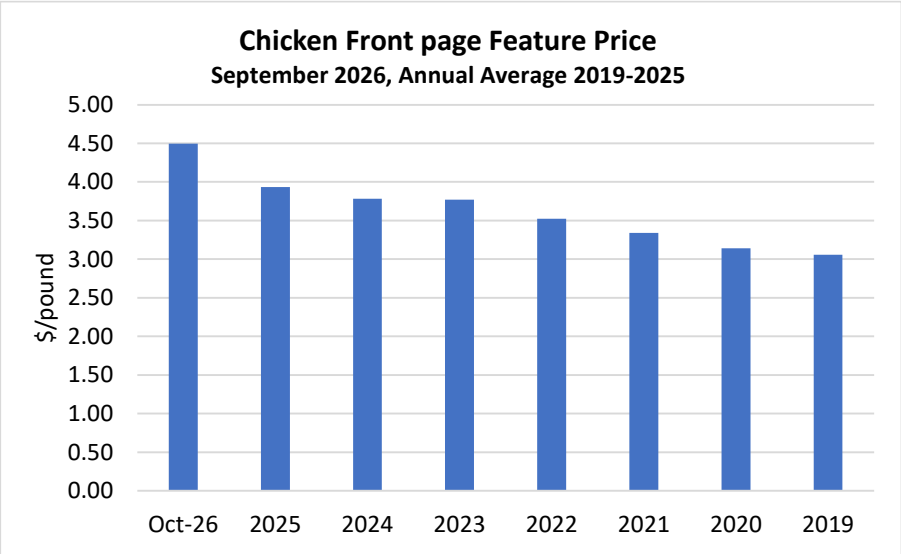
Chicken had less share of the flyer than both beef and pork. Chicken's share of fresh meat in the flyer was less than what it normally is during October. October 2026 share was less than the total 60-month average and was less than its normal share for October. October was less than the rolling 12-month average. Combining all the metrics leads to the conclusion that October was a very poor month regarding share of the flyer compared to the other meats.

Flyer Fresh Meat Pricing

October Chicken Front Page Flyer Pricing Trends

- The average price for all chicken cuts featured during October 2026 was $4.50/pound.
- October 2025 average for chicken, $3.88.
- 2025 annual average chicken price, $3.93
- 2024 annual average chicken price, $3.78.

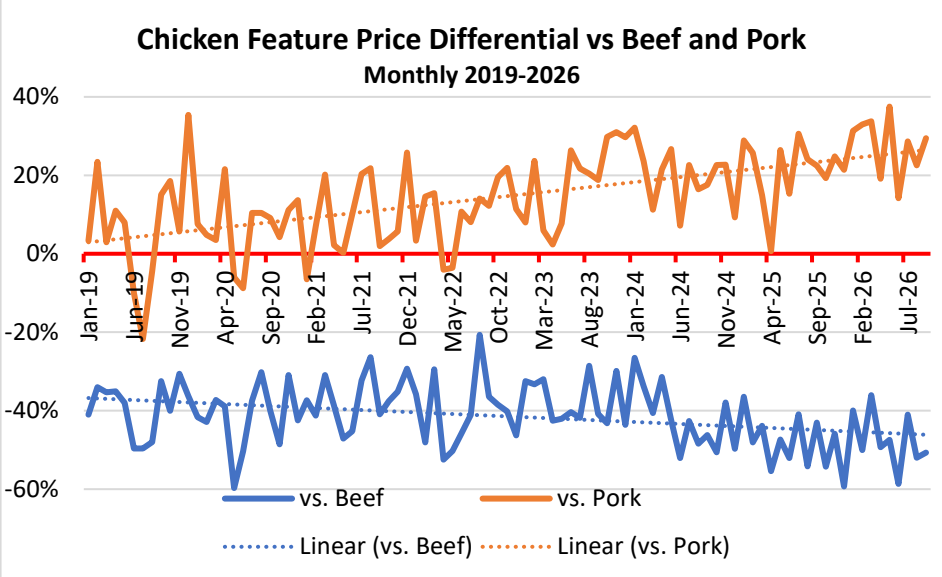




October Chicken Flyer Pricing Compared to Competing Meats

- Chicken $4.50
- Beef $8.92
- Pork $3.40
- Chicken on the front page during October:
  - -50% *less* than beef prices.
  - +32% *more* than pork prices.
- For 2021-2025 on average, chicken was priced 41% less than beef and 16% more than pork.
- October 2026 chicken front page feature price:
  - -9% points ***less*** than average versus beef.
  - +16% points ***more*** than average against pork.
- Chicken was priced ***more*** competitively than average against beef and ***less*** competitively than average against pork on grocery flyer front pages in October 2026.

- As seen on the graph below, the front-page flyer price relationship of chicken against beef on the front page of the flyer was relatively steady from 2019-2023. In mid-2024 chicken became even more lower priced compared to beef (i.e., beef got more expensive against chicken). Chicken has consistently been getting more costly or less competitive compared to pork on the front page of flyers (the chicken price versus pork increased).



