

# Wagyu Beef Market size is projected to grow from USD 42.69 billion by 2032, exhibiting a CAGR of 6.81%

Key companies covered in the wagyu beef market report are Agri Beef Co., Starzen Co., Lone Mountain Wagyu LLC, Sugar Mountain, Jack's Creek, and Others.

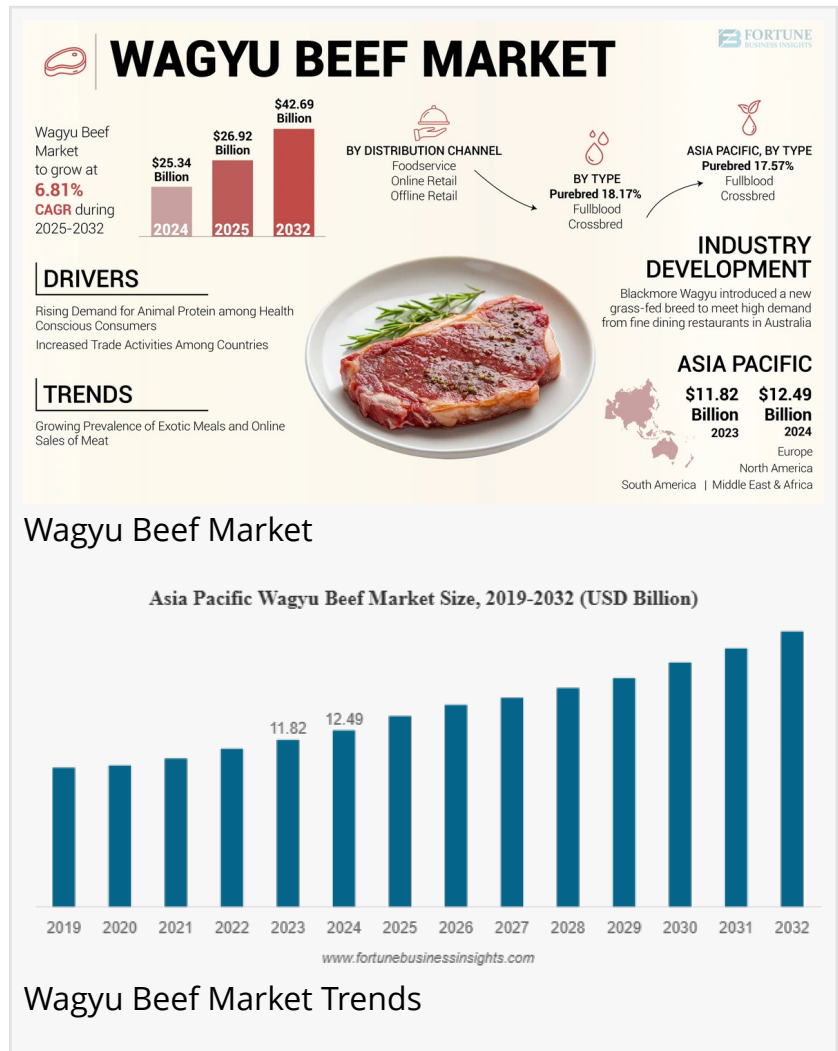
NY, UNITED STATES, April 17, 2025 /EINPresswire.com/ -- The global [Wagyu beef market](#) was valued at USD 25.34 billion in 2024. It is expected to expand steadily, rising from USD 26.92 billion in 2025 to an estimated USD 42.69 billion by 2032, reflecting a compound annual growth rate (CAGR) of 6.81% over the forecast period. The Asia Pacific region led the market in 2024, accounting for a dominant 65.07% share. Meanwhile, the U.S. market for Wagyu beef is anticipated to see substantial growth, projected to reach USD 13.64 billion by 2032. This surge is largely attributed to growing consumer awareness and a rising preference among American consumers for high-quality, heavily marbled meat, even at premium prices.

