

Buffalo Meat Market – Global Industry Size, Share, Trends, Opportunity and Forecast, Segmented By Type (Fresh, Processed), By End User (Residential, Commercial), By Distribution Channel (Online, Offline), By Region & Competition, 2021-2031F

<https://marketpublishers.com/r/B567293D45D3EN.html>

Date: May 2026

Pages: 177

Price: US\$ 4,500.00 (Single User License)

ID: B567293D45D3EN

Abstracts

The Global Buffalo Meat Market is projected to expand significantly, rising from USD 3.69 billion in 2025 to USD 4.95 billion by 2031, at a Compound Annual Growth Rate (CAGR) of 5.02%. Known as carabeef, buffalo meat, derived from water buffaloes, offers a leaner profile and lower cholesterol compared to traditional beef, positioning it as an attractive and affordable protein source. Its competitive pricing makes it a crucial staple for import-dependent developing nations, while its nutritional benefits appeal to health-conscious consumers, driving substantial trade volumes; for instance, India exported approximately 1,254,775 metric tons of buffalo meat in fiscal year 2024-25, according to APEDA.

Despite its growth, the industry faces substantial hurdles, primarily stringent sanitary and phytosanitary regulations imposed by developed economies. Concerns over animal health, particularly the prevalence of Foot and Mouth Disease (FMD) in key production regions, frequently lead to trade embargoes. These restrictions limit access to lucrative markets in North America and Europe, thereby impeding the global penetration and overall growth potential of buffalo meat exports.

Market Driver

The principal catalyst for the global expansion of the buffalo meat market is its significant price advantage over conventional beef products. Carabeef production boasts lower husbandry costs and leverages the dual-utility nature of water buffaloes in

agricultural economies, enabling exporters to supply high-protein meat at considerably reduced prices. This affordability is particularly compelling in price-sensitive regions where consumers seek economical yet nutritious alternatives to premium red meat, as evidenced by India's buffalo meat exports, valued at approximately USD 4.06 billion for fiscal year 2024-25 according to APEDA, showcasing the immense revenue generated by this cost-leadership approach.

Further propelling market growth is the escalating import demand from burgeoning economies in Asia and the Middle East, fueled by population expansion and evolving dietary habits. Southeast Asian nations represent a vital trade corridor where rising disposable incomes contribute to increased animal protein consumption; for instance, Malaysia's buffalo meat imports surged to over 200,000 tonnes in 2024. This trend is echoed throughout the region, with Vietnam's total meat and meat product imports reaching USD 1.78 billion in 2024, a significant portion being frozen buffalo meat for foodservice and industrial processing sectors, underscoring the sustained momentum of the market.

Market Challenge

The Global Buffalo Meat Market encounters a formidable obstacle in the form of rigorous sanitary and phytosanitary regulations mandated by developed economies. The persistent presence of Foot and Mouth Disease (FMD) in major buffalo meat producing regions triggers strict import prohibitions from high-value markets like North America and Europe, which demand "FMD-free" status to safeguard their domestic livestock populations. These trade embargoes effectively exclude exporters from lucrative premium segments, consequently diverting product volumes primarily towards developing nations that often adhere to less stringent health protocols.

This regulatory exclusion significantly curtails the industry's prospects for revenue diversification and value-based expansion, fostering a heavy reliance on price-sensitive markets. As a result, exporters frequently confront heightened market volatility and constrained profit margins compared to the conventional beef trade. For example, India's buffalo meat exports from April to October 2025 amounted to approximately 765,482 metric tons, a substantial volume indicative of trade largely confined to established non-Western routes due to the inability to access more demanding global markets.

Market Trends

A significant trend reshaping the Global Buffalo Meat Market is the pivot towards Value-Added and Ready-to-Eat product portfolios, moving the industry beyond its traditional bulk commodity export model. Exporters are increasingly investing in advanced processing infrastructure to create shelf-stable, seasoned, and consumer-packaged goods. This strategic shift enables them to capture higher profit margins, cater to the growing demand for convenience among urban demographics, build brand equity, and reduce exposure to the inherent price volatility of raw frozen meat, exemplified by the Allana Group aiming for 25% of its revenue from value-added domestic offerings.

Simultaneously, the enhanced utilization of by-products for zero-waste production is gaining traction as a crucial trend to maximize carcass value and promote sustainability. Producers are optimizing the commercialization of offal, organs, and secondary cuts, which possess significant culinary appeal in key import regions such as Southeast Asia, rather than discarding them. This "nose-to-tail" approach generates a vital supplementary revenue stream, cushioning manufacturers against fluctuations in primary meat prices while also addressing the increasing demand for diverse and affordable protein options; Vietnam's import of meat and edible animal by-products, totaling USD 1.95 billion in 2025 with by-products making up 12.8%, underscores this segment's economic importance.

Key Market Players

Allanasons Pvt Ltd

The Buffalo Farm

M/S India Frozen Foods

Omar International Pvt. Ltd

ABZ Frozen Food

Rustam Foods Pvt. Ltd

Al Aali Exports Pvt. Ltd.

