

# **Bacon Market Size, Share & Trends Analysis Report By Product Type (Regular, Ready-to-Eat), By Distribution Channel (Foodservice, Retail), By Region (North America, Europe), And Segment Forecasts, 2024 - 2030**

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## **Abstracts**

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### **Bacon Market Growth & Trends**

The global bacon market size is expected to reach USD 84.40 billion by 2030, growing at a CAGR of 2.7% from 2024 to 2030, according to a new report by Grand View Research, Inc. Consumer preferences and dietary trends play a significant role in driving demand for bacon. As bacon evolves into a popular ingredient in various cuisines across the globe, its consumption has risen. Moreover, the increased popularity of ketogenic and other high-protein, low-carbohydrate diets has further bolstered the demand for bacon, considering its high fat and protein content. This surge in consumer demand has prompted producers to ramp up production and innovate with bacon-infused products, thus expanding its presence in the market.

Moreover, innovation in product offerings and packaging solutions has played a crucial role in making bacon more accessible and convenient for consumers. Manufacturers have introduced a wide range of bacon varieties, including low-sodium, nitrate-free, and flavor-infused options, catering to the health-conscious segment and those with specific dietary preferences. The advent of ready-to-eat and easy-to-cook bacon products has simplified consumption, making it appealing to a broader audience with busy lifestyles.

The expansion of retail and online distribution channels is another crucial factor contributing to the growth of the market. The availability of bacon products across various retail formats, from supermarkets and hypermarkets to specialty gourmet stores, has improved consumer accessibility. E-commerce platforms and direct-to-consumer sales models have also made it easier for smaller, niche producers to reach a global customer base, fueling competition and driving innovation within the market.

## Bacon Market Report Highlights

Regular bacon possesses a share of 61.8% in 2023, owing to its versatility in culinary applications and distinctive savory flavor, which is cherished in numerous cuisines worldwide. Additionally, trends such as the ketogenic diet, which emphasizes high-fat, low-carb foods, have further bolstered its popularity.

Ready-to-eat bacon is expected to witness a CAGR of 3.4% during 2024 to 2030. The demand for ready-to-eat bacon is primarily driven by the convenience it offers consumers looking for quick and easy meal options. Additionally, the growing trend of incorporating protein-rich foods into one's diet has further propelled its popularity.

The distribution of bacon through the foodservice channel possesses a share of 58.4%. The growing consumer appetite across all ages for ready-to-eat and ready-to-cook meat products, particularly bacon, is pushing its availability through foodservice outlets. Quick-service eateries and food venues are adding bacon to their offerings to cater to those looking for convenient dining options.

The distribution of bacon through the retail channel is anticipated to witness a CAGR of 2.9%. This can be attributed to rising consumer demand for convenient and diverse options, including specific types such as low-calorie or gluten-free

bacon. Retailers strategically place and promote bacon products in supermarkets/hypermarkets and specialty stores to cater to these evolving consumer preferences, ultimately boosting sales through the retail channel.

Europe held a market share of 31.4% in 2023. The market in Europe is boosted by the growing per capita consumption of pork and the popularity of processed pork products such as bacon. This increase is supported by tariff reductions from free trade agreements enhancing the demand for EU pork.

Asia-Pacific is expected to grow at a CAGR of 3.2% during 2024 to 2030, due to the increasing adoption of more Western-style diets, which is driving up the demand for bacon as a popular choice for breakfast and cooking purposes.

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