

Europe Meat Coating Ingredients Market Size and Forecasts (2020 - 2030), Regional Share, Trends, and Growth Opportunity Analysis Report Coverage: By Type [Breader (Flours and Starches, Breadcrumbs, Corn Crumbs, Rice Crumbs, Others), Batter, Marinades, Predusts, and Others], Category (Gluten-free and Conventional), and Application (Nuggets, Burger Patties, Meatballs, Fillets, and Others)

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Abstracts

The Europe meat coating ingredients market size was valued at US\$ 442.03 million in 2022 to US\$ 715.84 million by 2030. The market is expected to record a CAGR of 6.2% from 2022 to 2030.

Meat coating ingredients are used to enhance the taste, texture, appearance, and shelf life of various meat products. The coating is in the form of ingredients such as batters, predusts, breader, marinades. These ingredients add flavor and crispiness to the end products. Processed meat products such as burger patties, and nuggets allow consumers to save time and effort associated with ingredient shopping, consumption, meal preparation and cooking, and post-meal activities. Convenience and taste are among the major desired attributes among consumers across Europe while buying food. According to the Food and Health Survey of the 'International Food Information Council' (IFIC), millennials consider convenience while purchasing food, whereas taste is essential for boomers. Thus, manufacturers are using meat coating ingredients to enhance the taste and overall appearance of processed meat products.

Additionally, supermarket delivery services in Europe such as Amazon Fresh and

Instacart, and meal kit delivery companies such as The Telegraph and Gousto have benefited from the preference for quality and convenience food products. Moreover, they find RTE processed meat products handling easy owing to the existence of evolved cold supply chains. Such factors boost the demand for processed meat products across the region. Thus, the rising demand for processed meat products such as snacks and ready-to-eat meals to save time and effort drives the meat coating ingredients market growth in Europe.

Upsurging consumption of healthy food products to prevent health disorders such as heart disease, chronic pulmonary disease, obesity, diabetes, and metabolic syndrome is expected to boost the demand for gluten-free ingredients such as corn starch. Many people try new diets such as paleo or keto diets. Also, individuals adopt a gluten-free diet due to their existing medical conditions. In addition, some people prefer a gluten-free lifestyle to keep themselves healthy. Thus, manufacturers would expand their product portfolio by launching gluten-free meat coating ingredients to fulfill the rising demand for gluten-free products. Thus, the increasing preference for gluten-free ingredients is expected to fuel the Europe meat coating ingredients market during the forecast period.

Based on application, the feed premix market is segmented into nuggets, burger patties, meatballs, fillets, and others. The nuggets segment is expected to grow at a highest CAGR. Nuggets are primarily coated with breadcrumbs or tempura containing protein and starch. Whether opting for traditional dry breadcrumbs or the coarser texture of panko-style crumbs, their capacity to adhere uniformly to the nuggets and undergo a desirable crisp transformation during the cooking process is fundamental to elevating the overall sensory experience. Interaction between both can affect the level of adhesion of the nugget system. The coating is commonly used in deep frying products due to its increasing appearance and texture. Additionally, its behavior as a barrier limits the loss of moisture. Furthermore, the batter of the nugget was a combination of meat, flour or starch, and seasoning forms. The batter formulation affects the nugget quality. Wheat flour is an original flour used as filler in the batter. These factors propel the segment's growth.

Geographically, the Europe meat coating ingredients market is segmented into various countries including Germany, France, UK, Italy, Spain, France, Netherlands, Poland, Denmark, Sweden, Norway, Finland, and rest of Europe. The meat coating ingredients market in Europe is significantly growing. In the region, Urban populations tend to have busier lifestyles and less time to cook, so they are more likely to purchase convenient, ready-to-cook foods that are packaged for easy carry and storage. Consumers' busy

lifestyles and the desire for convenient food options have fuelled the popularity of processed meat products. These items often undergo various processing steps to enhance flavor, texture, and shelf life. As a result, meat coating ingredients play a crucial role in maintaining the quality and appeal of these processed meats. To meet consumer expectations, manufacturers invest in innovative meat coating solutions. These ingredients serve functional purposes, such as improving crispiness or juiciness, and contribute to the overall sensory experience. These factors are expected to drive the market growth in the region.

Newly Weds Foods Inc, Ingredion Inc, PGP International Inc, Loryma GmbH, Hiltfields Ltd, Griffith Foods Inc, Advanced Food Systems Inc, Ulmer Nahrungsmittel GmbH, Bowman Ingredients Ltd, Kerry Group Plc are among the key players operating in the Europe meat coating ingredients market.

The overall Europe meat coating ingredients market size has been derived using primary and secondary sources. To begin the research process, exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the market. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain more analytical insights into the topic. The participants of this process include industry experts such as VPs; business development managers; market intelligence managers; national sales managers; and external consultants, including valuation experts, research analysts, and key opinion leaders, specializing in the meat coating ingredients market.

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