

Grass-fed Wagyu Beef Market Size, Share, and Outlook, 2025 Report- By Type (Chilled, Frozen, Shelf Stable), Form (Raw Meat, Processed Meat, Fresh Processed, Dried, Others), End-User (Food Processing Industry, Foodservice, Institutional, Residential), Distribution Channel (Direct Sales, Indirect Sales), and Companies, 2021-2032

<https://marketpublishers.com/r/G74B73F67DC1EN.html>

Date: June 2025

Pages: 185

Price: US\$ 3,680.00 (Single User License)

ID: G74B73F67DC1EN

Abstracts

Grass-fed Wagyu Beef Market Outlook

The global Grass-fed Wagyu Beef market is expected to register a growth rate of 5.8% during the forecast period from \$4.2 Billion in 2024 to \$6.6 Billion in 2032. The Grass-fed Wagyu Beef market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Grass-fed Wagyu Beef segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Chilled, Frozen, Shelf Stable), Form (Raw Meat, Processed Meat, Fresh Processed, Dried, Others), End-User (Food Processing Industry, Foodservice, Institutional, Residential), Distribution Channel (Direct Sales, Indirect Sales). Over 70 tables and charts showcase findings from our latest survey report on Grass-fed Wagyu Beef markets.

Grass-fed Wagyu Beef Market Insights, 2025

The Grass-fed Wagyu Beef Market in 2025 merges the luxury appeal of Wagyu's renowned marbling and tenderness with the health and sustainability benefits of grass

feeding. Traditionally grain-finished for optimal fat content, grass-fed Wagyu offers a distinctive product for niche consumers seeking a balance between indulgence and natural feeding practices. This market is driven by premium restaurant segments, gourmet retailers, and affluent consumers valuing origin transparency, animal welfare, and environmental stewardship. Innovations include pasture-raised Wagyu programs that maintain breed quality while emphasizing sustainable farming. The relatively small scale and premium price position this market as a growing, exclusive segment with potential for geographic expansion and culinary experimentation.

Five Trends that will define global Grass-fed Wagyu Beef market in 2025 and Beyond

A closer look at the multi-million global market for Grass-fed Wagyu Beef identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Grass-fed Wagyu Beef companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

What are the biggest opportunities for growth in the Grass-fed Wagyu Beef industry?

The Grass-fed Wagyu Beef sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

Grass-fed Wagyu Beef Market Segment Insights

The Grass-fed Wagyu Beef industry presents strong offers across categories. The analytical report offers forecasts of Grass-fed Wagyu Beef industry performance across segments and countries. Key segments in the industry include By Type (Chilled, Frozen, Shelf Stable), Form (Raw Meat, Processed Meat, Fresh Processed, Dried, Others), End-User (Food Processing Industry, Foodservice, Institutional, Residential), Distribution Channel (Direct Sales, Indirect Sales). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Grass-fed Wagyu Beef market size outlook is provided for 22 countries across these regions.

Market Value Chain

The chapter identifies potential companies and their operations across the global Grass-fed Wagyu Beef industry ecosystem. It assists decision-makers in evaluating global Grass-fed Wagyu Beef market fundamentals, market dynamics, and disruptive trends across the value chain segments.

Scenario Analysis and Forecasts

Strategic decision-making in the Grass-fed Wagyu Beef industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios: slow growth, reference case, and high growth cases.

Asia Pacific Grass-fed Wagyu Beef Market Analysis: A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

The State of Europe Grass-fed Wagyu Beef Industry 2025: Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Grass-fed Wagyu Beef with demand from both Western Europe

and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Grass-fed Wagyu Beef market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Grass-fed Wagyu Beef market Insights Executives are most excited about opportunities for the US Grass-fed Wagyu Beef industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Grass-fed Wagyu Beef companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Grass-fed Wagyu Beef market.

Latin American Grass-fed Wagyu Beef market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Grass-fed Wagyu Beef Markets New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Grass-fed Wagyu Beef markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Grass-fed Wagyu Beef markets

including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive LandscapeHow Grass-fed Wagyu Beef companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include JBS S.A, Tyson Foods, Inc., Australian Agricultural Company Limited, Hormel Foods Corporation, Cargill, Incorporated, ANZCO Foods Limited, Conagra Brands, Inc., Creekstone Farms Premium Beef, LLC, Sysco Corporation.

Grass-fed Wagyu Beef Market Scope

Leading Segments

By Type

Chilled

Frozen

Shelf Stable

By Form

Raw Meat

Processed Meat

Fresh Processed

Dried

Others

By End-User

Food Processing Industry

Foodservice

Institutional

Residential

By Distribution Channel

Direct Sales

Indirect Sales

Leading Companies

JBS S.A

Tyson Foods, Inc.

