

# **United States Meat Market, By Product Type (Chicken, Beef, Pork, Mutton, Others), By Type (Raw, Processed), By Sales Channel (Supermarkets/Hypermarkets, Specialty Stores, Departmental Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F**

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## **Abstracts**

### Market Overview

The United States Meat Market was valued at USD 152.78 billion in 2024 and is projected to reach USD 205.34 billion by 2030, expanding at a CAGR of 5.11% during the forecast period. As one of the world's most extensive and varied markets, the U.S. meat industry includes a broad range of products such as beef, pork, poultry, and mutton. Consumer preferences are evolving, with increased interest in premium, high-quality cuts and ethically sourced meats. A growing awareness of sustainability and health has also fueled demand for plant-based and alternative meat options. Technological innovations—ranging from lab-grown meats to enhanced automation in processing—are reshaping the industry's landscape. Additionally, the market has seen substantial growth in ready-to-eat and processed meat products as consumers seek convenient meal solutions.

### Key Market Drivers

#### Consumer Demand for Premium and High-Quality Products

Consumer preferences in the U.S. are increasingly leaning toward high-quality and premium meat offerings. This shift is largely driven by rising awareness of health, flavor,

and ethical sourcing practices. Consumers are more selective, seeking meats free from hormones, antibiotics, and additives, and are opting for organic, grass-fed, and free-range options. Premium beef cuts—such as ribeye, tenderloin, and filet mignon—are seeing rising demand, especially among consumers willing to pay extra for superior taste and quality. Additionally, the move toward supporting local and sustainable farming practices has led to greater interest in meat from smaller, ethically focused producers.

## Key Market Challenges

### Supply Chain Disruptions and Labor Shortages

The meat industry in the U.S. continues to face substantial challenges related to supply chain instability and persistent labor shortages. These problems were exacerbated by the COVID-19 pandemic, which caused production delays and plant shutdowns. Although recovery is underway, supply chain vulnerabilities remain. The industry's dependence on a large workforce for processing, packaging, and distribution presents difficulties, especially amid declining labor availability due to factors such as strenuous working conditions and low wages. Producers are under pressure to increase wages or invest in automation to maintain operations, which in turn impacts production costs and overall efficiency.

## Key Market Trends

### Increased Demand for Plant-Based and Lab-Grown Meat Alternatives

One of the most transformative trends in the U.S. meat market is the growing popularity of plant-based and lab-grown meat products. Motivated by environmental, health, and ethical concerns, a growing number of consumers are reducing meat consumption or seeking alternative protein sources. Brands such as Impossible Foods and Beyond Meat have gained traction by offering plant-based products that closely mimic traditional meat. These products appeal to a diverse consumer base, including flexitarians who are not fully vegetarian but are consciously reducing meat intake. The broader availability of plant-based options across supermarkets, restaurants, and quick-service outlets has further accelerated this trend.

## Key Market Players

Tyson Foods, Inc.

JBS USA Holdings, Inc.

Cargill Meat Solutions Corp.

Smithfield Foods Inc.

Sysco Corporation

Hormel Foods Corporation

Perdue Farms, Inc.

OSI Group

Foster Poultry Farms, LLC

Sanderson Farms, Inc.

#### Report Scope:

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

United States Meat Market, By Product Type:

Chicken

Beef

Pork

Mutton

Others

United States Meat Market, By Type:

Raw

Processed

United States Meat Market, By Sales Channel:

Supermarkets/Hypermarkets

Specialty Stores

Departmental Stores

Online

Others

United States Meat Market, By Region:

South

West

Midwest

Northeast

Competitive Landscape

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

Available Customizations:

United States 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

*United States Meat Market, By Product Type (Chicken, Beef, Pork, Mutton, Others), By Type (Raw, Processed), B...*

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

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