

Global Cured Meat Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview

Cured meat refers to meat products that have been preserved through salting, smoking, or drying. These products often have a longer shelf life compared to fresh meat and are known for their distinct flavors. The market for cured meat is a significant segment within the broader meat industry, catering to consumers looking for convenient and flavorful protein options.

In 2023, the global market size for cured meat was approximately USD 163 million. The market is projected to grow at a Compound Annual Growth Rate (CAGR) of 3.78% from 2024 to 2032. This growth can be attributed to several key drivers and market forces.

One of the primary growth drivers for the cured meat market is the increasing demand for convenient and ready-to-eat food products. Cured meats offer a quick and easy protein source for busy consumers, driving their popularity. Additionally, the growing trend of snacking and the rising interest in charcuterie boards have further boosted the demand for cured meat products.

Another significant factor fueling market growth is the increasing focus on flavor and variety among consumers. Cured meats come in a wide range of flavors and types, appealing to diverse consumer preferences. This variety, coupled with the ability to experiment with different recipes and pairings, has contributed to the sustained demand for cured meat products.

Moreover, the rising disposable incomes in emerging economies have led to an increase in purchasing power, allowing consumers to explore premium and gourmet

food options such as artisanal cured meats. This trend towards premiumization is driving the market for high-quality and specialty cured meat products.

In terms of market trends, there is a noticeable shift towards healthier and natural food choices among consumers. As a response, manufacturers are introducing nitrate-free and organic cured meat options to cater to health-conscious consumers. This trend aligns with the broader movement towards clean labeling and transparency in food products.

Furthermore, there is a growing emphasis on sustainability and ethical sourcing in the meat industry, including the production of cured meats. Consumers are increasingly seeking products that are produced using environmentally friendly practices and ethical treatment of animals. This trend is influencing purchasing decisions and shaping the market for cured meat products.

Regionally, leading markets for cured meat include North America, Europe, and Asia Pacific. These regions dominate the market due to factors such as established food cultures, high consumption rates of meat products, and a strong presence of key players in the cured meat industry. Each region exhibits unique market dynamics influenced by consumer preferences, regulatory environments, and cultural traditions.

Despite the positive growth outlook, the cured meat market faces challenges related to health concerns associated with processed meats. Issues such as high sodium content, nitrate preservatives, and potential links to health conditions like cancer pose challenges for the industry. To address these concerns, manufacturers need to focus on product innovation, transparency in labeling, and offering healthier alternatives to meet changing consumer preferences.

In conclusion, the cured meat market presents opportunities for growth driven by factors such as convenience, flavor variety, premiumization, and evolving consumer preferences. By aligning with market trends, addressing health concerns, and catering to regional dynamics, companies in the cured meat industry can position themselves for success in a competitive market landscape.

This report provides a deep insight into the global Cured Meat market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Cured Meat Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Cured Meat market in any manner.

Global Cured Meat Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

GCL Food Ingredients

Cobble Lane Cured

Northwest Meats

Assisi Salumi

Salumificio Mezzaluna

Trealy Farm Charcuterie

The Real Cure

Lishman's

MeatCrafters

Market Segmentation (by Type)

Uncooked Cured Meat

Cooked Cured Meat

Market Segmentation (by Application)

Supermarkets and Hypermarkets

Convenience Stores

Individual Retailers

Online Sales

Others

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Cured Meat Market

Overview of the regional outlook of the Cured Meat Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Cured Meat Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the

market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Cured Meat

1.2 Key Market Segments

1.2.1 Cured Meat Segment by Type

1.2.2 Cured Meat Segment by Application

1.3 Methodology & Sources of Information

1.3.1 Research Methodology

1.3.2 Research Process

1.3.3 Market Breakdown and Data Triangulation

1.3.4 Base Year

1.3.5 Report Assumptions & Caveats

2 CURED MEAT MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Cured Meat Market Size (M USD) Estimates and Forecasts (2019-2032)

2.1.2 Global Cured Meat Sales Estimates and Forecasts (2019-2032)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

2.4 Macroeconomic Analysis

3 CURED MEAT MARKET COMPETITIVE LANDSCAPE

3.1 Global Cured Meat Sales by Manufacturers (2019-2024)

3.2 Global Cured Meat Revenue Market Share by Manufacturers (2019-2024)

3.3 Cured Meat Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.4 Global Cured Meat Average Price by Manufacturers (2019-2024)