Mirha Exports Pvt Ltd

Al Nasir Exports Private Limited

Report Scope

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

Buffalo Meat Market, By Type

Fresh

Processed

Buffalo Meat Market, By End User

Residential

Commercial

Buffalo Meat Market, By Distribution Channel

Online

Offline

Buffalo Meat Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

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 Buffalo Meat Market.

Available Customizations:

Global Buffalo 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).

Contents

1. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
 - 1.2.1. Markets Covered
 - 1.2.2. Years Considered for Study
 - 1.2.3. Key Market Segmentations

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends

4. VOICE OF CUSTOMER

5. GLOBAL BUFFALO MEAT MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Type (Fresh, Processed)
 - 5.2.2. By End User (Residential, Commercial)
 - 5.2.3. By Distribution Channel (Online, Offline)
 - 5.2.4. By Region

5.2.5. By Company (2025)

5.3. Market Map

6. NORTH AMERICA BUFFALO MEAT MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Type

6.2.2. By End User

6.2.3. By Distribution Channel

6.2.4. By Country

6.3. North America: Country Analysis

6.3.1. United States Buffalo Meat Market Outlook

6.3.1.1. Market Size & Forecast

6.3.1.1.1. By Value

6.3.1.2. Market Share & Forecast

6.3.1.2.1. By Type

6.3.1.2.2. By End User

6.3.1.2.3. By Distribution Channel

6.3.2. Canada Buffalo Meat Market Outlook

6.3.2.1. Market Size & Forecast

6.3.2.1.1. By Value

6.3.2.2. Market Share & Forecast

6.3.2.2.1. By Type

6.3.2.2.2. By End User

6.3.2.2.3. By Distribution Channel

6.3.3. Mexico Buffalo Meat Market Outlook

6.3.3.1. Market Size & Forecast

6.3.3.1.1. By Value

6.3.3.2. Market Share & Forecast

6.3.3.2.1. By Type

6.3.3.2.2. By End User

6.3.3.2.3. By Distribution Channel

7. EUROPE BUFFALO MEAT MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Type

7.2.2. By End User

7.2.3. By Distribution Channel

7.2.4. By Country

7.3. Europe: Country Analysis

7.3.1. Germany Buffalo Meat Market Outlook

7.3.1.1. Market Size & Forecast

7.3.1.1.1. By Value

7.3.1.2. Market Share & Forecast

7.3.1.2.1. By Type

7.3.1.2.2. By End User

7.3.1.2.3. By Distribution Channel

7.3.2. France Buffalo Meat Market Outlook

7.3.2.1. Market Size & Forecast

7.3.2.1.1. By Value

7.3.2.2. Market Share & Forecast

7.3.2.2.1. By Type

7.3.2.2.2. By End User

7.3.2.2.3. By Distribution Channel

7.3.3. United Kingdom Buffalo Meat Market Outlook

7.3.3.1. Market Size & Forecast

7.3.3.1.1. By Value

7.3.3.2. Market Share & Forecast

7.3.3.2.1. By Type

7.3.3.2.2. By End User

7.3.3.2.3. By Distribution Channel

7.3.4. Italy Buffalo Meat Market Outlook

7.3.4.1. Market Size & Forecast

7.3.4.1.1. By Value

7.3.4.2. Market Share & Forecast

7.3.4.2.1. By Type

7.3.4.2.2. By End User

7.3.4.2.3. By Distribution Channel

7.3.5. Spain Buffalo Meat Market Outlook

7.3.5.1. Market Size & Forecast

7.3.5.1.1. By Value

7.3.5.2. Market Share & Forecast

7.3.5.2.1. By Type

- 7.3.5.2.2. By End User
- 7.3.5.2.3. By Distribution Channel

8. ASIA PACIFIC BUFFALO MEAT MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value
- 8.2. Market Share & Forecast
 - 8.2.1. By Type
 - 8.2.2. By End User
 - 8.2.3. By Distribution Channel
 - 8.2.4. By Country
- 8.3. Asia Pacific: Country Analysis
 - 8.3.1. China Buffalo Meat Market Outlook
 - 8.3.1.1. Market Size & Forecast
 - 8.3.1.1.1. By Value
 - 8.3.1.2. Market Share & Forecast
 - 8.3.1.2.1. By Type
 - 8.3.1.2.2. By End User
 - 8.3.1.2.3. By Distribution Channel
 - 8.3.2. India Buffalo Meat Market Outlook
 - 8.3.2.1. Market Size & Forecast
 - 8.3.2.1.1. By Value
 - 8.3.2.2. Market Share & Forecast
 - 8.3.2.2.1. By Type
 - 8.3.2.2.2. By End User
 - 8.3.2.2.3. By Distribution Channel
 - 8.3.3. Japan Buffalo Meat Market Outlook
 - 8.3.3.1. Market Size & Forecast
 - 8.3.3.1.1. By Value
 - 8.3.3.2. Market Share & Forecast
 - 8.3.3.2.1. By Type
 - 8.3.3.2.2. By End User
 - 8.3.3.2.3. By Distribution Channel
 - 8.3.4. South Korea Buffalo Meat Market Outlook
 - 8.3.4.1. Market Size & Forecast
 - 8.3.4.1.1. By Value
 - 8.3.4.2. Market Share & Forecast
 - 8.3.4.2.1. By Type

