

Meat & Poultry Market to Hit USD 2.17B by 2032 at 3.6% CAGR, Driven by Rising Demand for Convenience Foods

Meat and Poultry market is expected to develop significantly in the years to come due to an increase in the protein-consuming populace and rapid urbanization

NEW YORK, NY, UNITED STATES, February 12, 2025 /EINPresswire.com/ -- [Meat and Poultry Market](#) was valued at approximately USD 1.52 billion in 2024 and is projected to grow to USD

1.58 billion in 2025. By 2034, the market is expected to reach USD 2.17 billion, reflecting a compound annual growth rate (CAGR) of around 3.6% during the forecast period from 2025 to 2034. This growth is fueled by rising consumer demand, advancements in processing technologies, and increasing global trade of meat and poultry products. The market is segmented by type, animal type, freshness, distribution channel, packaging, and region, offering diverse opportunities for stakeholders across the industry.

Key Players:

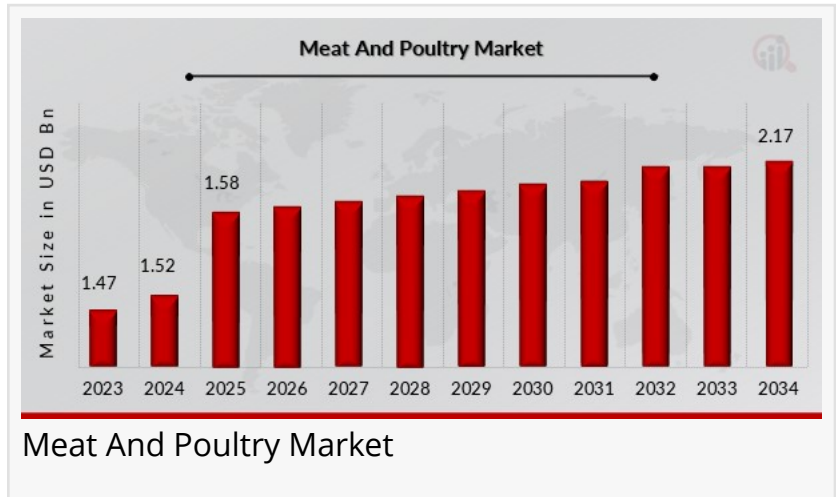
BRF S.A., Pilgrim's Pride, Maple Leaf Foods, Bell Evans, Perdue Farms, Sanderson Farms, OSI Group, Tyson Foods, WH Group, Smithfield Foods, Hormel Foods, Cargill, Seaboard Foods, Marfrig, JBS S.A.

"Request Free Sample" - Obtain a complimentary sample of our report to assess its quality and relevance to your requirements:

https://www.marketresearchfuture.com/sample_request/26712

Industry Development and Market Trends

The meat and poultry industry has witnessed remarkable developments in recent years, driven by technological innovations, evolving consumer preferences, and sustainability efforts. The



sector has seen an increasing shift toward organic and antibiotic-free meat products, with consumers showing a strong preference for ethically sourced and high-quality proteins. Additionally, advancements in packaging solutions, including vacuum-packed and modified atmosphere packaging (MAP), are extending product shelf life and ensuring better food safety.

Another notable trend in the industry is the rise of plant-based and lab-grown meat alternatives, which, while not directly competing with traditional meat and poultry, are influencing consumer choices and pushing the industry toward innovation. Governments and regulatory bodies are also tightening food safety regulations, prompting market players to adopt stringent quality control measures and improved traceability solutions.

Market Segmentation

The Meat and Poultry Market is categorized based on several key factors, including type, animal type, freshness, distribution channel, packaging, and regional outlook.

By Type: Meat and Poultry

The market is broadly divided into meat (beef, pork, lamb) and poultry (chicken, turkey, duck). Poultry remains the dominant segment, primarily driven by its affordability, nutritional benefits, and high consumer preference. Rising health consciousness has also contributed to the increasing demand for lean protein sources, with chicken being the most widely consumed meat worldwide.

By Animal Type: Chicken, Beef, Pork, Duck, Lamb, Turkey

Among the various animal types, chicken continues to lead the market due to its versatility, lower production costs, and widespread availability. Beef and pork are also major contributors to the global meat industry, particularly in regions where red meat consumption is high. Lamb and duck, though niche segments, are gaining popularity in gourmet and specialty markets.

By Freshness: Fresh, Frozen, Processed

Consumers' preference for fresh meat remains strong, with supermarkets and hypermarkets being the primary points of sale. However, frozen and processed meat products are witnessing rising demand due to their extended shelf life, convenience, and increasing adoption in the food service sector. Processed meat, including sausages, deli meats, and canned products, continues to gain traction, especially in urban areas where time-saving food options are highly valued.

"Proceed to Buy" - Move forward with your purchase and gain instant access to the complete report: https://www.marketresearchfuture.com/checkout?currency=one_user-USD&report_id=26712

By Distribution Channel: Supermarkets/Hypermarkets, Convenience Stores, Specialty Stores, Online Retailers, Food Service

Supermarkets and hypermarkets hold the largest share in the distribution of meat and poultry products, owing to their wide selection, fresh meat counters, and attractive discounts. However, online retail is emerging as a key growth segment, with e-commerce platforms providing convenience, competitive pricing, and direct-to-consumer delivery options. The food service industry, including restaurants and fast-food chains, remains a significant consumer of meat and poultry products, further driving market expansion.