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List of Key Players Covered in the Wagyu Beef Market Report:

- Blackmore Wagyu (Australia)
- Agri Beef Co. (U.S.)



- Australian Agricultural Company Limited (Australia)
- Starzen Co., Ltd (Japan)
- Stockyard Pty Ltd (Australia)
- Lone Mountain Wagyu, LLC (U.S.)
- Jack's Creek (Australia)
- Sugar Mountain (U.S.)
- Stanbroke (Australia)
- Beefcorp Australia Pty Ltd (Australia)

#### Segmentation:

Fullblood to Dominate the Market owing to its Rich Flavor and Superior Marbled Appearance  
There are three types of Wagyu cattle breeds available in the market: fullblood, purebred, and crossbred. Fullblood refers to cattle that are 100% bred with Wagyu cattle and have not been crossed with any other cattle breed.

Foodservice Channels Segment to Remain Dominant due to High Volume Sales of Products through this Segment

By end-use, the market is bifurcated into foodservice channels and retail channels. A significant proportion of this beef is sold through foodservice channels such as restaurants, steakhouses, and hotels.

Geographically, the market is segregated into North America, Europe, Asia Pacific, South America, and the Middle East & Africa.

#### Report Coverage:

We provide our reports, which are conducted with an all-inclusive examination approach that majorly emphasizes on delivering precise material. Our scholars have applied a data triangulation method, which further assists us in offering trustworthy estimations and testing the general market dynamics accurately. Further, our analysts have received admission to numerous international and regional funded registers to provide up-to-date material so that stakeholders and business professionals can invest only in essential zones.

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#### Driving Factors:

Consumers' Increasing Demand for Animal Protein will Drive Market Growth

Global urbanization is expanding quickly, and more people are finding work in the formal economy, which is a major contributor to the rise in the population's disposable income. Additionally, changes in consumer dietary habits also affected how much animal protein was consumed in a number of nations, including China and Indonesia. As a result, the demand for beef products in these areas is rising quickly.

#### Regional Insights:

Asia Pacific to Lead, Supported by Presence of Key Players

One of the world's largest Wagyu beef manufacturers is Asia Pacific. Japan and Australia are a couple of the region's biggest Wagyu beef producers. A few significant beef-consuming nations are also present in the region, in addition to the producer market.

The Wagyu beef market share in North America is primarily driven by growing consumer knowledge of the product and an increase in American customers' willingness to pay a premium for well-marbled, high-quality meat.

The industry's effects on the environment, the economy, and society have an effect on the overall consumption of Wagyu beef in Europe. The buying habits of European consumers of beef are significantly influenced by these interrelated factors.

#### Competitive Landscape:

##### Innovative Product Launch Announcement by Key Players to Bolster the Wagyu Beef Market Growth

The prominent players adopt several strategies to bolster their position in the market as leading companies. One such key strategy is acquiring companies to bolster the brand value among users. Another essential strategy is periodically launching innovative products with a detailed study of the market and its target audience.

#### Potential Growth Opportunities in the Global Wagyu Beef Market:

The global Wagyu beef market presents strong growth opportunities driven by rising consumer demand for premium, high-quality meat with rich marbling. Increasing awareness of Wagyu's superior taste, tenderness, and health benefits, such as higher levels of monounsaturated fats, is fueling interest worldwide. Emerging markets in North America and Europe are witnessing a surge in gourmet dining and luxury food consumption, while e-commerce and direct-to-consumer models expand accessibility. Additionally, innovations in crossbreeding and sustainable farming practices are enhancing production efficiency. With Asia Pacific maintaining dominance and the U.S. showing rapid growth, the market is poised for steady expansion over the next decade.

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#### Key Industry Development:

June 2022: Blackmore Wagyu tomahawk steak is a limited Wagyu entrée that was added to the menu of the American restaurant Matilda 159 Domain. Such a brief promotion encouraged customers to spread the word about the products and piqued their interest in trying them.

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