- 8.3.4.2.2. By End User
- 8.3.4.2.3. By Distribution Channel
- 8.3.5. Australia Buffalo Meat Market Outlook
 - 8.3.5.1. Market Size & Forecast
 - 8.3.5.1.1. By Value
 - 8.3.5.2. Market Share & Forecast
 - 8.3.5.2.1. By Type
 - 8.3.5.2.2. By End User
 - 8.3.5.2.3. By Distribution Channel

9. MIDDLE EAST & AFRICA BUFFALO MEAT MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Type
 - 9.2.2. By End User
 - 9.2.3. By Distribution Channel
 - 9.2.4. By Country
- 9.3. Middle East & Africa: Country Analysis
 - 9.3.1. Saudi Arabia Buffalo Meat Market Outlook
 - 9.3.1.1. Market Size & Forecast
 - 9.3.1.1.1. By Value
 - 9.3.1.2. Market Share & Forecast
 - 9.3.1.2.1. By Type
 - 9.3.1.2.2. By End User
 - 9.3.1.2.3. By Distribution Channel
 - 9.3.2. UAE Buffalo Meat Market Outlook
 - 9.3.2.1. Market Size & Forecast
 - 9.3.2.1.1. By Value
 - 9.3.2.2. Market Share & Forecast
 - 9.3.2.2.1. By Type
 - 9.3.2.2.2. By End User
 - 9.3.2.2.3. By Distribution Channel
 - 9.3.3. South Africa Buffalo Meat Market Outlook
 - 9.3.3.1. Market Size & Forecast
 - 9.3.3.1.1. By Value
 - 9.3.3.2. Market Share & Forecast
 - 9.3.3.2.1. By Type

- 9.3.3.2.2. By End User
- 9.3.3.2.3. By Distribution Channel

10. SOUTH AMERICA BUFFALO MEAT MARKET OUTLOOK

- 10.1. Market Size & Forecast
 - 10.1.1. By Value
- 10.2. Market Share & Forecast
 - 10.2.1. By Type
 - 10.2.2. By End User
 - 10.2.3. By Distribution Channel
 - 10.2.4. By Country
- 10.3. South America: Country Analysis
 - 10.3.1. Brazil Buffalo Meat Market Outlook
 - 10.3.1.1. Market Size & Forecast
 - 10.3.1.1.1. By Value
 - 10.3.1.2. Market Share & Forecast
 - 10.3.1.2.1. By Type
 - 10.3.1.2.2. By End User
 - 10.3.1.2.3. By Distribution Channel
 - 10.3.2. Colombia Buffalo Meat Market Outlook
 - 10.3.2.1. Market Size & Forecast
 - 10.3.2.1.1. By Value
 - 10.3.2.2. Market Share & Forecast
 - 10.3.2.2.1. By Type
 - 10.3.2.2.2. By End User
 - 10.3.2.2.3. By Distribution Channel
 - 10.3.3. Argentina Buffalo Meat Market Outlook
 - 10.3.3.1. Market Size & Forecast
 - 10.3.3.1.1. By Value
 - 10.3.3.2. Market Share & Forecast
 - 10.3.3.2.1. By Type
 - 10.3.3.2.2. By End User
 - 10.3.3.2.3. By Distribution Channel

11. MARKET DYNAMICS

- 11.1. Drivers
- 11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

- 12.1. Merger & Acquisition (If Any)
- 12.2. Product Launches (If Any)
- 12.3. Recent Developments

13. GLOBAL BUFFALO MEAT MARKET: SWOT ANALYSIS

14. PORTER'S FIVE FORCES ANALYSIS

- 14.1. Competition in the Industry
- 14.2. Potential of New Entrants
- 14.3. Power of Suppliers
- 14.4. Power of Customers
- 14.5. Threat of Substitute Products

15. COMPETITIVE LANDSCAPE

- 15.1. Allanasons Pvt Ltd
 - 15.1.1. Business Overview
 - 15.1.2. Products & Services
 - 15.1.3. Recent Developments
 - 15.1.4. Key Personnel
 - 15.1.5. SWOT Analysis
- 15.2. The Buffalo Farm
- 15.3. M/S India Frozen Foods
- 15.4. Omar International Pvt. Ltd
- 15.5. ABZ Frozen Food
- 15.6. Rustam Foods Pvt. Ltd
- 15.7. Al Aali Exports Pvt. Ltd.
- 15.8. Mirha Exports Pvt Ltd
- 15.9. Al Nasir Exports Private Limited

16. STRATEGIC RECOMMENDATIONS

17. ABOUT US & DISCLAIMER

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