

Organic Meat Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Poultry, Beef, Pork, Lamb, Others), By Product Type (Fresh Meat, Processed Meat, Frozen Meat), By Distribution Channel (Hypermarkets/Supermarkets, Specialty Stores, Online, Departmental Stores, Others), By Region, By Competition, 2018-2028

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Abstracts

Global Organic Meat Market has valued at USD16.85 Billion in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 7.85% through 2028. Some of the key factors driving the worldwide organic meat industry include rising health consciousness, growing worries about meat quality, and incidents of meat contamination. The organic meat, poultry, and fish sector remained the smallest of all organic food categories, but it also experienced the largest growth of any organic food category, according to the Organic Trade Association for pets. The most popular organic protein was still organic poultry in the organic meat, poultry, and seafood category.

Animals that are fed a high-quality, chemical-free diet generate organic meat. Most of the world's meats that are marketed as organic are fed vegetable proteins, fruits, and grains in addition to some supplements that include vital vitamins and minerals. Fish meal is also used with some organic meats. The majority of meats with the organic certification are fed diets that specifically forbid genetically engineered feed. Antibiotics are not added to the meats by organic meat farms. However, in rare instances, animals that have been raised organically are attacked by diseases and may need to receive antibiotic treatment but are still allowed to be marketed as organic by legislation. Animal feed made from organic ingredients lacks chemical pest control or plant disease

prevention measures. As a result, the price of organic meat rises along with the production costs for various types of feed. Customers believe that the higher price is justified, nevertheless, given that eating organic food helps to reduce exposure to pesticides and inorganic fertilizer. The market for organic beef has seen rapid expansion and is predicted to continue expanding over the coming years. Vegans are turning to organic meat alternatives as a result of rising understanding of the advantages of non-chemical cuisine.

The primary driver of the expansion of organic meat is the rise in public knowledge of the negative consequences of food made with synthetic chemicals. When people eat the conventional meat from those animals, the chemicals and pesticides used to produce the animals cause fatal illnesses including cancer in humans. As a result, customers favor organic meat as a superior alternative to conventional beef products. Due to its expensive manufacturing and agricultural methods, organic beef costs approximately twice as much as non-organic meat. However, the growth of the organic meat market in emerging nations has gained momentum thanks to the boost in purchasing power brought on by the increase in disposable income. The global market for organic meat has been constrained by the rise in vegetarian food consumption. The acceptance of healthy and nutrient-rich foods has increased the trend of plant-based food consumption, which is slowing the market's expansion.

Key Market Drivers

Consumer Health Awareness

One of the primary drivers of the organic meat market is the increasing awareness among consumers about the health benefits of organic products. Consumers are becoming more health-conscious and are looking for food options that are free from harmful chemicals, antibiotics, and hormones. Organic meat fits this criterion perfectly, as it is produced without the use of synthetic additives and is perceived as a healthier option compared to conventionally produced meat.

Consumers are increasingly concerned about the potential health risks associated with consuming meat from animals treated with antibiotics and synthetic hormones. This awareness has led to a shift in consumer preferences toward organic meat, which is produced using natural methods and follows strict animal welfare standards. The desire for a healthier diet and lifestyle is a major driver behind the growing demand for organic meat products.

Furthermore, the rise in lifestyle-related health issues such as obesity, diabetes, and heart disease has prompted consumers to pay closer attention to their dietary choices. Organic meat, being a cleaner and more natural protein source, is seen as a better option for those aiming to maintain or improve their health. This growing awareness of the link between diet and health has contributed significantly to the expansion of the organic meat market.

Sustainability and Environmental Concerns

The organic meat market is also driven by increasing concerns about the environmental impact of conventional meat production. The livestock industry is a major contributor to greenhouse gas emissions, deforestation, and water pollution. Consumers, particularly millennials and Gen Z, are increasingly environmentally conscious and are seeking sustainable food options.

Organic meat production, which typically involves more sustainable farming practices, has gained popularity due to its reduced environmental footprint. Organic farms prioritize soil health, minimize the use of synthetic pesticides and fertilizers, and often implement rotational grazing practices, which help sequester carbon and reduce emissions. These practices resonate with consumers who are concerned about the long-term health of the planet.

Additionally, organic meat production often involves higher animal welfare standards, including more spacious living conditions and access to the outdoors. This aligns with the ethical and environmental values of consumers who prioritize animal welfare in their purchasing decisions.

Regulatory Support and Certification

The organic meat market has benefited from a supportive regulatory environment and the availability of organic certification programs. Government agencies and international organizations have established clear guidelines and standards for organic farming and meat production. These standards ensure that organic meat is produced according to strict criteria, which include factors like animal welfare, land management, and the prohibition of synthetic inputs.

Consumers rely on these certification programs, such as USDA Organic and EU Organic, to verify the authenticity of organic meat products. The presence of such certifications provides consumers with confidence in the quality and integrity of the

products they purchase. This regulatory support and certification framework have played a pivotal role in the organic meat market's growth by establishing trust between producers and consumers.