October Feature Summary

- Chicken frequency of appearance during October was less than beef and more than pork.
- Chicken frequency of appearance overperformed October appearance over 2021-2025.
- October frequency was more than it usually is in comparison to the all 60-month average.
- Chicken's share of October fresh meat features was less than beef and pork.
- Chicken feature share was less than what it normally is during October.
- October chicken feature share in 2026 was less than usual share versus all months from 2021-2025.
- From November 2025 through October 2026, chicken share has underperformed the 60-month norm.

The conclusion is that chicken featuring was good during October in terms of frequency of appearance but poor regarding share of the flyer. All in all, chicken has been seeing a lack of merchandising support from grocers for several months in a row.



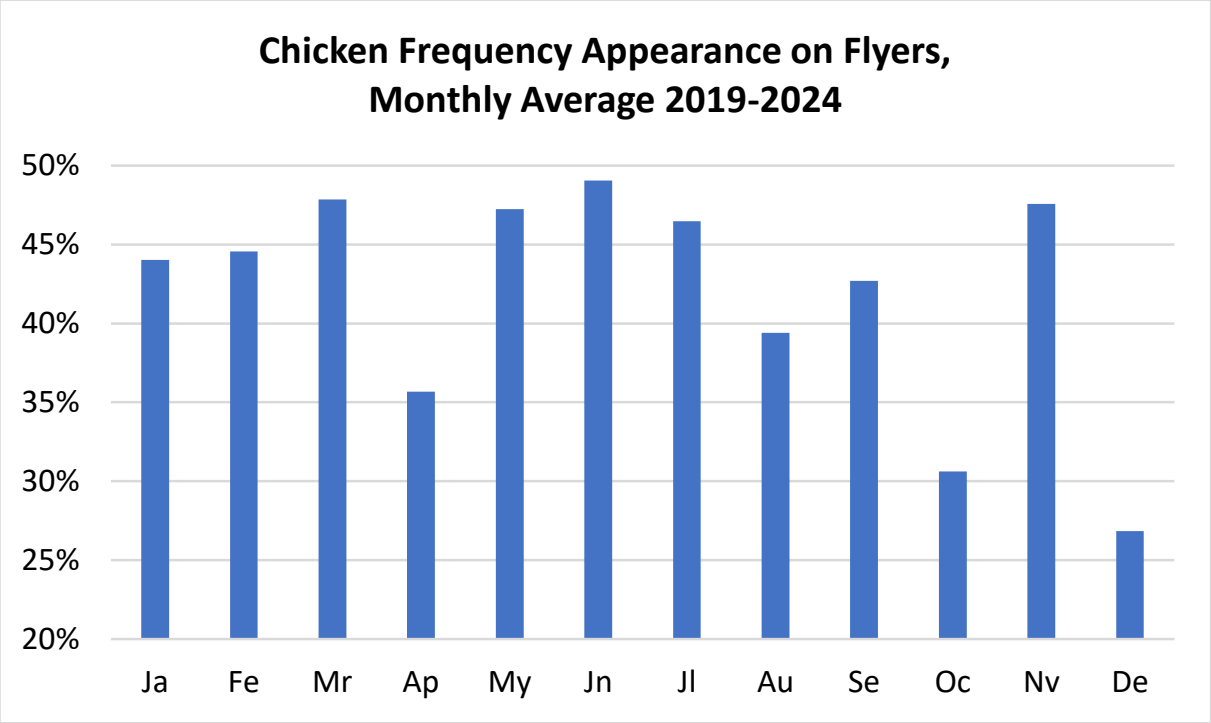
Kevin Grier, November 3, 2026

Appendix A: Grocery Banners Surveyed

Maritimes	*ATL Superstore*
	Foodland Coop
	Sobeys
Quebec	*IGA*
	Maxi
	Metro
	Provigo
	Super C
Ontario	*Food Basics*
	Foodland
	Freshco
	Loblaws
	Metro
	No Frills
	Sobeys
	Valu-Mart
	Walmart SC
West	*Calgary Coop*
	Freshco
	No Frills
	Real Canadian
	Save on Foods (BC)
	Sobey(Safeway)
	Thrifty
	Walmart

Appendix B: Chicken Feature Frequency of Appearance Explanation

Frequency of appearance is a measure of the number of times the 25 sampled flyers advertised any beef, pork, or chicken item on the front page during the month. In any given week, chicken (or beef or pork) could be on from zero flyers to all 25 flyers. Frequency of appearance is expressed as a percentage of the total 25 flyer sample for the total weeks of the month. This measure of frequency assesses the percentage of times that the meat appeared on a flyer every week of the month. If the month had four weeks, there would be 100 possible appearances (4*25 flyers) if the month had five weeks there would be 125 possible appearances (5*25).



Appendix C: Chicken Share of Fresh Meat Explanation

Tabulation of the share of fresh meats involves counting the total number of appearances that each of the fresh meats were featured on the front page of the 25 flyers. That is, how many chicken ads were on the front page of the 25 flyers over the course of the month compared to the number of times that all fresh meats and poultry were on the front page of the flyers. The calculation is the total number of times chicken is featured, divided by the total fresh meat and poultry features. That simple calculation gives chicken's share, and the same for the other meats featured on the front pages. The total of all the fresh meats shares will equal 100% for the month.

