

# The World Market for Fresh or Chilled Beef: A 2024 Global Trade Perspective

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## Abstracts

This report was created for strategic planners, international executives, and import/export managers who are concerned with the market for fresh or chilled beef. With the globalization of this market, managers can no longer be contented with a local view. Nor can managers be contented with out-of-date statistics that appear several years after the fact. Professor Philip M. Parker, the Chair Professor of Management Science at INSEAD, has developed a methodology, based on macroeconomic and trade models, to estimate the market for fresh or chilled beef for those countries serving the world market via exports or supplying from various countries via imports. He does so for the current year based on a variety of key historical indicators and econometric models.

'Fresh or chilled beef' as a category is defined in this report following the definition given by the United Nations Statistics Division Classification Registry using the Standard International Trade Classification, Revision 3 (SITC, Rev. 3). The SITC code that defines 'fresh or chilled beef' is 0111.

## Contents

### 1 METHODOLOGY

#### 1.1 OUR APPROACH

### 2 THE WORLD MARKET

#### 2.1 EXPORTS

##### 2.1.1 THE WORLD MARKET: FRESH OR CHILLED BEEF EXPORT SUPPLIES IN 2024

#### 2.2 IMPORTS

##### 2.2.1 THE WORLD MARKET: IMPORTED FRESH OR CHILLED BEEF IN 2024

### 3 EXPORTS

#### 3.1 AFRICA: EXPORT SUPPLIES OF FRESH OR CHILLED BEEF IN 2024

##### 3.1.1 EXECUTIVE SUMMARY

##### 3.1.2 BOTSWANA

##### 3.1.3 EGYPT

##### 3.1.4 ESWATINI

##### 3.1.5 ETHIOPIA

##### 3.1.6 KENYA

##### 3.1.7 NAMIBIA

##### 3.1.8 SOMALIA

##### 3.1.9 SOUTH AFRICA

##### 3.1.10 SUDAN

#### 3.2 ASIA: EXPORT SUPPLIES OF FRESH OR CHILLED BEEF IN 2024

##### 3.2.1 EXECUTIVE SUMMARY

##### 3.2.2 BANGLADESH

##### 3.2.3 CHINA

##### 3.2.4 INDIA

##### 3.2.5 JAPAN

##### 3.2.6 SINGAPORE

##### 3.2.7 SRI LANKA

##### 3.2.8 THAILAND

##### 3.2.9 VIETNAM

#### 3.3 EUROPE: EXPORT SUPPLIES OF FRESH OR CHILLED BEEF IN 2024

##### 3.3.1 EXECUTIVE SUMMARY

- 3.3.2 ALBANIA
- 3.3.3 AUSTRIA
- 3.3.4 BELARUS
- 3.3.5 BELGIUM
- 3.3.6 BOSNIA AND HERZEGOVINA
- 3.3.7 BULGARIA
- 3.3.8 CROATIA
- 3.3.9 CYPRUS
- 3.3.10 DENMARK
- 3.3.11 ESTONIA
- 3.3.12 FINLAND
- 3.3.13 FRANCE
- 3.3.14 GEORGIA
- 3.3.15 GERMANY
- 3.3.16 GREECE
- 3.3.17 HUNGARY
- 3.3.18 IRELAND
- 3.3.19 ITALY
- 3.3.20 KAZAKHSTAN
- 3.3.21 LATVIA
- 3.3.22 LITHUANIA
- 3.3.23 LUXEMBOURG
- 3.3.24 MOLDOVA
- 3.3.25 NORWAY
- 3.3.26 POLAND
- 3.3.27 PORTUGAL
- 3.3.28 ROMANIA
- 3.3.29 RUSSIA
- 3.3.30 SLOVAKIA
- 3.3.31 SLOVENIA
- 3.3.32 SPAIN
- 3.3.33 SWEDEN
- 3.3.34 SWITZERLAND
- 3.3.35 THE CZECH REPUBLIC
- 3.3.36 THE NETHERLANDS
- 3.3.37 THE UNITED KINGDOM
- 3.3.38 UKRAINE
- 3.4 LATIN AMERICA: EXPORT SUPPLIES OF FRESH OR CHILLED BEEF IN 2024
  - 3.4.1 EXECUTIVE SUMMARY

- 3.4.2 ARGENTINA
- 3.4.3 BOLIVIA
- 3.4.4 BRAZIL
- 3.4.5 CHILE
- 3.4.6 COLOMBIA
- 3.4.7 COSTA RICA
- 3.4.8 GUATEMALA
- 3.4.9 HONDURAS
- 3.4.10 MEXICO
- 3.4.11 NICARAGUA
- 3.4.12 PANAMA
- 3.4.13 PARAGUAY
- 3.4.14 URUGUAY

### 3.5 NORTH AMERICA & THE CARIBBEAN: EXPORT SUPPLIES OF FRESH OR CHILLED BEEF IN 2024

- 3.5.1 EXECUTIVE SUMMARY
- 3.5.2 ANTIGUA AND BARBUDA
- 3.5.3 CANADA
- 3.5.4 THE UNITED STATES

### 3.6 OCEANIA: EXPORT SUPPLIES OF FRESH OR CHILLED BEEF IN 2024

- 3.6.1 EXECUTIVE SUMMARY
- 3.6.2 AUSTRALIA
- 3.6.3 NEW ZEALAND

### 3.7 THE MIDDLE EAST: EXPORT SUPPLIES OF FRESH OR CHILLED BEEF IN 2024

- 3.7.1 EXECUTIVE SUMMARY
- 3.7.2 IRAN
- 3.7.3 LEBANON
- 3.7.4 PAKISTAN
- 3.7.5 SAUDI ARABIA
- 3.7.6 THE UNITED ARAB EMIRATES