Australian Agricultural Company Limited

Hormel Foods Corporation

Cargill, Incorporated

ANZCO Foods Limited

Conagra Brands, Inc.

Creekstone Farms Premium Beef, LLC

Sysco Corporation

Geographies

North AmericaUS, Canada, Mexico

Europe Germany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia Pacific China, India, Japan, South Korea, Australia, South East Asia, Others

Latin America Brazil, Argentina, Others

Middle East and Africa Saudi Arabia, UAE, Other Middle East, South Africa, Other Africa

Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

Contents

1. TABLE OF CONTENTS

List of Figures and Tables

2. EXECUTIVE SUMMARY

2.1 Key Highlights

2.1.1 Grass-fed Wagyu Beef Market Size Outlook, 2018-2024 and 2025-2032

2.1.2 Largest Grass-fed Wagyu Beef Market Types and Applications

2.1.3 Fastest Growing Segments

2.1.4 Potential Markets

2.1.5 Market Concentration

2.2 Market Scope and Segmentation

2.2.1 Market Scope- Segments

2.2.2 Market Scope- Countries

2.2.3 Macroeconomic and Demographic Outlook

2.2.4 Abbreviations

2.2.5 Units and Currency Conversions

3. RESEARCH METHODOLOGY

3.1 Primary Research Surveys

3.2 Secondary Data Sources

3.3 Data Triangulation

3.4 Forecast Methodology

3.5 Assumptions and Limitations

4. INTRODUCTION TO GLOBAL GRASS-FED WAGYU BEEF MARKET IN 2025

4.1 Industry Panorama

4.2 Leading Companies Profiled in the Study

4.3 Asia Pacific Markets offer Robust Market Prospects for New Entrants

4.4 Market Dynamics

4.4.1 Market Dynamics- Trends and Drivers

4.4.2 Market Dynamics- Opportunities and Challenges

4.5 Regional Analysis

4.6 Porter's Five Force Analysis

- 4.6.1 Intensity of Competitive Rivalry
- 4.6.2 Threat of New Entrants
- 4.6.3 Threat of Substitutes
- 4.6.4 Bargaining Power of Buyers
- 4.6.5 Bargaining Power of Suppliers
- 4.7 Grass-fed Wagyu Beef Industry Value Chain Analysis
 - 4.7.1 Stage of Value Chain
 - 4.7.2 Key Activities of Companies
 - 4.7.3 Companies Included in Each Stage
 - 4.7.4 Key Insights

5. GRASS-FED WAGYU BEEF MARKET OUTLOOK TO 2032

- 5.1 Market Size Forecast by Type, 2021-2024 and 2025-2032
- 5.2 Market Size Forecast by Application, 2021-2024 and 2024-2032
- 5.3 Market Size Forecast by Geography, 2021-2024 and 2024-2032
- By Type
 - Chilled
 - Frozen
 - Shelf Stable
- By Form
 - Raw Meat
 - Processed Meat
 - Fresh Processed
 - Dried
 - Others
- By End-User
 - Food Processing Industry
 - Foodservice
 - Institutional
 - Residential
- By Distribution Channel
 - Direct Sales
 - Indirect Sales