3.5 Manufacturers Cured Meat Sales Sites, Area Served, Product Type

3.6 Cured Meat Market Competitive Situation and Trends

3.6.1 Cured Meat Market Concentration Rate

3.6.2 Global 5 and 10 Largest Cured Meat Players Market Share by Revenue

3.6.3 Mergers & Acquisitions, Expansion

4 CURED MEAT INDUSTRY CHAIN ANALYSIS

4.1 Cured Meat Industry Chain Analysis

4.2 Market Overview of Key Raw Materials

4.3 Midstream Market Analysis

4.4 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF CURED MEAT MARKET

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Market Restraints

5.5 Industry News

5.5.1 New Product Developments

5.5.2 Mergers & Acquisitions

5.5.3 Expansions

5.5.4 Collaboration/Supply Contracts

5.6 Industry Policies

6 CURED MEAT MARKET SEGMENTATION BY TYPE

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Cured Meat Sales Market Share by Type (2019-2024)

6.3 Global Cured Meat Market Size Market Share by Type (2019-2024)

6.4 Global Cured Meat Price by Type (2019-2024)

7 CURED MEAT MARKET SEGMENTATION BY APPLICATION

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Cured Meat Market Sales by Application (2019-2024)

7.3 Global Cured Meat Market Size (M USD) by Application (2019-2024)

7.4 Global Cured Meat Sales Growth Rate by Application (2019-2024)

8 CURED MEAT MARKET SALES BY REGION

8.1 Global Cured Meat Sales by Region

8.1.1 Global Cured Meat Sales by Region

8.1.2 Global Cured Meat Sales Market Share by Region

8.2 Global Cured Meat Market Size by Region

8.2.1 Global Cured Meat Market Size by Region

8.2.2 Global Cured Meat Market Size Market Share by Region

8.3 North America

8.3.1 North America Cured Meat Sales by Country

8.3.2 North America Cured Meat Market Size by Country

8.3.3 U.S. Market Overview

8.3.4 Canada Market Overview

8.3.5 Mexico Market Overview

8.4 Europe

8.4.1 Europe Cured Meat Sales by Country

8.4.2 Europe Cured Meat Market Size by Country

8.4.3 Germany Market Overview

8.4.4 France Market Overview

8.4.5 U.K. Market Overview

8.4.6 Italy Market Overview

8.4.7 Russia Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Cured Meat Sales by Region

8.5.2 China

8.5.3 Japan

8.5.4 South Korea

8.5.5 India

8.5.6 Southeast Asia

8.6 Asia Pacific

8.6.1 Asia Pacific Cured Meat Market Size by Region

8.6.2 Asia Pacific Cured Meat Market Size by Region

8.6.3 China

8.6.4 Japan

8.6.5 South Korea

8.6.6 India

8.6.7 Southeast Asia

8.7 South America

8.7.1 South America Cured Meat Sales by Country

8.7.2 South America Cured Meat Market Size by Country

8.7.3 Brazil

8.7.4 Argentina

8.7.5 Columbia

8.8 Middle East and Africa

8.8.1 Middle East and Africa Cured Meat Sales by Region

8.8.2 Middle East and Africa Cured Meat Market Size by Region

8.8.3 Saudi Arabia

- 8.8.4 UAE
- 8.8.5 Egypt
- 8.8.6 Nigeria
- 8.8.7 South Africa

9 CURED MEAT MARKET PRODUCTION BY REGION

- 9.1 Global Production of Cured Meat by Region (2019-2024)
- 9.2 Global Cured Meat Revenue Market Share by Region (2019-2024)
- 9.3 Global Cured Meat Production, Revenue, Price and Gross Margin (2019-2024)
- 9.4 North America Cured Meat Production
 - 9.4.1 North America Cured Meat Production Growth Rate (2019-2024)
 - 9.4.2 North America Cured Meat Production, Revenue, Price and Gross Margin (2019-2024)
- 9.5 Europe Cured Meat Production
 - 9.5.1 Europe Cured Meat Production Growth Rate (2019-2024)
 - 9.5.2 Europe Cured Meat Production, Revenue, Price and Gross Margin (2019-2024)
- 9.6 Japan Cured Meat Production (2019-2024)
 - 9.6.1 Japan Cured Meat Production Growth Rate (2019-2024)
 - 9.6.2 Japan Cured Meat Production, Revenue, Price and Gross Margin (2019-2024)
- 9.7 China Cured Meat Production (2019-2024)
 - 9.7.1 China Cured Meat Production Growth Rate (2019-2024)
 - 9.7.2 China Cured Meat Production, Revenue, Price and Gross Margin (2019-2024)

