

Global Wagyu Beef Market Research Report 2026(Status and Outlook)

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Abstracts

Wagyu is a breed of cattle native and unique in their genetics to Japan. There are three most famous breeding strains ? Tajima from Hyogo Prefecture, Itozakura from Shimane Prefecture, and Kedaka from Tottori Prefecture ? in Japan. Wagyu beef is highly marbled, meaning that the muscle is finely interspersed with monounsaturated fat. This marbling gives the beef its ?melt in the mouth? moisture and tenderness. When cooked, the marbling is absorbed into the muscle and gives the meat its tenderness and flavour. Wagyu fat has a better flavor and lower melting point than fat in common beef cattle. Further, it contains oleic acid that is considered good for the heart, and it has the lowest cholesterol levels when compared to other red meats, fish, and chicken. Wagyu beef also resembles olive oil and salmon in terms of health benefits due to its high marbling. The key players of Wagyu Beef include Itoham Foods Inc., Starzen Co., Ltd. and Australian Agricultural Company, etc. The top three players hold a share over 55%. Asia-Pacific is the largest market, has a share about 89%. In terms of product type, Fullblood Wagyu is the largest segment, occupied for a share of about 78%, and for application ,and in terms of application, Retailers has a share about 54%.

The global Wagyu Beef market size was estimated at USD 8323.0 million in 2025 and is projected to grow at a compound annual growth rate (CAGR) of 5.30% during the forecast period.

This report offers a comprehensive and in-depth analysis of the global Wagyu Beef market, covering all critical facets from a broad macroeconomic overview to detailed micro-level insights. It examines market size, competitive landscape, emerging development trends, niche segments, key drivers and challenges, as well as conducts SWOT and value chain analyses.

The insights provided enable readers to understand the competitive dynamics within the industry and formulate effective strategies to enhance profitability and market positioning. Additionally, the report presents a clear framework for evaluating the current status and future outlook of business organizations operating in this sector.

A significant focus of this report lies in the competitive landscape of the global Wagyu Beef market. It offers detailed profiles of major players, including their market shares, performance metrics, product portfolios, and operational status. This enables stakeholders to identify leading competitors and gain a nuanced understanding of market rivalry and structure.

In summary, this report serves as an essential resource for industry participants, investors, researchers, consultants, and business strategists, as well as anyone planning to enter or expand their presence in the Wagyu Beef market.

Global Wagyu Beef Market: Market Segmentation Analysis

This research report provides a detailed segmentation of the market by region (country), key manufacturers, product type, and application. Market segmentation divides the overall market into distinct subsets based on factors such as product categories, end-user industries, geographic locations, and other relevant criteria.

A clear understanding of these market segments enables decision-makers to tailor their product development, sales, and marketing strategies more effectively to meet the unique needs of each segment. Leveraging market segmentation insights can significantly enhance targeted approaches, optimize resource allocation, and accelerate product innovation cycles by aligning offerings with the specific demands of diverse customer groups.

Key Company

Itoham Foods Inc.
Starzen Co., Ltd.
Australian Agricultural Company (AACo)
Snake River Farms
Stone Axe Pastoral Company
Mizusako Farm Group
Stockyard Beef
Mayura Station

Miratorg
Blackmore Wagyu
Irongate Wagyu

Market Segmentation (by Type)

Fullblood Wagyu
Purebred Wagyu
Crossbred Wagyu

Market Segmentation (by Application)

Retailers
Wholesalers
Direct to Consumer
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 Wagyu Beef Market
Overview of the regional outlook of the Wagyu Beef Market:

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 Wagyu Beef 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 shares the main producing countries of Wagyu Beef, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 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 11 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment in the next five years.

Chapter 13 is the main points and conclusions of the report.

