

# **Wagyu Steak Market Size, Share, and Outlook, 2025 Report- By Breed (Japanese Black (Kuroge), Japanese Brown (Akage), Japanese Shorthorn (Nihon Tankaku), Japanese Polled (Nihon Mukaku)), Application (Restaurants and Hotels, Enterprises and Institutions, Residentials, Others), Distribution Channel (Online, Offline), and Companies, 2021-2032**

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## **Abstracts**

### Wagyu Steak Market Outlook

The global Wagyu Steak market is expected to register a growth rate of 7.4% during the forecast period from 2024 to 2032. The Wagyu Steak 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 Wagyu Steak segments across 22 countries from 2021 to 2032. Key segments in the report include By Breed (Japanese Black (Kuroge), Japanese Brown (Akage), Japanese Shorthorn (Nihon Tankaku), Japanese Polled (Nihon Mukaku)), Application (Restaurants and Hotels, Enterprises and Institutions, Residentials, Others), Distribution Channel (Online, Offline). Over 70 tables and charts showcase findings from our latest survey report on Wagyu Steak markets.

### Wagyu Steak Market Insights, 2025

The Wagyu steak market is a premium segment within the global beef industry, prized for the breed's intense marbling, tenderness, and rich flavor. Originating in Japan,

Wagyu beef is now produced internationally with varying grades and certification standards. The market growth is driven by affluent consumers, gourmet restaurants, and luxury food retailers seeking unique, high-quality meat experiences. Increasing interest in traceability, animal welfare, and sustainable farming practices influences production and marketing. Innovations include crossbreeding programs and niche marketing of regional Wagyu variants. Distribution is through specialty butchers, upscale restaurants, and direct-to-consumer online platforms, often emphasizing provenance and authenticity.

### Five Trends that will define global Wagyu Steak market in 2025 and Beyond

A closer look at the multi-million global market for Wagyu Steak identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Wagyu Steak 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 Wagyu Steak industry?

The Wagyu Steak 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.

### Wagyu Steak Market Segment Insights

The Wagyu Steak industry presents strong offers across categories. The analytical report offers forecasts of Wagyu Steak industry performance across segments and countries. Key segments in the industry include By Breed (Japanese Black (Kuroge), Japanese Brown (Akage), Japanese Shorthorn (Nihon Tankaku), Japanese Polled (Nihon Mukaku)), Application (Restaurants and Hotels, Enterprises and Institutions, Residentials, Others), Distribution Channel (Online, Offline). 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, Wagyu Steak 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 Wagyu Steak industry ecosystem. It assists decision-makers in evaluating global Wagyu Steak market fundamentals, market dynamics, and disruptive trends across the value chain segments.

### Scenario Analysis and Forecasts

Strategic decision-making in the Wagyu Steak 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 Wagyu Steak 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 Wagyu Steak 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 Wagyu Steak 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 Wagyu Steak market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Wagyu Steak market Insights Executives are most excited about opportunities for the US Wagyu Steak industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Wagyu Steak 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 Wagyu Steak market.

Latin American Wagyu Steak 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 Wagyu Steak 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 Wagyu Steak 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 Wagyu Steak markets including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

Competitive Landscape How Wagyu Steak 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 Australian Agricultural Company (AACo), Blackmore Wagyu, Wagyu Sekai, Gypsum Valley Wagyu Cattle Company, Victor Churchill, Jack's Creek, Starzen Co., Ltd, Mayura Station, Highland Wagyu, Dairy Beef Alliance.

## Wagyu Steak Market Scope

### Leading Segments

#### By Breed

Japanese Black (Kuroge)

Japanese Brown (Akage)

Japanese Shorthorn (Nihon Tankaku)

Japanese Polled (Nihon Mukaku)

#### By Application

Restaurants and Hotels

Enterprises and Institutions

Residential

Others

#### By Distribution Channel

Online

Offline

Leading Companies

Australian Agricultural Company (AACo)

Blackmore Wagyu

Wagyu Sekai

Gypsum Valley Wagyu Cattle Company

Victor Churchill

Jack's Creek

Starzen Co., Ltd

Mayura Station

Highland Wagyu

Dairy Beef Alliance

Geographies

North AmericaUS, Canada, Mexico

EuropeGermany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia PacificChina, India, Japan, South Korea, Australia, South East Asia, Others

Latin AmericaBrazil, Argentina, Others

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

Reasons to Buy the report

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

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Victor Churchill

Jack's Creek

Starzen Co., Ltd

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Highland Wagyu

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