By Packaging: Tray, Vacuum-packed, Modified Atmosphere Packaging (MAP), Bulk

Packaging plays a crucial role in maintaining meat quality, extending shelf life, and ensuring food safety. Vacuum-packed and MAP solutions are gaining traction due to their ability to preserve freshness, reduce spoilage, and meet stringent regulatory standards. Traditional tray packaging continues to be widely used, particularly for fresh meat sold in retail stores, while bulk packaging remains the preferred choice for food service providers and wholesalers.

By Region: North America, Europe, South America, Asia Pacific, Middle East and Africa

The North American market remains a key player in the global meat and poultry industry, driven by high consumption rates, technological advancements, and strong infrastructure for meat processing and distribution. Europe follows closely, with increasing demand for organic and sustainably sourced meat products. The Asia-Pacific region is expected to witness the fastest growth, fueled by rising disposable incomes, expanding urbanization, and a growing appetite for high-protein diets. South America is a major exporter of beef and poultry, while the Middle East and Africa are experiencing rising demand due to population growth and increasing consumer purchasing power.

Market Drivers and Challenges

Key Market Drivers

Rising Consumer Demand for Protein-Rich Diets – Growing awareness about the importance of protein in daily nutrition is boosting meat and poultry consumption worldwide.

Advancements in Meat Processing and Packaging – Technological innovations are improving meat preservation, safety, and distribution efficiency.

Expansion of E-Commerce and Online Retail – The rise of digital shopping platforms is making meat and poultry more accessible to a broader consumer base.

Increasing Global Trade and Export Opportunities – Emerging economies are driving demand for

imported meat products, benefiting major exporting countries.

Growth of the Food Service Industry – The increasing number of restaurants, fast-food chains, and meal delivery services is creating sustained demand for meat and poultry products.

"Browse Report" - Explore the report's contents, sections, and key insights by browsing through its detailed information: <https://www.marketresearchfuture.com/reports/meat-and-poultry-market-26712>

Market Challenges

Stringent Regulatory and Safety Standards – Compliance with food safety regulations and quality control measures remains a significant challenge for meat producers.

Environmental Concerns and Sustainability Issues – The meat industry faces criticism over greenhouse gas emissions, deforestation, and resource-intensive production methods.

Rising Costs of Feed and Production – Fluctuations in animal feed prices impact overall production costs, affecting profit margins.

Growing Competition from Plant-Based Alternatives – While still a niche segment, plant-based and lab-grown meats are gaining popularity, influencing consumer preferences and market dynamics.

Supply Chain Disruptions – Global supply chain challenges, including transportation issues and disease outbreaks affecting livestock, pose risks to market stability.

TABLE OF CONTENTS:

- 1 EXECUTIVE SUMMARY
- 2 MARKET INTRODUCTION
- 3 RESEARCH METHODOLOGY
- 4 MARKET DYNAMICS
- 5 MARKET FACTOR ANALYSIS
- 6 Meat And Poultry MARKET, BY FORM
- 7 Meat And Poultry MARKET, BY CATEGORY
- 8 Meat And Poultry MARKET, BY APPLICATION
- 9 Meat And Poultry, BY REGION
- 10 COMPETITIVE LANDSCAPE

Discover more Research Reports on [Food, Beverages & Nutrition Industry](#), by Market Research Future:

flaxbased protein Market : <https://www.marketresearchfuture.com/reports/flaxbased-protein->

[market-38286](#)

food beverage industrial disinfection cleaning Market :

<https://www.marketresearchfuture.com/reports/food-beverage-industrial-disinfection-cleaning-market-38289>

food beverages industry pump Market : <https://www.marketresearchfuture.com/reports/food-beverages-industry-pump-market-38290>

food antimicrobial additive Market : <https://www.marketresearchfuture.com/reports/food-antimicrobial-additive-market-38294>

food antimicrobial antioxidant Market : <https://www.marketresearchfuture.com/reports/food-antimicrobial-antioxidant-market-38295>

food authentication testing Market : <https://www.marketresearchfuture.com/reports/food-authentication-testing-market-38310>

About Market Research Future:

Market Research Future (MRFR) is a global market research company that takes pride in its services, offering a complete and accurate analysis with regard to diverse markets and consumers worldwide. Market Research Future has the distinguished objective of providing optimal quality research and granular research to clients. Our market research studies by products, services, technologies, applications, end users, and market players for global, regional, and country level market segments, enable our clients to see more, know more, and do more, which help answer your most important questions.

Contact Us:

Market Research Future (Part of Wantstats Research and Media Private Limited)

99 Hudson Street, 5Th Floor

New York, NY 10013

United States of America

+1 628 258 0071 (US)

+44 2035 002 764 (UK)

Email: sales@marketresearchfuture.com

Website: <https://www.marketresearchfuture.com>

Market Research Future

Market Research Future

+1 855-661-4441

[email us here](#)

Visit us on social media:

[Facebook](#)

[X](#)

[LinkedIn](#)

[YouTube](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/785330113>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.