

Meat Snacks Market Insights, Analysis, Size, Share, And Key Growth Factors

Rise in demand for convenience food, developing retail structure, surge in preference for salty snacks & trend of innovation drive the global meat snacks market

WILMINGTON, DE, UNITED STATES, August 7, 2025 /EINPresswire.com/ -- [Meat snacks market size](#) generated \$7.4 billion in 2018, and is estimated to reach \$11.3 billion by 2026, growing at a CAGR of 5.5% from 2019 to 2026.

Rise in demand for convenience food, developing retail structure, surge in preference for salty snacks, and trend of innovation drive the global meat snacks market. However, high manufacturing cost hinders the market growth. On the other hand, advent of social media marketing and the trend of premiumization provide new opportunities in the industry.

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Key players operating in the global meat snacks market consider online channel as one of the effective tools in promoting their products and services, due to increase in rate of internet penetration across the globe.

The meat snack business has been enduring significant rate of growth, in terms of value sales due continuous improvisations and innovations in exiting product types by key manufacturers in the global meat snacks market. As a the fastest growing snack food segment, the meat snack market has garnered a wide base of customers specifically seeking for high protein and flavored snacks. Jerky, sticks, bars, and sausages are some of the main product types gaining higher level of traction among target customers. A key trend that is shaping meat snacks category includes gourmet brands that target customers' desire for different tastes, textures, proteins and natural brands. The millennial generation is driving this snack evolution. Small meals packed with



nutrients are a reflection of their food ethos and their on-the-go lifestyle.

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The global meat snacks market analysis is segmented on the basis of product type, nature, distribution channel, and region. By product type, it is classified into jerky, sticks, bars, and others. By nature, it is bifurcated into organic and conventional. By distribution channel, it is divided into online and offline. Region wise, it is analyzed across North America (the U.S., Canada, and Mexico), Europe (Germany, Spain, the UK, Italy, France, and rest of Europe), Asia-Pacific (China, India, Japan, Australia, South Korea, and rest of Asia-Pacific), and LAMEA (Brazil, South Africa, Saudi Arabia, the UAE, and rest of LAMEA).

Based on region, North America accounted for the largest market share in terms of revenue, accounting for nearly two-fifths of the global meat snacks market in 2018, and is expected to maintain its dominance during the forecast period. This is due to surge in rate of snack food consumption, rise in demand for convenience food products, and expansion of number of domestic and international manufacturers in the region. On the other hand, Asia-Pacific is expected to witness the highest CAGR of 6.6% from 2019 to 2026. This is attributed to rise in demand for convenience food products along with surge in number of millennial populations.

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Over past couple of years, the global [meat snacks industry](#) has evolved, in terms of its product offerings, which specifically caters to varying needs and requirements of health-conscious customers. For instance, Jack Link's, one of the key players in the global meat snacks market announced that it would be launching its new line of beef flavored bars for the North America market in the year 2020.

Leading market players

Associated British Foods plc.
Conagra Brands Inc.
General Mills Inc.
Golden Valley Natural
Hormel Foods Corporation
Jack Links
Monogram Food Solutions, LLC.
Meatsnacks Group
Nestle S.A.
Tyson Foods

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