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 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

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Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

1.1 Market Definition and Statistical Scope of Wagyu Beef

1.2 Key Market Segments

1.2.1 Wagyu Beef Segment by Type

1.2.2 Wagyu Beef 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 WAGYU BEEF MARKET OVERVIEW

2.1 Global Market Overview

2.1.1 Global Wagyu Beef Market Size (M USD) Estimates and Forecasts (2020-2035)

2.1.2 Global Wagyu Beef Sales Estimates and Forecasts (2020-2035)

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

3 WAGYU BEEF MARKET COMPETITIVE LANDSCAPE

3.1 Company Assessment Quadrant

3.2 Global Wagyu Beef Product Life Cycle

3.3 Global Wagyu Beef Sales by Manufacturers (2020-2025)

3.4 Global Wagyu Beef Revenue Market Share by Manufacturers (2020-2025)

3.5 Wagyu Beef Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.6 Global Wagyu Beef Average Price by Manufacturers (2020-2025)

3.7 Manufacturers? Manufacturing Sites, Areas Served, and Product Types

3.8 Wagyu Beef Market Competitive Situation and Trends

3.8.1 Wagyu Beef Market Concentration Rate

3.8.2 Global 5 and 10 Largest Wagyu Beef Players Market Share by Revenue

3.8.3 Mergers & Acquisitions, Expansion

4 WAGYU BEEF INDUSTRY CHAIN ANALYSIS

- 4.1 Wagyu Beef 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 WAGYU BEEF MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Industry News
 - 5.4.1 New Product Developments
 - 5.4.2 Mergers & Acquisitions
 - 5.4.3 Expansions
 - 5.4.4 Collaboration/Supply Contracts
- 5.5 PEST Analysis
 - 5.5.1 Industry Policies Analysis
 - 5.5.2 Economic Environment Analysis
 - 5.5.3 Social Environment Analysis
 - 5.5.4 Technological Environment Analysis
- 5.6 Global Wagyu Beef Market Porter's Five Forces Analysis
 - 5.6.1 Global Trade Frictions
 - 5.6.2 U.S. Tariff Policy ? April 2025
 - 5.6.3 Global Trade Frictions and Their Impacts to Wagyu Beef Market
- 5.7 ESG Ratings of Leading Companies

6 WAGYU BEEF MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Wagyu Beef Sales Market Share by Type (2020-2025)
- 6.3 Global Wagyu Beef Market Size by Type (2020-2025)
- 6.4 Global Wagyu Beef Price by Type (2020-2025)

7 WAGYU BEEF MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Wagyu Beef Market Sales by Application (2020-2025)
- 7.3 Global Wagyu Beef Market Size (M USD) by Application (2020-2025)
- 7.4 Global Wagyu Beef Sales Growth Rate by Application (2020-2025)