## **4 IMPORTS**

### 4.1 AFRICA: FRESH OR CHILLED BEEF IMPORTS IN 2024

- 4.1.1 EXECUTIVE SUMMARY
- 4.1.2 ALGERIA
- 4.1.3 BOTSWANA
- 4.1.4 BURUNDI
- 4.1.5 CAPE VERDE

- 4.1.6 COTE D'IVOIRE
- 4.1.7 EGYPT
- 4.1.8 MAURITIUS
- 4.1.9 MOZAMBIQUE
- 4.1.10 NAMIBIA
- 4.1.11 SAO TOME E PRINCIPE
- 4.1.12 SENEGAL
- 4.1.13 SIERRA LEONE
- 4.1.14 SOUTH AFRICA
- 4.1.15 TANZANIA
- 4.1.16 THE DEMOCRATIC REPUBLIC OF THE CONGO
- 4.1.17 ZAMBIA
- 4.2 ASIA: FRESH OR CHILLED BEEF IMPORTS IN 2024
  - 4.2.1 EXECUTIVE SUMMARY
  - 4.2.2 BRUNEI
  - 4.2.3 CHINA
  - 4.2.4 HONG KONG
  - 4.2.5 INDONESIA
  - 4.2.6 JAPAN
  - 4.2.7 MACAU
  - 4.2.8 MALAYSIA
  - 4.2.9 NEPAL
  - 4.2.10 SINGAPORE
  - 4.2.11 SOUTH KOREA
  - 4.2.12 TAIWAN
  - 4.2.13 THAILAND
  - 4.2.14 THE MALDIVES
  - 4.2.15 THE PHILIPPINES
  - 4.2.16 VIETNAM
- 4.3 EUROPE: FRESH OR CHILLED BEEF IMPORTS IN 2024
  - 4.3.1 EXECUTIVE SUMMARY
  - 4.3.2 ANDORRA
  - 4.3.3 AUSTRIA
  - 4.3.4 BELARUS
  - 4.3.5 BELGIUM
  - 4.3.6 BOSNIA AND HERZEGOVINA
  - 4.3.7 BULGARIA
  - 4.3.8 CROATIA
  - 4.3.9 CYPRUS

- 4.3.10 DENMARK
- 4.3.11 ESTONIA
- 4.3.12 FINLAND
- 4.3.13 FRANCE
- 4.3.14 GERMANY
- 4.3.15 GREECE
- 4.3.16 HUNGARY
- 4.3.17 IRELAND
- 4.3.18 ITALY
- 4.3.19 KAZAKHSTAN
- 4.3.20 LATVIA
- 4.3.21 LITHUANIA
- 4.3.22 LUXEMBOURG
- 4.3.23 MACEDONIA
- 4.3.24 MALTA
- 4.3.25 MOLDOVA
- 4.3.26 NORWAY
- 4.3.27 POLAND
- 4.3.28 PORTUGAL
- 4.3.29 ROMANIA
- 4.3.30 RUSSIA
- 4.3.31 SLOVAKIA
- 4.3.32 SLOVENIA
- 4.3.33 SPAIN
- 4.3.34 SWEDEN
- 4.3.35 SWITZERLAND
- 4.3.36 THE CZECH REPUBLIC
- 4.3.37 THE NETHERLANDS
- 4.3.38 THE UNITED KINGDOM
- 4.3.39 UKRAINE
- 4.4 LATIN AMERICA: FRESH OR CHILLED BEEF IMPORTS IN 2024
  - 4.4.1 EXECUTIVE SUMMARY
  - 4.4.2 ARGENTINA
  - 4.4.3 BRAZIL
  - 4.4.4 CHILE
  - 4.4.5 COLOMBIA
  - 4.4.6 ECUADOR
  - 4.4.7 EL SALVADOR
  - 4.4.8 GUATEMALA

- 4.4.9 HONDURAS
- 4.4.10 MEXICO
- 4.4.11 NICARAGUA
- 4.4.12 PANAMA
- 4.4.13 PARAGUAY
- 4.4.14 PERU
- 4.4.15 URUGUAY

#### 4.5 NORTH AMERICA & THE CARIBBEAN: FRESH OR CHILLED BEEF IMPORTS IN 2024

- 4.5.1 EXECUTIVE SUMMARY
- 4.5.2 ANTIGUA AND BARBUDA
- 4.5.3 ARUBA
- 4.5.4 BARBADOS
- 4.5.5 BERMUDA
- 4.5.6 CANADA
- 4.5.7 GREENLAND
- 4.5.8 JAMAICA
- 4.5.9 ST. LUCIA
- 4.5.10 THE BAHAMAS
- 4.5.11 THE DOMINICAN REPUBLIC
- 4.5.12 THE UNITED STATES

#### 4.6 OCEANIA: FRESH OR CHILLED BEEF IMPORTS IN 2024

- 4.6.1 EXECUTIVE SUMMARY
- 4.6.2 AUSTRALIA
- 4.6.3 FIJI
- 4.6.4 FRENCH POLYNESIA
- 4.6.5 NEW CALEDONIA
- 4.6.6 NEW ZEALAND
- 4.6.7 PALAU
- 4.6.8 THE SOLOMON ISLANDS
- 4.6.9 TONGA

#### 4.7 THE MIDDLE EAST: FRESH OR CHILLED BEEF IMPORTS IN 2024

- 4.7.1 EXECUTIVE SUMMARY
- 4.7.2 AZERBAIJAN
- 4.7.3 BAHRAIN
- 4.7.4 ISRAEL
- 4.7.5 JORDAN
- 4.7.6 KUWAIT
- 4.7.7 LEBANON

4.7.8 OMAN

4.7.9 QATAR

4.7.10 TURKEY

4.7.11 YEMEN

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