

Blended Meat Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 – 2032

<https://marketpublishers.com/r/BCB8AB73448BEN.html>

Date: September 2024

Pages: 200

Price: US\$ 4,365.00 (Single User License)

ID: BCB8AB73448BEN

Abstracts

The Global Blended Meat Market was worth USD 39.1 billion in 2023 and is expected to grow at a CAGR of 12.7% from 2024 to 2032. Blended meat products, which combine traditional animal meat with plant-based ingredients like pea protein, mushrooms, or soy, are gaining traction as a healthier and more sustainable alternative to conventional meat. These products aim to reduce meat consumption while maintaining the familiar taste and texture consumers love. The shift toward healthier diets and eco-friendly food options drives market expansion. In the U.S., per capita meat consumption is projected to decrease, indicating a rising interest in alternative protein sources, including blended meats.

According to the U.S. Environmental Protection Agency (EPA), livestock production contributes significantly to greenhouse gas emissions. By integrating plant-based components, blended meat products have the potential to lessen the environmental impact of animal agriculture, making them an attractive option for eco-conscious consumers. Beef blends are expected to dominate the blended meat market, with revenue projected to reach USD 42.2 billion by 2032, growing at a CAGR of over 12%. These products appeal to consumers who seek familiar flavors and textures but want to reduce their meat intake.

Blended beef products are versatile, offering a solution that maintains taste while improving nutritional value through plant-based ingredients. The fresh segment of blended meat is also set to grow, with a CAGR of around 12.4% through 2032, reaching a market size of USD 38.8 billion. Fresh blended meat products, such as patties and sausages, are increasingly popular among health-conscious consumers who prefer minimally processed, high-quality food. These products cater to the demand for fresh, local ingredients and transparency in sourcing, aligning with consumer preferences for cleaner labels and better nutrition.

In North America, the blended meat market is projected to reach USD 36.5 billion by

2032, with a CAGR of 11.9%. The region is at the forefront of the blended meat revolution, driven by growing consumer interest in sustainable and healthy eating habits. Flexitarian diets, which reduce meat consumption without eliminating it, are gaining popularity, further fueling the demand for hybrid meat products. This trend is particularly evident in the fast-food and casual dining sectors, where consumers seek healthier, more environmentally friendly alternatives to traditional meat-based meals.

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