8 WAGYU BEEF MARKET SALES BY REGION

8.1 Global Wagyu Beef Sales by Region

8.1.1 Global Wagyu Beef Sales by Region

8.1.2 Global Wagyu Beef Sales Market Share by Region

8.2 Global Wagyu Beef Market Size by Region

8.2.1 Global Wagyu Beef Market Size by Region

8.2.2 Global Wagyu Beef Market Size by Region

8.3 North America

8.3.1 North America Wagyu Beef Sales by Country

8.3.2 North America Wagyu Beef 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 Wagyu Beef Sales by Country

8.4.2 Europe Wagyu Beef 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 Spain Market Overview

8.5 Asia Pacific

8.5.1 Asia Pacific Wagyu Beef Sales by Region

8.5.2 Asia Pacific Wagyu Beef Market Size by Region

8.5.3 China Market Overview

8.5.4 Japan Market Overview

8.5.5 South Korea Market Overview

8.5.6 India Market Overview

8.5.7 Southeast Asia Market Overview

8.6 South America

8.6.1 South America Wagyu Beef Sales by Country

8.6.2 South America Wagyu Beef Market Size by Country

8.6.3 Brazil Market Overview

8.6.4 Argentina Market Overview

8.6.5 Columbia Market Overview

8.7 Middle East and Africa

8.7.1 Middle East and Africa Wagyu Beef Sales by Region

8.7.2 Middle East and Africa Wagyu Beef Market Size by Region

8.7.3 Saudi Arabia Market Overview

8.7.4 UAE Market Overview

8.7.5 Egypt Market Overview

8.7.6 Nigeria Market Overview

8.7.7 South Africa Market Overview

9 WAGYU BEEF MARKET PRODUCTION BY REGION

9.1 Global Production of Wagyu Beef by Region(2020-2025)

9.2 Global Wagyu Beef Revenue Market Share by Region (2020-2025)

9.3 Global Wagyu Beef Production, Revenue, Price and Gross Margin (2020-2025)

9.4 North America Wagyu Beef Production

9.4.1 North America Wagyu Beef Production Growth Rate (2020-2025)

9.4.2 North America Wagyu Beef Production, Revenue, Price and Gross Margin (2020-2025)

9.5 Europe Wagyu Beef Production

9.5.1 Europe Wagyu Beef Production Growth Rate (2020-2025)

9.5.2 Europe Wagyu Beef Production, Revenue, Price and Gross Margin (2020-2025)

9.6 Japan Wagyu Beef Production (2020-2025)

9.6.1 Japan Wagyu Beef Production Growth Rate (2020-2025)

9.6.2 Japan Wagyu Beef Production, Revenue, Price and Gross Margin (2020-2025)

9.7 China Wagyu Beef Production (2020-2025)

9.7.1 China Wagyu Beef Production Growth Rate (2020-2025)

9.7.2 China Wagyu Beef Production, Revenue, Price and Gross Margin (2020-2025)

10 KEY COMPANIES PROFILE

10.1 Itoham Foods Inc.

10.1.1 Itoham Foods Inc. Basic Information

10.1.2 Itoham Foods Inc. Wagyu Beef Product Overview

10.1.3 Itoham Foods Inc. Wagyu Beef Product Market Performance

10.1.4 Itoham Foods Inc. Business Overview

10.1.5 Itoham Foods Inc. SWOT Analysis

10.1.6 Itoham Foods Inc. Recent Developments

10.2 Starzen Co., Ltd.

10.2.1 Starzen Co., Ltd. Basic Information

10.2.2 Starzen Co., Ltd. Wagyu Beef Product Overview

10.2.3 Starzen Co., Ltd. Wagyu Beef Product Market Performance

- 10.2.4 Starzen Co., Ltd. Business Overview
- 10.2.5 Starzen Co., Ltd. SWOT Analysis
- 10.2.6 Starzen Co., Ltd. Recent Developments
- 10.3 Australian Agricultural Company (AACo)
 - 10.3.1 Australian Agricultural Company (AACo) Basic Information
 - 10.3.2 Australian Agricultural Company (AACo) Wagyu Beef Product Overview
 - 10.3.3 Australian Agricultural Company (AACo) Wagyu Beef Product Market Performance
 - 10.3.4 Australian Agricultural Company (AACo) Business Overview
 - 10.3.5 Australian Agricultural Company (AACo) SWOT Analysis
 - 10.3.6 Australian Agricultural Company (AACo) Recent Developments
- 10.4 Snake River Farms
 - 10.4.1 Snake River Farms Basic Information
 - 10.4.2 Snake River Farms Wagyu Beef Product Overview
 - 10.4.3 Snake River Farms Wagyu Beef Product Market Performance
 - 10.4.4 Snake River Farms Business Overview
 - 10.4.5 Snake River Farms Recent Developments
- 10.5 Stone Axe Pastoral Company
 - 10.5.1 Stone Axe Pastoral Company Basic Information
 - 10.5.2 Stone Axe Pastoral Company Wagyu Beef Product Overview
 - 10.5.3 Stone Axe Pastoral Company Wagyu Beef Product Market Performance
 - 10.5.4 Stone Axe Pastoral Company Business Overview
 - 10.5.5 Stone Axe Pastoral Company Recent Developments
- 10.6 Mizusako Farm Group
 - 10.6.1 Mizusako Farm Group Basic Information
 - 10.6.2 Mizusako Farm Group Wagyu Beef Product Overview
 - 10.6.3 Mizusako Farm Group Wagyu Beef Product Market Performance
 - 10.6.4 Mizusako Farm Group Business Overview
 - 10.6.5 Mizusako Farm Group Recent Developments
- 10.7 Stockyard Beef
 - 10.7.1 Stockyard Beef Basic Information
 - 10.7.2 Stockyard Beef Wagyu Beef Product Overview
 - 10.7.3 Stockyard Beef Wagyu Beef Product Market Performance
 - 10.7.4 Stockyard Beef Business Overview
 - 10.7.5 Stockyard Beef Recent Developments
- 10.8 Mayura Station
 - 10.8.1 Mayura Station Basic Information
 - 10.8.2 Mayura Station Wagyu Beef Product Overview
 - 10.8.3 Mayura Station Wagyu Beef Product Market Performance

