

Processed Meat Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global processed meat market size reached US\$ 567.8 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 787.4 Billion by 2028, exhibiting a growth rate (CAGR) of 5.7% during 2023-2028.

Processed meat is an umbrella term referring to meat products that have been modified and enriched with multiple additives. Some of the most commonly used additives include salt, sugar, oil, minerals, acidifiers, flavoring agents, preservative mixtures and other seasonings. The curing of meat is done in order to improve its taste and quality, extend its shelf life and enhance the overall flavor. The meat can also be processed through cooking, smoking and fermenting that aids in reducing the chances of unwanted microorganism growth on the product at a later date. These processed meat products are a rich source of essential nutrients, including proteins, vitamins, minerals, selenium, choline, niacin and riboflavin. Various types of fresh meats, including red and white meat from swine, poultry, cattle or sea animals, can be combined together and processed to form bacon, sausages, salami, hot dogs, beef jerky, canned meat and meat-based snacks. Although these products contain high concentrations of cholesterol and preservatives that are considered to be unhealthy, the enhanced flavor and convenience associated with processed meat is largely driving the market growth.

Rising Popularity of Ready-to-Eat Products Acts as a Key Processed Meat Market Trend

The market is primarily driven by the increasing demand for ready-to-eat meat products across the globe. This is facilitated by rapid urbanization, inflating per capita income levels and shifting dietary preferences of the masses. The busy schedules and the hectic lifestyles led by the working professionals have also impelled the sales of

processed meat products. Apart from this, there has been a significant rise in the demand for animal-based proteins among individuals. This can be attributed to the growing consciousness among consumers regarding the consumption of nutrient-rich packaged product variants. This, along with the enhanced convenience offered by these products and considerable growth in the food processing industry, is facilitating the uptake of processed meat. The market is further driven by the rising popularity of international cuisines. Supported by the rapid expansion of online and organized retail across the globe, this is creating a positive outlook for the market. Along with this, numerous quick service restaurant (QSR) chains, restaurants and hotels, as well as various retail and convenience stores, are offering a variety of products that comprise processed meat as the key ingredient. Coupled with the thriving food sector on the global level, this is providing an impetus to the market growth.

Shifting Preference Toward Organic Product Variants to Propel the Market Growth

The growing awareness about the risks associated with the increasing usage of nitrate for curing purposes in processed meat products has impelled the manufacturers to replace it with healthier counterparts. Therefore, several players are now substituting nitrate with natural curing agents, such as cherry celery powder, which is gaining widespread prominence among the masses. Additionally, numerous players are heavily investing in extensive research and development (R&D) activities in an attempt to formulate safer alternatives to the chemicals that are utilized for curing meat. There has also been an escalating demand for organic processed meat that is free from antibiotics and chemical residues. This has led players to adopt meat from organic-certified farms in order to retain the authenticity of the products. They are also widely replacing synthetic preservatives with natural alternatives, thereby providing an impetus to the market growth.

Mergers and Acquisitions Creating a Positive Outlook for the Market

Multiple industry players are focusing on expanding their production capacity by pursuing mergers and acquisitions as a key market strategy. For instance, Tyson Foods, Inc., an American food service provider, acquired Keystone Foods business from Marfrig Global Foods in 2018, thereby furthering its growth strategy and the expansion of its value-added protein capabilities. This acquisition involved six processing plants and an innovation center in the United States, along with eight plants and three innovation centers with geographical locations across the Asia Pacific. This business move aided the company to expand its international presence and deliver better service to its foodservice customers. Some of the other factors contributing to the market growth include advancements in meat preservation techniques and the growing preference for frozen meat products.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global processed meat market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on meat type, product type, processing type and distribution.

Breakup by Meat Type:

- Poultry
- Beef
- Mutton
- Pork
- Others

Among these, poultry represents the most preferred meat type.

Breakup by Product Type:

- Fresh-Processed Meat
- Raw Fermented Meat
- Raw-Cooked Meat
- Pre-Cooked Meat
- Cured Meat
- Dried Meat
- Others

The fresh-processed meat category accounts the largest market share, representing the leading segment.

Breakup by Processing Type:

- Chilled
- Frozen
- Canned

At present, the chilled segment exhibits a clear dominance in the market.

Breakup by Distribution:

Institutional Sales (HoReCa)
Retail Sales
Supermarkets and Hypermarkets
Grocery Stores
Specialty Retailers
Online Stores
Others

Currently, retail sales account for the majority of the total processed meat market share.

Breakup by Region:

North America
United States
Canada
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Asia Pacific
China
Japan
India
South Korea
Australia
Indonesia
Others
Latin America
Brazil
Mexico
Argentina
Colombia
Chile
Peru

Others
Middle East and Africa
Turkey
Saudi Arabia
Iran
United Arab Emirates
Others

Amongst these, North America holds the leading position in the market.

Competitive Landscape:

The competitive landscape of the industry has been examined in the report with the detailed profiles of the key players operating in the market. Some of these players include BRF SA, Cargill Inc., Foster Farms, Hormel Foods Corporation, JBS SA, Marel hf, Marfrig, National Beef, Nippon Ham Foods Ltd., OSI Group, Perdue Farms, Pilgrim's Pride, Sadia, Sanderson Farms Inc, Sysco, and Tyson Foods.

Key Questions Answered in This Report

1. What is the market size for the global processed meat market 2028?
2. What are the global processed meat market drivers?
3. What are the key industry trends in the global processed meat market?
4. What is the impact of COVID-19 on the global processed meat market?
5. What is the global processed meat market breakup by meat type?
6. What is the global processed meat market breakup by processing type?
7. What are the major regions in the global processed meat market?
8. Who are the key companies/players in the global processed meat market?

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Figure 118: Others: Processed Meat Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 119: Global: Processed Meat Industry: SWOT Analysis

Figure 120: Global: Processed Meat Industry: Value Chain Analysis

Figure 121: Global: Processed Meat Industry: Porter's Five Forces Analysis

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