10 KEY COMPANIES PROFILE

- 10.1 GCL Food Ingredients
 - 10.1.1 GCL Food Ingredients Cured Meat Basic Information
 - 10.1.2 GCL Food Ingredients Cured Meat Product Overview
 - 10.1.3 GCL Food Ingredients Cured Meat Product Market Performance
 - 10.1.4 GCL Food Ingredients Business Overview
 - 10.1.5 GCL Food Ingredients Cured Meat SWOT Analysis
 - 10.1.6 GCL Food Ingredients Recent Developments
- 10.2 Cobble Lane Cured
 - 10.2.1 Cobble Lane Cured Cured Meat Basic Information
 - 10.2.2 Cobble Lane Cured Cured Meat Product Overview
 - 10.2.3 Cobble Lane Cured Cured Meat Product Market Performance
 - 10.2.4 Cobble Lane Cured Business Overview
 - 10.2.5 Cobble Lane Cured Cured Meat SWOT Analysis

- 10.2.6 Cobble Lane Cured Recent Developments
- 10.3 Northwest Meats
 - 10.3.1 Northwest Meats Cured Meat Basic Information
 - 10.3.2 Northwest Meats Cured Meat Product Overview
 - 10.3.3 Northwest Meats Cured Meat Product Market Performance
 - 10.3.4 Northwest Meats Cured Meat SWOT Analysis
 - 10.3.5 Northwest Meats Business Overview
 - 10.3.6 Northwest Meats Recent Developments
- 10.4 Assisi Salumi
 - 10.4.1 Assisi Salumi Cured Meat Basic Information
 - 10.4.2 Assisi Salumi Cured Meat Product Overview
 - 10.4.3 Assisi Salumi Cured Meat Product Market Performance
 - 10.4.4 Assisi Salumi Business Overview
 - 10.4.5 Assisi Salumi Recent Developments
- 10.5 Salumificio Mezzaluna
 - 10.5.1 Salumificio Mezzaluna Cured Meat Basic Information
 - 10.5.2 Salumificio Mezzaluna Cured Meat Product Overview
 - 10.5.3 Salumificio Mezzaluna Cured Meat Product Market Performance
 - 10.5.4 Salumificio Mezzaluna Business Overview
 - 10.5.5 Salumificio Mezzaluna Recent Developments
- 10.6 Trealy Farm Charcuterie
 - 10.6.1 Trealy Farm Charcuterie Cured Meat Basic Information
 - 10.6.2 Trealy Farm Charcuterie Cured Meat Product Overview
 - 10.6.3 Trealy Farm Charcuterie Cured Meat Product Market Performance
 - 10.6.4 Trealy Farm Charcuterie Business Overview
 - 10.6.5 Trealy Farm Charcuterie Recent Developments
- 10.7 The Real Cure
 - 10.7.1 The Real Cure Cured Meat Basic Information
 - 10.7.2 The Real Cure Cured Meat Product Overview
 - 10.7.3 The Real Cure Cured Meat Product Market Performance
 - 10.7.4 The Real Cure Business Overview
 - 10.7.5 The Real Cure Recent Developments
- 10.8 Lishman's
 - 10.8.1 Lishman's Cured Meat Basic Information
 - 10.8.2 Lishman's Cured Meat Product Overview
 - 10.8.3 Lishman's Cured Meat Product Market Performance
 - 10.8.4 Lishman's Business Overview
 - 10.8.5 Lishman's Recent Developments
- 10.9 MeatCrafters

- 10.9.1 MeatCrafters Cured Meat Basic Information
- 10.9.2 MeatCrafters Cured Meat Product Overview
- 10.9.3 MeatCrafters Cured Meat Product Market Performance
- 10.9.4 MeatCrafters Business Overview
- 10.9.5 MeatCrafters Recent Developments

11 CURED MEAT MARKET FORECAST BY REGION

- 11.1 Global Cured Meat Market Size Forecast
- 11.2 Global Cured Meat Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe Cured Meat Market Size Forecast by Country
 - 11.2.3 Asia Pacific Cured Meat Market Size Forecast by Region
 - 11.2.4 South America Cured Meat Market Size Forecast by Country
 - 11.2.5 Middle East and Africa Forecasted Sales of Cured Meat by Country

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)

- 12.1 Global Cured Meat Market Forecast by Type (2025-2032)
 - 12.1.1 Global Forecasted Sales of Cured Meat by Type (2025-2032)
 - 12.1.2 Global Cured Meat Market Size Forecast by Type (2025-2032)
 - 12.1.3 Global Forecasted Price of Cured Meat by Type (2025-2032)
- 12.2 Global Cured Meat Market Forecast by Application (2025-2032)
 - 12.2.1 Global Cured Meat Sales (K MT) Forecast by Application
 - 12.2.2 Global Cured Meat Market Size (M USD) Forecast by Application (2025-2032)

13 CONCLUSION AND KEY FINDINGS

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