- 10.8.4 Mayura Station Business Overview
- 10.8.5 Mayura Station Recent Developments
- 10.9 Miratorg
 - 10.9.1 Miratorg Basic Information
 - 10.9.2 Miratorg Wagyu Beef Product Overview
 - 10.9.3 Miratorg Wagyu Beef Product Market Performance
 - 10.9.4 Miratorg Business Overview
 - 10.9.5 Miratorg Recent Developments
- 10.10 Blackmore Wagyu
 - 10.10.1 Blackmore Wagyu Basic Information
 - 10.10.2 Blackmore Wagyu Wagyu Beef Product Overview
 - 10.10.3 Blackmore Wagyu Wagyu Beef Product Market Performance
 - 10.10.4 Blackmore Wagyu Business Overview
 - 10.10.5 Blackmore Wagyu Recent Developments
- 10.11 Irongate Wagyu
 - 10.11.1 Irongate Wagyu Basic Information
 - 10.11.2 Irongate Wagyu Wagyu Beef Product Overview
 - 10.11.3 Irongate Wagyu Wagyu Beef Product Market Performance
 - 10.11.4 Irongate Wagyu Business Overview
 - 10.11.5 Irongate Wagyu Recent Developments

11 WAGYU BEEF MARKET FORECAST BY REGION

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

12 FORECAST MARKET BY TYPE AND BY APPLICATION (2026-2035)

- 12.1 Global Wagyu Beef Market Forecast by Type (2026-2035)
 - 12.1.1 Global Forecasted Sales of Wagyu Beef by Type (2026-2035)
 - 12.1.2 Global Wagyu Beef Market Size Forecast by Type (2026-2035)
 - 12.1.3 Global Forecasted Price of Wagyu Beef by Type (2026-2035)
- 12.2 Global Wagyu Beef Market Forecast by Application (2026-2035)
 - 12.2.1 Global Wagyu Beef Sales (K MT) Forecast by Application

12.2.2 Global Wagyu Beef Market Size (M USD) Forecast by Application (2026-2035)

13 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type
Table 2. Introduction of the Application
Table 3. Global Wagyu Beef Market Size by Type (M USD)
Table 4. Global Wagyu Beef Market Size by Application
Table 5. Wagyu Beef Market Size Comparison by Region (M USD)
Table 6. Global Wagyu Beef Sales (K MT) by Manufacturers (2020-2025)
Table 7. Global Wagyu Beef Sales Market Share by Manufacturers (2020-2025)
Table 8. Global Wagyu Beef Revenue (M USD) by Manufacturers (2020-2025)
Table 9. Global Wagyu Beef Revenue Share by Manufacturers (2020-2025)
Table 10. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Wagyu Beef as of 2025)
Table 11. Global Market Wagyu Beef Average Price (USD/KG) of Key Manufacturers (2020-2025)
Table 12. Manufacturers? Manufacturing Sites, Areas Served
Table 13. Manufacturers? Product Type
Table 14. Global Wagyu Beef Manufacturers Market Concentration Ratio (CR5 and HHI)
Table 15. Mergers & Acquisitions, Expansion Plans
Table 16. Market Overview of Key Raw Materials
Table 17. Midstream Market Analysis
Table 18. Downstream Customer Analysis
Table 19. Key Development Trends
Table 20. Driving Factors
Table 21. Wagyu Beef Market Challenges
Table 22. Goldman Sachs' forecast real GDP growth rate for 2025-2026
Table 23. S&P Global ' Forecast Real GDP Growth Rate For 2025-2027
Table 24. World Bank ' Forecast Real GDP Growth Rate For 2025-2026
Table 25. The Tariff Rates Imposed by the United States on Major Commodity Trading Countries
Table 26. Global Wagyu Beef Sales by Type (K MT)
Table 27. Global Wagyu Beef Market Size by Type (M USD)
Table 28. Global Wagyu Beef Sales (K MT) by Type (2020-2025)
Table 29. Global Wagyu Beef Sales Market Share by Type (2020-2025)
Table 30. Global Wagyu Beef Market Size (M USD) by Type (2020-2025)
Table 31. Global Wagyu Beef Market Share by Type (2020-2025)

