

# Meat in Australia

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## Abstracts

Meat in Australia

### SUMMARY

Meat in Australia industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value 2015-19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The meat market consists of the retail sales of ambient meat, chilled raw packaged meat - processed, chilled raw packaged meat - whole cuts, cooked meats - counter, cooked meats - packaged, fresh meat (counter) and frozen meat. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions used in the creation of this report have been calculated using constant annual average 2019 exchange rates.

The Australian meat market had total revenues of \$13.6bn in 2019, representing a compound annual growth rate (CAGR) of 2.2% between 2015 and 2019.

Market consumption volume increased with a CAGR of 1.6% between 2015 and 2019, to reach a total of 1,174.5 million kilograms in 2019.

Increasing purchasing power in the country is primarily supporting the market growth.

## SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the meat market in Australia

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the meat market in Australia

Leading company profiles reveal details of key meat market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Australia meat market with five year forecasts

## REASONS TO BUY

What was the size of the Australia meat market by value in 2019?

What will be the size of the Australia meat market in 2024?

What factors are affecting the strength of competition in the Australia meat market?

How has the market performed over the last five years?

Who are the top competitors in Australia's meat market?

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### COMPANIES MENTIONED

Hans Continental Smallgoods Pty Ltd  
Inghams Group Ltd

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