

# **Europe Meat Snacks Market Forecast to 2028 - Regional Analysis - by Type (Jerky, Meat Sticks, Sausages, and Others), Source (Beef, Chicken, Pork, and Others), Category (Plain and Flavored), and Distribution Channel (Supermarkets & Hypermarkets, Convenience Stores, Online Retail, and Others)**

<https://marketpublishers.com/r/E9B70608E5C1EN.html>

Date: December 2023

Pages: 111

Price: US\$ 3,550.00 (Single User License)

ID: E9B70608E5C1EN

## **Abstracts**

The Europe meat snacks market is expected to grow from US\$ 3,307.00 million in 2022 to US\$ 4,747.45 million by 2028. It is estimated to grow at a CAGR of 6.2% from 2022 to 2028.

### **Increasing Demand for High-Protein Snacks Fuels Europe Meat Snacks Market**

Since the past few years, the busy lifestyle and hectic work schedules have significantly increased the demand for convenience food. Regular meals are getting replaced with convenience food as it saves cooking time and still offers required nutrition. Nowadays, people seek functional benefits from all the food products they consume due to increased health and wellness concerns. They are progressively adopting healthier lifestyle due to rising prevalence of various diseases, such as obesity, diabetes, and cardiac disorders. The growing consumption of junk and highly processed food coupled with the lack of physical activities has led to chronic health issues that need attention. As a result, consumers are altering their dietary habits and gravitating toward low-fat, low-calorie, high-protein, and flavored food products that can satiate taste buds and also serve nutritional requirements. With the rising preference of healthy and junk-free products, snacking habits of consumers are evolving substantially leading to the surging demand for meat snacks worldwide.

Although, people enjoy snacking due to flexible consumption, the rising awareness toward health and fitness engage them in healthy dietary habits, which, in turn, drives the demand for protein-rich and largely flavored meat snacks. Being a good source of iron, creatine, vitamins, and minerals, meat snacks are highly suitable for people seeking high-protein and low-carb diet. Besides, consumers shifting rapidly toward high-protein diet post COVID-19 pandemic due to enhanced health consciousness, fuels the growth of Europe meat snacks market.

## Europe Meat Snacks Market Overview

The meat snacks market in Europe is segmented into Germany, France, Italy, the UK, Russia, and the Rest of Europe. The market growth is attributed to a rising trend of snacking, changing lifestyles, and rising disposable income of consumers. The shift from conventional, locally available, butchered meat to packaged meat products is growing due to the fast-tracked life of consumers in developing and developed countries of Europe. Further, the rising popularity of different cuisines seasoned with regional and local flavors among Europeans is driving the demand for meat snacks. In Europe, the UK and Germany are witnessing significant demand for poultry meat as consumers are becoming more concerned about the high-fat content in red meat. According to the European Union's data, poultry meat consumption is anticipated to reach 24.6 kg per capita by 2030, as poultry meat is considered to be a cheap, healthy, and sustainable product. Hence, the demand for chicken or turkey-based jerky, meat sticks, and sausages is expected to gain immense traction among European consumers in the coming years. Also, national and international meat snack manufacturers are adopting strategic alliances to grow their businesses. For instance, in September 2017, Link Snacks, Inc.—the US-based meat snack manufacturer, planned to increase its production capacity with a central new facility in the UK to achieve its aggressive European growth plans. Therefore, such initiatives by the key market players are expected to augment the meat snacks market in the coming years.

## Europe Meat Snacks Market Revenue and Forecast to 2028 (US\$ Million)

### Europe Meat Snacks Market Segmentation

The Europe meat snacks market is segmented into type, source, category, distribution channel and country.

Based on type, the Europe meat snacks market is segmented into jerky, meat sticks, sausages, and others. The jerky segment registered the largest Europe meat snacks

market share in 2022.

Based on source, the Europe meat snacks market is segmented into beef, chicken, pork, and others. The beef segment held the largest Europe meat snacks market share in 2022.

Based on category, the Europe meat snacks market is segmented into plain and flavored. The flavored segment held a larger Europe meat snacks market share in 2022.

Based on distribution channel, the Europe meat snacks market is segmented into supermarkets and hypermarkets, convenience stores, online retail, and others. The supermarkets and hyper markets segment held the largest Europe meat snacks market share in 2022.

Based on country, the Europe meat snacks market has been categorized into Germany, France, Italy, The UK, Russia, and the Rest of Europe. The Rest of Europe dominated the Europe meat snacks market in 2022.

General Mills Inc, Hormel Foods Corporation, Link Snacks Inc, and Tyson Foods Inc are some of the leading companies operating in the meat snacks market in the region.