Furthermore, some governments offer incentives and subsidies to encourage organic farming practices. These incentives, such as grants or tax breaks, make it financially attractive for farmers to transition to organic production methods, leading to an increase in the supply of organic meat products.

Changing Dietary Preferences

The organic meat market has also been influenced by evolving dietary preferences and trends. As more people adopt vegetarian or flexitarian diets, there is a growing demand for high-quality, ethically sourced meat products when consumers do choose to include meat in their diets. This trend is driven by concerns about animal welfare, health, and sustainability. Organic meat, with its emphasis on animal welfare and sustainable farming practices, appeals to consumers who wish to align their dietary choices with their values. Many consumers are willing to pay a premium for organic meat products because they perceive them as a more ethical and responsible choice. Moreover, there is a rising interest in niche and specialty diets, such as the paleo diet and the ketogenic diet, which encourage the consumption of high-quality, minimally processed foods. Organic meat fits well within the parameters of these diets, as it is often considered a purer and more natural source of protein compared to conventionally produced meat.

Increased Retail Availability and Convenience

The availability of organic meat products in mainstream retail outlets and online marketplaces has contributed significantly to market growth. In the past, organic meat was primarily found in specialty stores and farmers' markets. However, as consumer demand has risen, major supermarkets and online retailers have expanded their organic meat offerings. This increased accessibility has made it more convenient for consumers to incorporate organic meat into their diets. They no longer need to go out of their way to find organic meat products, as they can now purchase them alongside conventional meat options during their routine grocery shopping. Furthermore, the convenience factor extends to the variety of organic meat products available. Consumers can now choose from a wide range of cuts, including chicken, beef, pork, and lamb, as well as processed organic meat products like sausages and deli meats. This variety caters to different culinary preferences and dietary needs, further fueling the organic meat market's growth.

Key Market Challenges

Limited Supply and Production Constraints

One of the primary challenges facing the organic meat market is the limited supply and production constraints. Unlike conventional meat production, organic meat requires strict adherence to organic farming practices, which can be more resource-intensive and time-consuming. These practices include providing animals with access to the outdoors, using organic feed, and avoiding the use of synthetic hormones and antibiotics.

The transition from conventional to organic farming can be a lengthy process, taking several years. During this time, farmers may experience reduced productivity as they phase out synthetic inputs. Additionally, organic farming often requires more land to support rotational grazing and reduce soil depletion. These factors limit the overall supply of organic meat and can result in seasonal variations in availability.

Furthermore, the organic meat market faces challenges related to the sourcing of organic feed for livestock. The limited availability and higher cost of organic feed can hinder the expansion of organic meat production. Farmers may also face difficulties in finding local suppliers of organic feed, leading to increased transportation costs and carbon footprints.

Higher Production Costs

Another significant challenge in the organic meat market is the higher production costs associated with organic farming practices. Organic farmers must invest in organic feed, maintain larger pasture areas, and implement rigorous animal welfare standards. These practices require more labor and resources, driving up production costs compared to conventional meat production.

The cost of certification is another financial burden for organic meat producers. Obtaining and maintaining organic certification can be expensive, involving fees for inspections, record-keeping, and compliance with stringent standards. These costs are often passed on to consumers in the form of higher prices for organic meat products.

Moreover, organic meat production is subject to greater risks from pests and diseases due to the limited use of synthetic pesticides and antibiotics. This can result in lower

yields and increased expenses for disease prevention and control. All these factors contribute to the challenge of making organic meat products economically viable for both farmers and consumers.

Consumer Misconceptions

Consumer misconceptions and lack of understanding about organic meat can pose a significant challenge to the market's growth. Many consumers believe that organic meat is synonymous with grass-fed, hormone-free, and antibiotic-free meat. While these characteristics often align with organic meat, they are not guaranteed. Organic standards primarily focus on farming practices rather than specific animal diets.

This misconception can lead to unrealistic expectations among consumers, who may believe that organic meat is nutritionally superior or that it always comes from animals raised entirely on pasture. When these expectations are not met, it can lead to disappointment and disillusionment with organic meat products.

Additionally, some consumers may not fully grasp the differences between organic and conventional meat in terms of sustainability and animal welfare. Clear communication and education are essential to address these misconceptions and ensure that consumers have accurate information about the benefits and limitations of organic meat.

Key Market Trends

Alternative Proteins and Plant-Based Meat Substitutes

One of the most significant trends in the organic meat market is the emergence of alternative proteins and plant-based meat substitutes. While organic meat remains a popular choice for many consumers, a growing segment is exploring plant-based options for health, environmental, and ethical reasons.

Several companies are now developing organic plant-based meat substitutes that mimic the taste and texture of traditional meat products. These alternatives are often made from ingredients like pea protein, soy protein, and mycoprotein and are designed to provide a similar eating experience to conventional meat.