Table 32. Global Wagyu Beef Price (USD/KG) by Type (2020-2025)
Table 33. Global Wagyu Beef Sales (K MT) by Application
Table 34. Global Wagyu Beef Market Size by Application
Table 35. Global Wagyu Beef Sales by Application (2020-2025) & (K MT)
Table 36. Global Wagyu Beef Sales Market Share by Application (2020-2025)
Table 37. Global Wagyu Beef Market Size by Application (2020-2025) & (M USD)
Table 38. Global Wagyu Beef Market Share by Application (2020-2025)
Table 39. Global Wagyu Beef Sales Growth Rate by Application (2020-2025)
Table 40. Global Wagyu Beef Sales by Region (2020-2025) & (K MT)
Table 41. Global Wagyu Beef Sales Market Share by Region (2020-2025)
Table 42. Global Wagyu Beef Market Size by Region (2020-2025) & (M USD)
Table 43. Global Wagyu Beef Market Size by Region (2020-2025)
Table 44. North America Wagyu Beef Sales by Country (2020-2025) & (K MT)
Table 45. North America Wagyu Beef Market Size by Country (2020-2025) & (M USD)
Table 46. Europe Wagyu Beef Sales by Country (2020-2025) & (K MT)
Table 47. Europe Wagyu Beef Market Size by Country (2020-2025) & (M USD)
Table 48. Asia Pacific Wagyu Beef Sales by Region (2020-2025) & (K MT)
Table 49. Asia Pacific Wagyu Beef Market Size by Region (2020-2025) & (M USD)
Table 50. South America Wagyu Beef Sales by Country (2020-2025) & (K MT)
Table 51. South America Wagyu Beef Market Size by Country (2020-2025) & (M USD)
Table 52. Middle East and Africa Wagyu Beef Sales by Region (2020-2025) & (K MT)
Table 53. Middle East and Africa Wagyu Beef Market Size by Region (2020-2025) & (M USD)
Table 54. Global Wagyu Beef Production (K MT) by Region(2020-2025)
Table 55. Global Wagyu Beef Revenue (US\$ Million) by Region (2020-2025)
Table 56. Global Wagyu Beef Revenue Market Share by Region (2020-2025)
Table 57. Global Wagyu Beef Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
Table 58. North America Wagyu Beef Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
Table 59. Europe Wagyu Beef Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
Table 60. Japan Wagyu Beef Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
Table 61. China Wagyu Beef Production (K MT), Revenue (US\$ Million), Price (USD/KG) and Gross Margin (2020-2025)
Table 62. Itoham Foods Inc. Basic Information
Table 63. Itoham Foods Inc. Wagyu Beef Product Overview
Table 64. Itoham Foods Inc. Wagyu Beef Sales (K MT), Revenue (M USD), Price

(USD/KG) and Gross Margin (2020-2025)

Table 65. Itoham Foods Inc. Business Overview

Table 66. Itoham Foods Inc. SWOT Analysis

Table 67. Itoham Foods Inc. Recent Developments

Table 68. Starzen Co., Ltd. Basic Information

Table 69. Starzen Co., Ltd. Wagyu Beef Product Overview

Table 70. Starzen Co., Ltd. Wagyu Beef Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 71. Starzen Co., Ltd. Business Overview

Table 72. Starzen Co., Ltd. SWOT Analysis

Table 73. Starzen Co., Ltd. Recent Developments

Table 74. Australian Agricultural Company (AACo) Basic Information

Table 75. Australian Agricultural Company (AACo) Wagyu Beef Product Overview

Table 76. Australian Agricultural Company (AACo) Wagyu Beef Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 77. Australian Agricultural Company (AACo) Business Overview

Table 78. Australian Agricultural Company (AACo) SWOT Analysis

Table 79. Australian Agricultural Company (AACo) Recent Developments

Table 80. Snake River Farms Basic Information

Table 81. Snake River Farms Wagyu Beef Product Overview

Table 82. Snake River Farms Wagyu Beef Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 83. Snake River Farms Business Overview

