

India Non-Poultry Meat Market Report by Product (Beef, Buffalo, Goat, Sheep, Pork), and States 2024-2032

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Abstracts

The India non-poultry meat market size reached 4.1 Million Tons in 2023. Looking forward, IMARC Group expects the market to reach 4.9 Million Tons by 2032, exhibiting a growth rate (CAGR) of 2.01% during 2024-2032.

Non-poultry refers to rearing, breeding, and processing of livestock, such as cattle, buffalo, goat, sheep, and pig, that are primarily raised for meat. The meat products contain a higher level of protein myoglobin content than poultry meat. Non-poultry meat also comprise of a rich amount of essential nutrients, including niacin, riboflavin, vitamins B6 and B12, omega-6 fatty acids. As a result, it helps in supporting muscle growth, reducing fatigue, boosting immunity, maintaining hemoglobin levels, etc.

India Non-Poultry Meat Market Trends:

In India, the rising consumer preferences for high-protein food products represent one of the key factors driving the non-poultry meat market. Furthermore, the elevating levels of globalization, coupled with the increasing penetration of western food culture, including beef- and pork-based dishes, are also propelling the market growth. Besides this, changing consumer food habits and growing adoption of a non-vegetarian diet are further augmenting the demand for non-poultry meat. Additionally, improving consumer living standards, along with the escalating preferences for healthy lifestyles, are catalyzing the sales of premium-quality, non-poultry meat products. Moreover, the evolving socio-economic scenario in the country and diminishing stigma associated with the consumption of beef and pork are further bolstering the market growth in India. Apart from this, the launch of numerous initiatives undertaken by the Indian government for encouraging livestock cultivation is acting as another significant growth-inducing

factor. Additionally, the rising popularity of pre-cut, canned, and frozen meat products, particularly among the consumers with hectic lifestyles, is positively influencing the regional market. In line with this, the expanding meat processing sector, along with the increasing preferences for ready-to-eat meat items, such as sausages, salami, beef jerky, smoked meat, etc., are further fueling the market growth in the country. Additionally, the emergence of organic product variants that are free from preservatives, GMOs, antibiotics, etc., is expected to drive the India non-poultry meat market in the coming years.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the India non-poultry meat market report, along with forecasts at the country and state levels from 2024-2032. Our report has categorized the market based on product.

Breakup by Product:

Beef

Buffalo

Goat

Sheep

Pork

Breakup by States:

Uttar Pradesh

Telangana

Maharashtra

West Bengal

Andhra Pradesh

Bihar

Kerala

Rajasthan

Tamil Nadu

Karnataka

Punjab

Orissa

Madhya Pradesh

Haryana

Gujrat

Competitive Landscape:

The report has also analysed the competitive landscape of the market with some of the key players being Al Marzia Agro Foods, Al-Hamd Agro Foods Products Pvt. Ltd., ALM Industries Limited, AOV Agro Foods Private Limited, Fair Export (India) Private Limited, Frigerio Conserva Allana Private Limited, HMA Agro Industries Limited, India Frozen Foods, Mayur Piggery Farm, Mirha Exports Private Limited, MK Overseas Pvt Ltd and Rustam Foods Pvt. Ltd.

Key Questions Answered in This Report

1. What was the size of the India non-poultry meat market in 2023?
2. What is the expected growth rate of the India non-poultry meat market during 2024-2032?
3. What has been the impact of COVID-19 on the India non-poultry meat market?

4. What are the key factors driving the India non-poultry meat market?
5. What is the breakup of the India non-poultry meat market based on the product?
6. What are the key regions in the India non-poultry meat market?
7. Who are the key players/companies in the India non-poultry meat market?

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