The trend toward plant-based meat substitutes aligns with the desire for more sustainable and eco-friendly food choices. Organic plant-based meat products offer

consumers a way to reduce their carbon footprint while still enjoying the taste and convenience of meat-like products. This trend has led to the introduction of organic plant-based burgers, sausages, and even organic tofu and tempeh-based options.

For traditional organic meat producers, this trend represents both a challenge and an opportunity. Some organic meat producers are diversifying their product lines by incorporating plant-based options, allowing them to cater to a broader range of consumer preferences. Others see it as an opportunity to showcase the unique qualities of organic meat and the benefits it offers compared to plant-based alternatives.

Traceability and Transparency

In recent years, consumers have become increasingly interested in the origins of their food, including meat products. This has led to a growing trend in the organic meat market toward traceability and transparency. Consumers want to know where their meat comes from, how it was raised, and the conditions in which the animals were kept.

Organic meat producers and retailers are responding to this demand by implementing robust traceability systems. These systems allow consumers to access detailed information about the meat they purchase, including the farm where it was produced, the animal's diet, and any certifications or third-party verifications.

Blockchain technology is playing a significant role in enhancing traceability and transparency in the organic meat market. By recording every step of the supply chain on a tamper-proof digital ledger, consumers can have confidence in the accuracy of the information provided. This technology also helps prevent fraud and mislabeling, a concern in the organic meat industry.

Additionally, third-party certifications, such as Certified Humane, Animal Welfare Approved, and Regenerative Organic Certification, are becoming more common in the organic meat market. These certifications provide consumers with assurance that the meat they purchase meets specific ethical and sustainability standards, further enhancing transparency.

Regenerative Agriculture

Regenerative agriculture is gaining traction as a major trend in the organic meat market. This holistic farming approach focuses on restoring and revitalizing ecosystems while producing food. Organic meat producers are increasingly adopting regenerative

practices to enhance soil health, biodiversity, and carbon sequestration.

Regenerative agriculture principles include no-till farming, cover cropping, rotational grazing, and the reduction of synthetic inputs. These practices not only promote healthier soil but also improve animal welfare by providing livestock with more natural and spacious environments.

Consumers are drawn to regenerative organic meat because it aligns with their values of supporting sustainable and environmentally responsible agriculture. The trend has also led to the development of new certifications, such as the Regenerative Organic Certification, which places a strong emphasis on soil health, animal welfare, and social fairness.

From a market perspective, regenerative organic meat products often command premium prices due to the higher production costs associated with regenerative practices. However, many consumers are willing to pay a premium for organic meat that contributes to soil regeneration, carbon sequestration, and overall ecosystem health.

Segmental Insights

Type Insights

With the accountable market share in 2022, beef dominated the global market for organic meat. The increased demand for beef in developed and developing nations is blamed for the beef market's expansion. The rising demand for beef is a result of the rising desire for foods made with beef, like burgers, steaks, and roasts. The demand for beef is also fueled by consumers' rising health consciousness and their search for healthier beef substitutes.

Pork will represent the organic meat market's fastest-growing subsegment. The rising demand for pork in developed and developing nations is blamed for the segment's expansion. The rising popularity of meals made with pork, such as bacon, gammon and sausage, is what fuels the demand for pork. The growing health consciousness among customers, who are looking for better substitutes for traditional pig, is another factor driving the demand for pork.

Regional Insights

It is anticipated that North America will hold a sizable portion of the market. Sales of

products related to organic meat are anticipated to increase as the region's overall consumption of organic meat increases. The primary forces driving market expansion in the region are projected to be consumers' increased health consciousness and their ability to pay greater prices for goods that support good health. The existence of significant industry players and the accessibility of products are expected to fuel market growth. Furthermore, it is anticipated that the numerous government initiatives encouraging the production of organic meat will boost the production of products related to organic meat.

Key Market Players

Tyson Foods, Inc.

Perdue Farms, Inc.

Pilgrim's

Foster Farms

Meyer Natural Foods

JBS SA

Riverford Farmers

Verde Farms LLC.

Aurelian Supplier Group

Swillington Farms

Report Scope:

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

Organic Meat Market, By Type:

Poultry

Beef

Pork

Lamb

Others

Organic Meat Market, By Product Type:

Fresh Meat

Processed Meat

Frozen Meat

Organic Meat Market, By Distribution Channel:

Hypermarkets/Supermarkets

Specialty Stores

Online

Departmental Stores

Others

Organic 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

Turkey

Competitive Landscape

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

Available Customizations:

Global Organic Meat market report with the given market data, Tech Sci 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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 - 14.1.5.4. Key Market Focus & Geographical Presence
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15. STRATEGIC RECOMMENDATIONS/ACTION PLAN

15.1. Key Focus Areas

15.2. Target Type

15.3. Target Distribution Channel

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