Table 84. Snake River Farms Recent Developments

Table 85. Stone Axe Pastoral Company Basic Information

Table 86. Stone Axe Pastoral Company Wagyu Beef Product Overview

Table 87. Stone Axe Pastoral Company Wagyu Beef Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 88. Stone Axe Pastoral Company Business Overview

Table 89. Stone Axe Pastoral Company Recent Developments

Table 90. Mizusako Farm Group Basic Information

Table 91. Mizusako Farm Group Wagyu Beef Product Overview

Table 92. Mizusako Farm Group Wagyu Beef Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 93. Mizusako Farm Group Business Overview

Table 94. Mizusako Farm Group Recent Developments

Table 95. Stockyard Beef Basic Information

Table 96. Stockyard Beef Wagyu Beef Product Overview

Table 97. Stockyard Beef Wagyu Beef Sales (K MT), Revenue (M USD), Price

(USD/KG) and Gross Margin (2020-2025)

Table 98. Stockyard Beef Business Overview

Table 99. Stockyard Beef Recent Developments

Table 100. Mayura Station Basic Information

Table 101. Mayura Station Wagyu Beef Product Overview

Table 102. Mayura Station Wagyu Beef Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 103. Mayura Station Business Overview

Table 104. Mayura Station Recent Developments

Table 105. Miratorg Basic Information

Table 106. Miratorg Wagyu Beef Product Overview

Table 107. Miratorg Wagyu Beef Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 108. Miratorg Business Overview

Table 109. Miratorg Recent Developments

Table 110. Blackmore Wagyu Basic Information

Table 111. Blackmore Wagyu Wagyu Beef Product Overview

Table 112. Blackmore Wagyu Wagyu Beef Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 113. Blackmore Wagyu Business Overview

Table 114. Blackmore Wagyu Recent Developments

Table 115. Irongate Wagyu Basic Information

Table 116. Irongate Wagyu Wagyu Beef Product Overview

Table 117. Irongate Wagyu Wagyu Beef Sales (K MT), Revenue (M USD), Price (USD/KG) and Gross Margin (2020-2025)

Table 118. Irongate Wagyu Business Overview

Table 119. Irongate Wagyu Recent Developments

Table 120. Global Wagyu Beef Sales Forecast by Region (2026-2035) & (K MT)

Table 121. Global Wagyu Beef Market Size Forecast by Region (2026-2035) & (M USD)

Table 122. North America Wagyu Beef Sales Forecast by Country (2026-2035) & (K MT)

Table 123. North America Wagyu Beef Market Size Forecast by Country (2026-2035) & (M USD)

Table 124. Europe Wagyu Beef Sales Forecast by Country (2026-2035) & (K MT)

Table 125. Europe Wagyu Beef Market Size Forecast by Country (2026-2035) & (M USD)

Table 126. Asia Pacific Wagyu Beef Sales Forecast by Region (2026-2035) & (K MT)

Table 127. Asia Pacific Wagyu Beef Market Size Forecast by Region (2026-2035) & (M USD)

Table 128. South America Wagyu Beef Sales Forecast by Country (2026-2035) & (K MT)

Table 129. South America Wagyu Beef Market Size Forecast by Country (2026-2035) & (M USD)

Table 130. Middle East and Africa Wagyu Beef Sales Forecast by Country (2026-2035) & (Units)

Table 131. Middle East and Africa Wagyu Beef Market Size Forecast by Country (2026-2035) & (M USD)

Table 132. Global Wagyu Beef Sales Forecast by Type (2026-2035) & (K MT)

Table 133. Global Wagyu Beef Market Size Forecast by Type (2026-2035) & (M USD)

Table 134. Global Wagyu Beef Price Forecast by Type (2026-2035) & (USD/KG)

Table 135. Global Wagyu Beef Sales (K MT) Forecast by Application (2026-2035)