6. GLOBAL GRASS-FED WAGYU BEEF MARKET OUTLOOK ACROSS GROWTH SCENARIOS

- 6.1 Low Growth Scenario

6.2 Base/Reference Case

6.3 High Growth Scenario

6. NORTH AMERICA GRASS-FED WAGYU BEEF MARKET SIZE OUTLOOK

6.1 Key Market Statistics, 2024

6.2 North America Grass-fed Wagyu Beef Market Trends and Growth Opportunities

6.2.1 North America Grass-fed Wagyu Beef Market Outlook by Type

6.2.2 North America Grass-fed Wagyu Beef Market Outlook by Application

6.3 North America Grass-fed Wagyu Beef Market Outlook by Country

6.3.1 The US Grass-fed Wagyu Beef Market Outlook, 2021- 2032

6.3.2 Canada Grass-fed Wagyu Beef Market Outlook, 2021- 2032

6.3.3 Mexico Grass-fed Wagyu Beef Market Outlook, 2021- 2032

7. EUROPE GRASS-FED WAGYU BEEF MARKET SIZE OUTLOOK

7.1 Key Market Statistics, 2024

7.2 Europe Grass-fed Wagyu Beef Market Trends and Growth Opportunities

7.2.1 Europe Grass-fed Wagyu Beef Market Outlook by Type

7.2.2 Europe Grass-fed Wagyu Beef Market Outlook by Application

7.3 Europe Grass-fed Wagyu Beef Market Outlook by Country

7.3.2 Germany Grass-fed Wagyu Beef Market Outlook, 2021- 2032

7.3.3 France Grass-fed Wagyu Beef Market Outlook, 2021- 2032

7.3.4 The UK Grass-fed Wagyu Beef Market Outlook, 2021- 2032

7.3.5 Spain Grass-fed Wagyu Beef Market Outlook, 2021- 2032

7.3.6 Italy Grass-fed Wagyu Beef Market Outlook, 2021- 2032

7.3.7 Russia Grass-fed Wagyu Beef Market Outlook, 2021- 2032

7.3.8 Rest of Europe Grass-fed Wagyu Beef Market Outlook, 2021- 2032

8. ASIA PACIFIC GRASS-FED WAGYU BEEF MARKET SIZE OUTLOOK

8.1 Key Market Statistics, 2024

8.2 Asia Pacific Grass-fed Wagyu Beef Market Trends and Growth Opportunities

8.2.1 Asia Pacific Grass-fed Wagyu Beef Market Outlook by Type

8.2.2 Asia Pacific Grass-fed Wagyu Beef Market Outlook by Application

8.3 Asia Pacific Grass-fed Wagyu Beef Market Outlook by Country

8.3.1 China Grass-fed Wagyu Beef Market Outlook, 2021- 2032

8.3.2 India Grass-fed Wagyu Beef Market Outlook, 2021- 2032

8.3.3 Japan Grass-fed Wagyu Beef Market Outlook, 2021- 2032

- 8.3.4 South Korea Grass-fed Wagyu Beef Market Outlook, 2021- 2032
- 8.3.5 Australia Grass-fed Wagyu Beef Market Outlook, 2021- 2032
- 8.3.6 South East Asia Grass-fed Wagyu Beef Market Outlook, 2021- 2032
- 8.3.7 Rest of Asia Pacific Grass-fed Wagyu Beef Market Outlook, 2021- 2032

9. SOUTH AMERICA GRASS-FED WAGYU BEEF MARKET SIZE OUTLOOK

- 9.1 Key Market Statistics, 2024
- 9.2 South America Grass-fed Wagyu Beef Market Trends and Growth Opportunities
 - 9.2.1 South America Grass-fed Wagyu Beef Market Outlook by Type
 - 9.2.2 South America Grass-fed Wagyu Beef Market Outlook by Application
- 9.3 South America Grass-fed Wagyu Beef Market Outlook by Country
 - 9.3.1 Brazil Grass-fed Wagyu Beef Market Outlook, 2021- 2032
 - 9.3.2 Argentina Grass-fed Wagyu Beef Market Outlook, 2021- 2032
 - 9.3.3 Rest of South and Central America Grass-fed Wagyu Beef Market Outlook, 2021- 2032

10. MIDDLE EAST AND AFRICA GRASS-FED WAGYU BEEF MARKET SIZE OUTLOOK

- 10.1 Key Market Statistics, 2024
- 10.2 Middle East and Africa Grass-fed Wagyu Beef Market Trends and Growth Opportunities
 - 10.2.1 Middle East and Africa Grass-fed Wagyu Beef Market Outlook by Type
 - 10.2.2 Middle East and Africa Grass-fed Wagyu Beef Market Outlook by Application
- 10.3 Middle East and Africa Grass-fed Wagyu Beef Market Outlook by Country
 - 10.3.1 Saudi Arabia Grass-fed Wagyu Beef Market Outlook, 2021- 2032
 - 10.3.2 The UAE Grass-fed Wagyu Beef Market Outlook, 2021- 2032
 - 10.3.3 Rest of Middle East Grass-fed Wagyu Beef Market Outlook, 2021- 2032
 - 10.3.4 South Africa Grass-fed Wagyu Beef Market Outlook, 2021- 2032
 - 10.3.5 Egypt Grass-fed Wagyu Beef Market Outlook, 2021- 2032
 - 10.3.6 Rest of Africa Grass-fed Wagyu Beef Market Outlook, 2021- 2032

11. COMPANY PROFILES

- 11.1 Leading 10 Companies
 - JBS S.A
 - Tyson Foods, Inc.
 - Australian Agricultural Company Limited

Hormel Foods Corporation
Cargill, Incorporated
ANZCO Foods Limited
Conagra Brands, Inc.
Creekstone Farms Premium Beef, LLC
Sysco Corporation
11.2 Overview
11.3 Products and Services
11.4 SWOT Profile

12. APPENDIX

12.1 Subscription Options
12.2 Customization Options
12.3 Publisher Details

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