

# Meat Snacks Market by Product Type (Jerky, Sticks, Bars and Others), Nature (Organic and Conventional), and Distribution Channel (Offline and Online): Global Opportunity Analysis and Industry Forecast, 2019–2026

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## Abstracts

The meat snacks market size was valued at \$7.4 billion in 2018 and is expected to reach \$11.3 billion by 2026, registering a CAGR of 5.50% from 2019 to 2026.

There has been an increase in the demand for convenience food products over the years and this growth has been drastic in the emerging regions such as Asia-Pacific and LAMEA. Convenient food has become a regular source of nutrition for consumers working in the corporate sector. This increases the adoption of these products in the market. As meat snacks are also considered a convenience food, the growth and adoption of convenience food positively impacts the growth of the market.

The retail industry expansion is supported by rapid increase in economy, coupled with surge in consumption of meat products such as meat snacks; rise in urbanization; and surge in middle-class population, particularly in emerging economies. Increase in foreign direct investment (FDI) leads to the rise in participation from foreign and private players that further boosts the growth of the retail industry. According to the India Brand Equity Foundation (IBEF), India's retail sector generated revenue of \$641 billion in 2016, and is expected to grow at a CAGR of 10% reaching \$1.6 trillion by 2026. In addition, according to the Foreign Agriculture Services (FAOs), China's total retail sale of consumer goods witnessed a growth of 10.7% in 2015, accounting for \$4.49 trillion.

This improvement in the retail infrastructure increases visibility and reach of products such as food and other convenience goods, which helps with overall sales of such

products. Thus, all these factors together are responsible for the growth of retail network in emerging economies, which is anticipated to drive the growth of the meat snacks market.

There has been an increase in number of users on various social media sites, with the rise in internet penetration. Taking this into consideration, most key players in the meat snacks market strategize on promoting their products and services on these social media platforms. Social media marketing is one of the major strategies adopted by various companies and industries, including meat products, on imparting awareness about their product offerings among target customers on social media channels. Thus, through social media marketing strategy, the global meat snacks market sights critical opportunities in gaining traction and eventually increases its registration among target segments.

Key players profiled in the global Meat snacks industry include Associated British Foods plc., Conagra Brands Inc., General Mills Inc., Golden Valley Natural, Hormel Foods Corporation, Jack Links, Monogram Food Solutions, LLC., Meatsnacks Group, Nestle S.A., Tyson Foods, and others.

## KEY BENEFITS FOR STAKEHOLDERS

The report provides an extensive analysis of the current and emerging market trends and opportunities in the global meat snacks market.

The report provides detailed qualitative and quantitative analysis of current trends and future estimations that help evaluate the prevailing market opportunities.

A comprehensive analysis of the factors that drive and restrict the growth of the market is provided.

An extensive analysis of the market is conducted by following key product positioning and monitoring the top competitors within the market framework.

The report provides extensive qualitative insights on the potential segments or regions exhibiting favorable growth.

## KEY MARKET SEGMENTS

*Meat Snacks Market by Product Type (Jerky, Sticks, Bars and Others), Nature (Organic and Conventional), and Di...*

## By Product Type

Jerky

Sticks

Bars

Others

## By Nature

Organic

Conventional

## By Distribution Channel

Online

Offline

## By Region

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Rest of Europe

Asia-Pacific

China

India

Japan

Australia

New Zealand

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

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