

North America Hot Dogs and Sausages Market Forecast to 2030 -Regional Analysis by Type (Pork, Beef, Chicken, and Others) and Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Online Retail, and Others)

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Abstracts

The North America hot dogs and sausages market size was valued at US\$ 15.37 billion in 2022 and is projected to reach US\$ 20.67 billion by 2030; it is expected to register a CAGR of 3.8% from 2022 to 2030.

Hot dog is a type of sausage that is usually boiled or grilled and served in a bun. Sausages are made from ground meat, often beef, pork, veal, mixed with spices, salt, and other ingredients such as breadcrumbs, onion, and cereal grains like rice or cornmeal. They are usually smoked or cured before being cooked. Hot dogs and sausages are an important part of many cuisines and are popular around the world.

Hot dogs and sausages have gained traction in recent years owing to the taste, convenience, and various new types of hot dogs and sausages available in the market. According to sales data from the National Hot Dog and Sausage Council for 2022, New Yorkers spent more money on hot dogs in retail stores as compared to any other market in the country. Residents of Los Angeles came in second to spend on hot dogs. The popularity of chicken-based sausage and hot dog products is rising in the region. Consumers prefer chicken over red meat as it is a healthier option. Further, the popularity of specialized products' including organically produced hot dogs and sausages, is rising among younger consumers.

Moreover, manufacturers in the region are taking strategic initiatives such as mergers and acquisitions, collaborations, and new product launches and development to attract

consumers and enhance their market position. For instance, in February 2023, KVAR?Y ARCTIC announced the launch of premium salmon hot dogs in the US—the launch aimed to offer consumers natural, delicious, and sustainable options. In June 2020, Maple Leaf announced the launch of the Maple Leaf 50/50 line, including Maple Leaf 50/50 Dinner Sausages and Maple Leaf 50/50 Breakfast Sausages. These products are made from 50% premium meat and 50% plant-based and natural ingredients to deliver the taste, satisfaction, and sensory experience of traditional meat products. The rising demand for hot dogs and sausages with different flavors and spices has encouraged manufacturers to invest in developing innovative products. Thus, strategic initiatives by key market players are driving the North America hot dogs and sausages market growth.

Before the onset of the COVID-19 pandemic, due to supply chain disruptions, raw material and labor shortages, and operational difficulties, there was a demand and supply gap that affected the North American hot dogs and sausages market growth. The operations and processes were halted across the globe due to the shortage of workforce and limited supply of raw materials. This resulted in increased prices of hot dogs and sausages. However, Factors such as rising demand for convenience food and changing lifestyle surged the demand for hot dogs and sausages. A shift in consumer shopping behavior was witnessed as customers transitioned to e-commerce channels. These factor favors the North America hot dogs and sausages market growth during pandemic.

The introduction of the COVID-19 vaccine further improved the situation, leading to increased business activities across North America. The resumption of operations in the manufacturing units recovered the production and sales of hot dogs and sausages. Manufacturers overcame the demand and supply gap as they were permitted to operate at total capacity. All these factors positively impacted the North America hot dogs and sausages market growth.

Bar-S Foods Co, Carolina Packers Inc, Conagra Brands Inc, Hormel Foods Corp, Johnsonville LLC, Kunzler & Co Inc, Smithfield Foods Inc, The Kraft Heinz Co, Tyson Foods Inc, Vienna Beef Inc are the key players operating in the North America hot dogs and sausages market. These market players are focusing on providing high-quality, innovative products to fulfill customers' demands and increase their North America hot dogs and sausages market share.

The overall North America hot dogs and sausages market size has been derived using both 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 about the market. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain analytical insights into the topic. Participants in this process include industry experts, such as VPs, business development managers, market intelligence managers, and national sales managers, along with external consultants, such as valuation experts, research analysts, and key opinion leaders, specializing in the North America hot dogs and sausages market.

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