Table 136. Global Wagyu Beef Market Size Forecast by Application (2026-2035) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Product Picture of Wagyu Beef
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Wagyu Beef Market Size (M USD), 2025-2035
- Figure 5. Global Wagyu Beef Market Size (M USD) (2020-2035)
- Figure 6. Global Wagyu Beef Sales (K MT) & (2020-2035)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 8. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 9. Evaluation Matrix of Regional Market Development Potential
- Figure 10. Wagyu Beef Market Size by Country (M USD)
- Figure 11. Company Assessment Quadrant
- Figure 12. Global Wagyu Beef Product Life Cycle
- Figure 13. Wagyu Beef Sales Share by Manufacturers in 2025
- Figure 14. Global Wagyu Beef Revenue Share by Manufacturers in 2025
- Figure 15. Wagyu Beef Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2025
- Figure 16. Global Market Wagyu Beef Average Price (USD/KG) of Key Manufacturers in 2025
- Figure 17. The Global 5 and 10 Largest Players: Market Share by Wagyu Beef Revenue in 2025
- Figure 18. Industry Chain Map of Wagyu Beef
- Figure 19. Global Wagyu Beef Market PEST Analysis
- Figure 20. Global Wagyu Beef Market Porter's Five Forces Analysis
- Figure 21. Global Merchandise Trade as a Percentage Of GDP
- Figure 22. US - Imports of Goods by Country
- Figure 23. China Exports by Country
- Figure 24. ESG Rating Distribution of The Leading Company Compared With Its Peers
- Figure 25. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 26. Global Wagyu Beef Market Share by Type
- Figure 27. Sales Market Share of Wagyu Beef by Type (2020-2025)
- Figure 28. Sales Market Share of Wagyu Beef by Type in 2025
- Figure 29. Market Share of Wagyu Beef by Type (2020-2025)
- Figure 30. Market Share of Wagyu Beef by Type in 2025
- Figure 31. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 32. Global Wagyu Beef Market Share by Application

- Figure 33. Global Wagyu Beef Sales Market Share by Application (2020-2025)
- Figure 34. Global Wagyu Beef Sales Market Share by Application in 2025
- Figure 35. Global Wagyu Beef Market Share by Application (2020-2025)
- Figure 36. Global Wagyu Beef Market Share by Application in 2025
- Figure 37. Global Wagyu Beef Sales Growth Rate by Application (2020-2025)
- Figure 38. Global Wagyu Beef Sales Market Share by Region (2020-2025)
- Figure 39. Global Wagyu Beef Market Size by Region (2020-2025)
- Figure 40. North America Wagyu Beef Sales and Growth Rate (2020-2025) & (K MT)
- Figure 41. North America Wagyu Beef Sales and Growth Rate (2020-2025) & (K MT)
- Figure 42. North America Wagyu Beef Sales Market Share by Country in 2024
- Figure 43. North America Wagyu Beef Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 44. North America Wagyu Beef Market Size by Country in 2024
- Figure 45. U.S. Wagyu Beef Sales and Growth Rate (2020-2025) & (K MT)
- Figure 46. U.S. Wagyu Beef Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 47. Canada Wagyu Beef Sales (K MT) and Growth Rate (2020-2025)
- Figure 48. Canada Wagyu Beef Market Size (M USD) and Growth Rate (2020-2025)
- Figure 49. Mexico Wagyu Beef Sales (Units) and Growth Rate (2020-2025)
- Figure 50. Mexico Wagyu Beef Market Size (Units) and Growth Rate (2020-2025)
- Figure 51. Europe Wagyu Beef Sales and Growth Rate (2020-2025) & (K MT)
- Figure 52. Europe Wagyu Beef Sales Market Share by Country in 2024
- Figure 53. Europe Wagyu Beef Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 54. Europe Wagyu Beef Market Size by Country in 2024
- Figure 55. Germany Wagyu Beef Sales and Growth Rate (2020-2025) & (K MT)
- Figure 56. Germany Wagyu Beef Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 57. France Wagyu Beef Sales and Growth Rate (2020-2025) & (K MT)
- Figure 58. France Wagyu Beef Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 59. U.K. Wagyu Beef Sales and Growth Rate (2020-2025) & (K MT)
- Figure 60. U.K. Wagyu Beef Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 61. Italy Wagyu Beef Sales and Growth Rate (2020-2025) & (K MT)
- Figure 62. Italy Wagyu Beef Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 63. Spain Wagyu Beef Sales and Growth Rate (2020-2025) & (K MT)
- Figure 64. Spain Wagyu Beef Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 65. Asia Pacific Wagyu Beef Sales and Growth Rate (K MT)
- Figure 66. Asia Pacific Wagyu Beef Sales Market Share by Region in 2024
- Figure 67. Asia Pacific Wagyu Beef Market Size by Region in 2024
- Figure 68. China Wagyu Beef Sales and Growth Rate (2020-2025) & (K MT)
- Figure 69. China Wagyu Beef Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 70. Japan Wagyu Beef Sales and Growth Rate (2020-2025) & (K MT)

