

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)

<https://marketpublishers.com/r/NF8FA341343AEN.html>

Date: January 2024

Pages: 79

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

ID: NF8FA341343AEN

Abstracts

The North America hot dogs and sausages market is expected to grow from US\$ 15,373.13 million in 2022 to US\$ 20,676.34 million by 2030. It is estimated to grow at a CAGR of 3.8% from 2022 to 2030.

Rising Demand for Natural and Organic Meat-Based Hot Dogs and Sausages Fuel North America Hot Dogs and Sausages Market

Organic hot dogs do not contain synthetic nitrate preservatives, antibiotics, and growth hormones. Also, the products are made from animals raised on vegetarian, organic feed and cows having access to pasture for at least 120 days a year during the grazing season. They cause less environmental impact on soil and water. Due to all these advantages, the demand for organic hot dogs will increase in the coming years. Further, a growing elderly population seeks healthier sausage options, including organic hot dogs and sausages, as pork or beef sausages contain trans-fat, which triggers coronary heart disease. In addition, to avoid the risk of being obese or overweight, many consumers are demanding organic hot dogs and sausages that are low in sugar or fat. Therefore, increasing awareness regarding the health benefits of natural and organic food products can propel the demand for natural and organic meat-based hot dogs and sausages. Organic hot dogs and sausages are perceived to be a source of plant protein with lower ecological footprints than pork and beef. Thus, a high number of young consumers prefer sausage brands that are certified organic or have healthier animal husbandry practices. The rising demand for natural and organic hot dogs and sausages has encouraged key manufacturers to launch and develop new organic products. In November 2021, Applegate Farms, LLC announced the launch of “the DO-GOOD DOG

hot dog,” made with beef raised on verified regenerative US grasslands. The launch was aimed to cater to the growing demand for natural and organic hot dogs and sausages. Thus, the rising demand for natural and organic meat-based hot dogs and sausages is expected to introduce new trends into the North America Hot Dogs and Sausages Market during the forecast period.

North America Hot Dogs and Sausages Market Overview

The North America hot dogs and sausages market is segmented into the US, Canada, and Mexico. Factors such as increasing demand for meat protein coupled with the rapid development and growth in meat processing technology are boosting the North America Hot Dogs and Sausages Market. Hot dogs and sausages are among youth and kids' most preferred convenience foods. The US and Canada celebrate "National Hot Dog Day" on the third Wednesday of July every year.

North America Hot Dogs and Sausages Market Revenue and Forecast to 2030 (US\$ Million)

North America Hot Dogs and Sausages Market Segmentation

The North America hot dogs and sausages market is segmented into type, distribution channel, and country.

Based on type, the North America hot dogs and sausages market is segmented into pork, beef, chicken, and others. The pork segment held the largest share of the North America hot dogs and sausages market in 2022.

In terms of distribution channel, the North America hot dogs and sausages market is segmented into supermarkets and hypermarkets, convenience stores, online retail, and others. The supermarkets and hypermarkets segment held the largest share of the North America hot dogs and sausages market in 2022.

By country, the North America hot dogs and sausages market is segmented into the US, Canada, and Mexico. The US dominated the North America hot dogs and sausages market in 2022.

Hot Dogs and Sausages Market 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, and Vienna Beef Inc are some of the leading companies operating in the North America hot dogs and sausages market.

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