## Contents

### **1. INTRODUCTION**

- 1.1 Study Scope
- 1.2 The Insight Partners Research Report Guidance
- 1.3 Market Segmentation

### **2. KEY TAKEAWAYS**

### **3. RESEARCH METHODOLOGY**

- 3.1 Scope of the Study
- 3.2 Research Methodology
  - 3.2.1 Data Collection:
  - 3.2.2 Primary Interviews:
  - 3.2.3 Hypothesis Formulation:
  - 3.2.4 Macro-economic Factor Analysis:
  - 3.2.5 Developing Base Number:
  - 3.2.6 Data Triangulation:
  - 3.2.7 Country Level Data:

### **4. EUROPE MEAT SNACKS MARKET OVERVIEW**

- 4.1 Market Overview
- 4.2 Porter's Five Forces Analysis
  - 4.2.1 The Bargaining Power of Suppliers
  - 4.2.2 Bargaining Power of Buyers
  - 4.2.3 Threat of New Entrants
  - 4.2.4 Intensity of Competitive Rivalry
  - 4.2.5 Threat of Substitutes
- 4.3 Expert Opinion
- 4.4 Ecosystem Analysis

### **5. EUROPE MEAT SNACKS MARKET - KEY MARKET DYNAMICS**

- 5.1 Market Drivers
  - 5.1.1 Increasing Demand for High-Protein Snacks
  - 5.1.2 Surging Popularity of Chicken-Based Meat Snacks

- 5.1.3 Strategic Developments by Key Market Players
- 5.2 Market Restraints
  - 5.2.1 Increasing Vegan Population
- 5.3 Market Opportunities
  - 5.3.1 Rising Popularity of Clean-Label and Organic Meat Snacks
- 5.4 Future Trends
  - 5.4.1 Advent of Lab-Grown/Cultured Meat
- 5.5 Impact Analysis of Drivers and Restraints

## **6. MEAT SNACKS - EUROPE MARKET ANALYSIS**

- 6.1 Meat Snacks Market -Revenue and Forecast to 2028 (US\$ Million)

## **7. EUROPE MEAT SNACKS MARKET ANALYSIS - BY TYPE**

- 7.1 Overview
- 7.2 Europe Meat Snacks Market, By Type (2021 and 2028)
- 7.3 Jerky
  - 7.3.1 Overview
  - 7.3.2 Jerky: Europe Meat Snacks Market - Revenue and Forecast to 2028 (US\$ Million)
- 7.4 Meat Sticks
  - 7.4.1 Overview
  - 7.4.2 Meat Sticks: Europe Meat Snacks Market - Revenue and Forecast to 2028 (US\$ Million)
- 7.5 Sausages:
  - 7.5.1 Overview
  - 7.5.2 Sausages: Europe Meat Snacks Market - Revenue and Forecast to 2028 (US\$ Million)
- 7.6 Others
  - 7.6.1 Overview
  - 7.6.2 Others: Europe Meat Snacks Market- Revenue and Forecast to 2028 (US\$ Million)

## **8. EUROPE MEAT SNACKS MARKET ANALYSIS - BY SOURCE**

- 8.1 Overview
- 8.2 Europe Meat Snacks Market, By Source (2021 and 2028)
- 8.3 Beef

