

Australia Beef Market By Distribution Channel (Supermarket and Hypermarket, Retail Store, Wholesaler, E commerce, Others) , By Product Type (Loin, Chuck, Round, Brisket, Rib, Others) By Cut Type (Ground Beef, Steaks, Roasts, Cubed, Others) : Opportunity Analysis and Industry Forecast, 2023-2032

<https://marketpublishers.com/r/AB8271B504ECEN.html>

Date: November 2024

Pages: 70

Price: US\$ 1,707.00 (Single User License)

ID: AB8271B504ECEN

Abstracts

Australia Beef Market

The Australia beef market was valued at \$6.2 billion in 2022 and is projected to reach \$11.2 billion by 2032, growing at a CAGR of 6.1% from 2023 to 2032.

Beef is a type of red meat derived from domesticated cattle for consumption. It is a staple in Australian cuisine due to its rich nutritional profile, versatility, and flavor. There are different types of beef depending on their quality grades, cuts, and preparation methods. The nutritional profile of beef includes protein, vitamin B, iron, zinc, and fat. In Australia, grass-fed beef is majorly produced and used in various national dishes such as meat pies and steak.

Surge in demand from Asian and North American countries acts as a key driver of the Australia beef market as Australia is one of the largest exporters of beef globally. In addition, increase in domestic consumption of beef owing to upsurge in the popularity of barbecues propels the development of the market. Furthermore, rise in the participation of Australia in free trade agreements such as Australia-United States and China-Australia Free Trade Agreement is augmenting the market development significantly. Owing to increase in concerns regarding the environmental impact of conventional beef

production, the trend of lab-grown beef is gaining traction in the market. This form of innovative, sustainable, and ethical beef is garnering notable prominence among health-conscious consumers.

However, exponential growth in the vegan population and rise in the consumption of plant-based meat alternatives are the major restraints of the Australia beef market. Moreover, surge in the prevalence of cattle diseases such as foot-and-mouth disease and bovine spongiform encephalopathy has significantly impacted beef production, thereby hampering the market development. On the contrary, potential increase in beef consumption in the coming years is projected to present lucrative opportunities for the Australia beef market. According to the 2024 report by Meat & Livestock Australia—an agriculture association—beef consumption is expected to increase annually by 1.5% over the next five years across the globe and Australia is well-positioned to cater to this surging demand. With a key emphasis on quality and sustainability, the Australia beef market is poised to witness novel avenues in the future.

Segment Review

The Australia beef market is segmented into distribution channel, product type, and cut type. On the basis of distribution channel, the market is divided into supermarket & hypermarket, retail store, wholesaler, e-commerce, and others. Depending on product type, it is classified into loin, chuck, round, brisket, rib, and others. As per cut type, it is categorized into ground beef, steaks, roasts, cubed, and others.

Key Findings

On the basis of distribution channel, the supermarket & hypermarket segment was the highest shareholder in 2023.

Depending on product type, the loin segment acquired a notable stake in the market in 2023.

As per cut type, the ground beef segment dominated the market in 2023.

Competition Analysis

The leading players operating in the Australia beef market include Australian Agricultural Company Ltd., JBS Australia, Teys Australia, Bindaree Beef, GrainCorp Limited, McIntosh & Sons, Jack's Creek, Cattle Council of Australia, Daleview Beef, and

Fitzroy River Meats. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships to strengthen their foothold in the competitive market.

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Key Market Segments

By Distribution Channel

Supermarket and Hypermarket

Retail Store

Wholesaler

E commerce

Others

By Product Type

Loin

Chuck

Round

Brisket

Rib

Others

By Cut Type

Ground Beef

Steaks

Roasts

Cubed

Others

Key Market Players

Australian Agricultural Company Ltd

JBS Australia

Teys Australia

bindaree beef

GrainCorp Limited

McIntosh & Sons

Jack's Creek

Cattle Council of Australia

Daleview Beef

Fitzroy River Meats

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