Meat Market ? Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product (Chicken, Beef, Mutton, Pork and Others), By Type (Raw and Processed), By Distribution Channel (Departmental Stores, Specialty Stores, Hypermarket/ Supermarket, Online Sales Channel, and Others), By Region & Competition, 2021-2031F

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Abstracts

The Global Meat Market is projected to expand from a valuation of USD 1491.99 Billion in 2025 to USD 1770.13 Billion by 2031, achieving a CAGR of 2.89%. This sector encompasses the processing and distribution of edible muscle and tissues from animals such as cattle, poultry, sheep, and swine for human consumption. Fundamental support for this growth comes from rapid urbanization and a growing global population, which improve access to various food retail avenues. Additionally, rising disposable incomes in developing regions are fueling a structural change in diets, leading to increased demand for protein-dense animal products as a key element of modern nutrition.

However, the prevalence of animal disease outbreaks, including African Swine Fever and Avian Influenza, acts as a major hindrance to market expansion by severely disrupting trade flows and global supply chains. These biological risks cause production instability and frequently trigger stringent import restrictions that impede international commerce. According to the 'Food and Agriculture Organization', in '2024', 'global meat production is projected to increase by 1.4 percent to reach 373 million tonnes'.

Market Driver

Rising disposable incomes within emerging economies serve as a key driver for market

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growth, facilitating a dietary shift from carbohydrate-based meals to protein-rich animal products. As purchasing power increases in developing nations, consumers place a higher priority on nutritional quality, which directly boosts consumption rates of red meat and poultry. This economic improvement allows households to incorporate meat products into their daily routines, sustaining production momentum. According to the United States Department of Agriculture, October 2024, in the 'Livestock and Poultry: World Markets and Trade' report, global chicken meat production is forecast to reach a record 104.9 million tons in 2025, driven largely by robust consumer demand in these evolving financial landscapes.

The development of cold chain logistics and organized retail further expedites market progress by connecting major production hubs with distant consumer bases. Enhanced supply chain infrastructure guarantees the safe transit of perishable meat across borders, ensuring reliable availability in urban areas. This logistical strength is vital for major exporters to effectively satisfy the nutritional requirements of import-reliant regions. According to the Brazilian Association of Animal Protein, July 2024, in the 'Sector Projections' press release, the association projects that Brazil's total chicken meat exports will reach up to 5.25 million tons in 2024, highlighting the role of international distribution. Additionally, domestic efficiencies continue to scale; according to the United States Department of Agriculture, in 2024, total red meat and poultry production in the US is projected to surpass 107 billion pounds.

Market Challenge

Outbreaks of animal diseases, specifically African Swine Fever and Avian Influenza, pose a significant challenge that directly impedes the Global Meat Market's growth. These biological threats generate severe production instability by decimating livestock numbers, compelling producers to cull millions of animals to halt the spread. This sharp decrease in inventory limits global meat supplies and interrupts supply chain continuity. Moreover, the occurrence of such diseases often results in strict trade bans and import restrictions from partners, effectively blocking access to essential international markets and reducing revenue for key exporters.

The consequent market volatility deters long-term investment in herd expansion and infrastructure, as producers are forced to prioritize biosecurity measures over capacity growth. The extent of this disruption is highlighted by the widespread nature of these outbreaks. According to the 'World Organisation for Animal Health', in '2024', 'the high pathogenicity avian influenza virus continued to impact the industry globally, with outbreaks confirmed in 82 countries and territories'. This broad prevalence emphasizes

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the severity of the barrier, as the persistent risk of infection restricts the market's capacity to maintain stable trade flows and satisfy increasing global demand.

Market Trends

The adoption of Regenerative Agriculture Practices is fundamentally reshaping the upstream supply chain as major producers focus on environmental stewardship to manage climate risks. This trend entails a transition from traditional farming to techniques that improve soil health, capture carbon, and boost biodiversity, ensuring sustainable resources for livestock. Industry leaders are encouraging farmers to implement these climate-smart protocols to achieve net-zero goals and meet consumer demand for sustainable protein, thereby building resilience into the raw material supply. According to Cargill, January 2025, in the '2024 Impact Report', the company has advanced regenerative agriculture practices across 1.1 million acres of North American agricultural land since 2020, highlighting the rapid industrial scaling of these sustainable methods.

Simultaneously, the integration of AI and Robotics in Processing is gathering speed as companies utilize advanced technologies to address labor shortages and maximize yields. Automated systems using machine learning and computer vision are replacing manual labor in dangerous, repetitive tasks like deboning and cutting, which improves precision and decreases waste. This technological adoption protects worker safety while stabilizing margins by extracting the maximum commercial value from each animal. According to Drovers, June 2025, in the 'Investing in the Future: Cargill Announces $90-Million Investment in Automation and Technology' article, Cargill plans to invest nearly $90 million in automation and technology at its Fort Morgan, Colorado, beef plant to drive operational efficiency and modernization.

Key Market Players

JBS S.A.

TYSON FOODS, INC.

Cargill Meat Solutions Corp.

WH Group Limited

BRF S.A.

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SYSCO CORPORATION

Hormel Foods Corporation

ITOHAM YONEKYU HOLDINGS INC.

Vion Food Group

Minerva Foods SA

Sanderson Farms, Inc.

Report Scope

In this report, the Global Meat Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Meat Market, By Product

Chicken

Beef

Mutton

Pork

Others

Meat Market, By Type

Raw

Processed

Meat Market, By Distribution Channel

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Departmental Stores

Specialty Stores

Hypermarket/ Supermarket

Online Sales Channel

Others

Meat Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

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Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Meat Market.

Available Customizations:

Global Meat Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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