### 8.3.1 Overview

### 8.3.2 Beef: Europe Meat Snacks Market - Revenue and Forecast to 2028 (US\$ Million)

## 8.4 Chicken

### 8.4.1 Overview

### 8.4.2 Chicken: Europe Meat Snacks Market - Revenue and Forecast to 2028 (US\$ Million)

## 8.5 Pork

### 8.5.1 Overview

### 8.5.2 Pork: Europe Meat Snacks Market - Revenue and Forecast to 2028 (US\$ Million)

## 8.6 Others

### 8.6.1 Overview

### 8.6.2 Others: Europe Meat Snacks Market - Revenue and Forecast to 2028 (US\$ Million)

## **9. EUROPE MEAT SNACKS MARKET ANALYSIS - BY CATEGORY**

### 9.1 Overview

### 9.2 Europe Meat Snacks Market, By Category (2021 and 2028)

## 9.3 Plain

### 9.3.1 Overview

### 9.3.2 Plain: Europe Meat Snacks Market - Revenue and Forecast to 2028 (US\$ Million)

## 9.4 Flavored

### 9.4.1 Overview

### 9.4.2 Flavored: Europe Meat Snacks Market - Revenue and Forecast to 2028 (US\$ Million)

## **10. EUROPE MEAT SNACKS MARKET ANALYSIS - BY DISTRIBUTION CHANNEL**

### 10.1 Overview

### 10.2 Europe Meat Snacks Market, By Distribution Channel (2021 and 2028)

## 10.3 Supermarkets and Hypermarkets

### 10.3.1 Overview

### 10.3.2 Supermarkets and Hypermarkets: Europe Meat Snacks Market - Revenue and Forecast to 2028 (US\$ Million)

## 10.4 Convenience Stores

### 10.4.1 Overview

### 10.4.2 Convenience Stores: Europe Meat Snacks Market - Revenue and Forecast to 2028 (US\$ Million)

## 10.5 Online Retail

### 10.5.1 Overview

### 10.5.2 Online Retail: Europe Meat Snacks Market - Revenue and Forecast to 2028 (US\$ Million)

## 10.6 Others

### 10.6.1 Overview

### 10.6.2 Others: Europe Meat Snacks Market - Revenue and Forecast to 2028 (US\$ Million)

## 11. EUROPE MEAT SNACKS MARKET - COUNTRY ANALYSIS

### 11.1 Europe: Meat Snacks Market

#### 11.1.1 Europe: Meat Snacks Market, by Key Country

#### 11.1.1.1 Germany: Meat Snacks Market - Revenue and Forecast to 2028 (US\$ Million)

##### 11.1.1.1.1 Germany: Meat Snacks Market, By Type

##### 11.1.1.1.2 Germany: Meat Snacks Market, by Source

##### 11.1.1.1.3 Germany: Meat Snacks Market, By Category

##### 11.1.1.1.4 Germany: Meat Snacks Market, by Distribution Channel

#### 11.1.1.2 UK: Meat Snacks Market - Revenue and Forecast to 2028 (US\$ Million)

##### 11.1.1.2.1 UK: Meat Snacks Market, By Type

##### 11.1.1.2.2 UK: Meat Snacks Market, by Source

##### 11.1.1.2.3 UK: Meat Snacks Market, By Category

##### 11.1.1.2.4 UK: Meat Snacks Market, by Distribution Channel

#### 11.1.1.3 France: Meat Snacks Market - Revenue and Forecast to 2028 (US\$ Million)

##### 11.1.1.3.1 France: Meat Snacks Market, By Type

##### 11.1.1.3.2 France: Meat Snacks Market, by Source

##### 11.1.1.3.3 France: Meat Snacks Market, By Category

##### 11.1.1.3.4 France: Meat Snacks Market, by Distribution Channel

#### 11.1.1.4 Italy: Meat Snacks Market - Revenue and Forecast to 2028 (US\$ Million)

##### 11.1.1.4.1 Italy: Meat Snacks Market, By Type

##### 11.1.1.4.2 Italy: Meat Snacks Market, by Source

##### 11.1.1.4.3 Italy: Meat Snacks Market, By Category

##### 11.1.1.4.4 Italy: Meat Snacks Market, by Distribution Channel

#### 11.1.1.5 Russia: Meat Snacks Market - Revenue and Forecast to 2028 (US\$ Million)

##### 11.1.1.5.1 Russia: Meat Snacks Market, By Type

##### 11.1.1.5.2 Russia: Meat Snacks Market, by Source

##### 11.1.1.5.3 Russia: Meat Snacks Market, By Category

##### 11.1.1.5.4 Russia: Meat Snacks Market, by Distribution Channel

#### 11.1.1.6 Rest of Europe: Meat Snacks Market - Revenue and Forecast to 2028 (US\$ Million)

11.1.1.6.1 Rest of Europe: Meat Snacks Market, By Type

11.1.1.6.2 Rest of Europe: Meat Snacks Market, by Source

11.1.1.6.3 Rest of Europe: Meat Snacks Market, By Category

11.1.1.6.4 Rest of Europe: Meat Snacks Market, by Distribution Channel

## 12. INDUSTRY LANDSCAPE

12.1 Overview

12.2 New Product Development

12.3 Merger and Acquisition

## 13. COMPANY PROFILES

13.1 Tyson Foods Inc.

13.1.1 Key Facts

13.1.2 Business Description

13.1.3 Products and Services

13.1.4 Financial Overview

13.1.5 SWOT Analysis

13.1.6 Key Developments

13.2 General Mills Inc.

13.2.1 Key Facts

13.2.2 Business Description

13.2.3 Products and Services

13.2.4 Financial Overview

13.2.5 SWOT Analysis

13.2.6 Key Developments

13.3 Hormel Foods Corporation

13.3.1 Key Facts

13.3.2 Business Description

13.3.3 Products and Services

13.3.4 Financial Overview

13.3.5 SWOT Analysis

13.3.6 Key Developments

13.4 Link Snacks Inc.

13.4.1 Key Facts

13.4.2 Business Description



- 13.4.3 Products and Services
- 13.4.4 Financial Overview
- 13.4.5 SWOT Analysis
- 13.4.6 Key Developments

## **14. APPENDIX**

- 14.1 About The Insight Partners
- 14.2 Word Index

## I would like to order

Product name: Europe Meat Snacks Market Forecast to 2028 - Regional Analysis - by Type (Jerky, Meat Sticks, Sausages, and Others), Source (Beef, Chicken, Pork, and Others), Category (Plain and Flavored), and Distribution Channel (Supermarkets & Hypermarkets, Convenience Stores, Online Retail, and Others)

Product link: <https://marketpublishers.com/r/E9B70608E5C1EN.html>

Price: US\$ 3,550.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/E9B70608E5C1EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below  
and fax the completed form to +44 20 7900 3970