

# Meat Snacks Market - Global Industry Analysis, Size, Share, Growth, Trends and Forecast 2018-2022

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## Executive Summary

Meat snacks are nutrient-rich snacks made up of various types of meat such as beef, bacon, turkey, pork, etc. These are available in flavor, texture and forms. Meat snacks by product types are classified into jerky, meat sticks, steaks, sausage, etc. Jerky is the largest segment of the industry. Continued demand for better-for-you (BFY) products globally, has brought about widespread transformation in consumer preferences towards healthier and more natural meat snacks. The category is in fact well positioned as the intersection of snacking trends and consumer demand for protein.

Growth of the global meat snacks market is mainly attributed to rise in demand for animal protein, growing meat consumption and preference for convenience food. However, some of the major factors restraining growth of the industry are strict regulatory compliance, change in consumer preferences and volatile beef prices. The market is characterized by leading industry trends such as rise in merger & acquisition activities, healthy trend in beverages, advent of gourmet meat snacks brand and growing demand for non-traditional flavors.

The report "Global Meat Snacks Market Outlook 2022" provides an in-depth analysis of the current scenario, detailed market outlook of global meat snacks market with analysis of various segments. The market is segmented on the basis of product type and geography. Market segmentation by product is done across Jerky and Meat Sticks. Geographical analysis of meat snacks market in the US, Europe and Asia Pacific region is also covered in the report. The US is the world's largest meat snacks market due to increasing consumer preference for high-protein snacks in the market.

Leading market players operating in global meat snacks market are Link Snacks, Inc., Conagra Brands, Inc., Hormel Foods, Bridgford Foods, Meatsnacks Group, among others. These industry players are profiled herein based on attributes such as business overview, product segments and financials. The report also compiles performance comparison of aforementioned companies and other leading companies in the segment based on various parameters in the competitive landscape section. In totality, the report provides detailed market analysis, with relevant forecasted data supported by key market dynamics. This information will be helpful in evaluating opportunities in global meat snacks market.

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