- Figure 71. Japan Wagyu Beef Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 72. South Korea Wagyu Beef Sales and Growth Rate (2020-2025) & (K MT)
- Figure 73. South Korea Wagyu Beef Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 74. India Wagyu Beef Sales and Growth Rate (2020-2025) & (K MT)
- Figure 75. India Wagyu Beef Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 76. Southeast Asia Wagyu Beef Sales and Growth Rate (2020-2025) & (K MT)
- Figure 77. Southeast Asia Wagyu Beef Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 78. South America Wagyu Beef Sales and Growth Rate (K MT)
- Figure 79. South America Wagyu Beef Sales Market Share by Country in 2024
- Figure 80. South America Wagyu Beef Market Size and Growth Rate (M USD)
- Figure 81. South America Wagyu Beef Market Size by Country in 2024
- Figure 82. Brazil Wagyu Beef Sales and Growth Rate (2020-2025) & (K MT)
- Figure 83. Brazil Wagyu Beef Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 84. Argentina Wagyu Beef Sales and Growth Rate (2020-2025) & (K MT)
- Figure 85. Argentina Wagyu Beef Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 86. Columbia Wagyu Beef Sales and Growth Rate (2020-2025) & (K MT)
- Figure 87. Columbia Wagyu Beef Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 88. Middle East and Africa Wagyu Beef Sales and Growth Rate (K MT)
- Figure 89. Middle East and Africa Wagyu Beef Sales Market Share by Region in 2024
- Figure 90. Middle East and Africa Wagyu Beef Market Size and Growth Rate (M USD)
- Figure 91. Middle East and Africa Wagyu Beef Market Size by Region in 2024
- Figure 92. Saudi Arabia Wagyu Beef Sales and Growth Rate (2020-2025) & (K MT)
- Figure 93. Saudi Arabia Wagyu Beef Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 94. UAE Wagyu Beef Sales and Growth Rate (2020-2025) & (K MT)
- Figure 95. UAE Wagyu Beef Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 96. Egypt Wagyu Beef Sales and Growth Rate (2020-2025) & (K MT)
- Figure 97. Egypt Wagyu Beef Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 98. Nigeria Wagyu Beef Sales and Growth Rate (2020-2025) & (K MT)
- Figure 99. Nigeria Wagyu Beef Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 100. South Africa Wagyu Beef Sales and Growth Rate (2020-2025) & (K MT)
- Figure 101. South Africa Wagyu Beef Market Size and Growth Rate (2020-2025) & (M USD)
- Figure 102. Global Wagyu Beef Production Market Share by Region (2020-2025)
- Figure 103. North America Wagyu Beef Production (K MT) Growth Rate (2020-2025)
- Figure 104. Europe Wagyu Beef Production (K MT) Growth Rate (2020-2025)

- Figure 105. Japan Wagyu Beef Production (K MT) Growth Rate (2020-2025)
- Figure 106. China Wagyu Beef Production (K MT) Growth Rate (2020-2025)
- Figure 107. Global Wagyu Beef Sales Forecast by Volume (2020-2035) & (K MT)
- Figure 108. Global Wagyu Beef Market Size Forecast by Value (2020-2035) & (M USD)
- Figure 109. Global Wagyu Beef Sales Market Share Forecast by Type (2026-2035)
- Figure 110. Global Wagyu Beef Market Share Forecast by Type (2026-2035)
- Figure 111. Global Wagyu Beef Sales Forecast by Application (2026-2035)
- Figure 112. Global Wagyu Beef Market Share Forecast by Application (2026-2035)

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