

Global Wagyu Beef Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Wagyu Beef market size was valued at USD 7717.9 million in 2023 and is forecast to a readjusted size of USD 10930 million by 2030 with a CAGR of 5.1% during review period.

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 Info Research report includes an overview of the development of the Wagyu Beef industry chain, the market status of Retailers (Fullblood Wagyu, Purebred Wagyu), Wholesalers (Fullblood Wagyu, Purebred Wagyu), and key enterprises in developed

and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Wagyu Beef.

Regionally, the report analyzes the Wagyu Beef markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Wagyu Beef market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Wagyu Beef market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Wagyu Beef industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the sales quantity (Tonnes), revenue generated, and market share of different by Type (e.g., Fullblood Wagyu, Purebred Wagyu).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Wagyu Beef market.

Regional Analysis: The report involves examining the Wagyu Beef market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Wagyu Beef market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Wagyu Beef:

Company Analysis: Report covers individual Wagyu Beef manufacturers, suppliers, and

other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Wagyu Beef. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Channel (Retailers, Wholesalers).

Technology Analysis: Report covers specific technologies relevant to Wagyu Beef. It assesses the current state, advancements, and potential future developments in Wagyu Beef areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Wagyu Beef market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Wagyu Beef market is split by Type and by Channel. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Channel in terms of volume and value.

Market segment by Type

Fullblood Wagyu

Purebred Wagyu

Crossbred Wagyu

Market segment by Channel

Retailers

Wholesalers

Direct to Consumer

Others

Major players covered

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 segment by region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Wagyu Beef product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Wagyu Beef, with price, sales, revenue and global market share of Wagyu Beef from 2019 to 2024.

Chapter 3, the Wagyu Beef competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Wagyu Beef breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and channel, with sales market share and growth rate by type, channel, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2023. and Wagyu Beef market forecast, by regions, type and channel, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Wagyu Beef.

Chapter 14 and 15, to describe Wagyu Beef sales channel, distributors, customers, research findings and conclusion.

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