

India Edible Meat Market - Size, Share, Covid-19 Impact & Forecasts Up To 2028

Market Report | 2023-01-23 | 120 pages | Mordor Intelligence

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Report description:

The India Edible Meat Market is projected to register a CAGR of 2.44%

Key Highlights

Largest Segment by Type - Poultry : Product consistency, adaptability, and higher protein/lower fat content are some of the major factors influencing the growth of poultry consumption in the country.

Largest Segment by Form - Fresh / Chilled : Preference for fresh or chilled meat products is gaining interest in the emerging local butchers and is driven by fresh certified product offerings in the country.

Fastest-growing Segment by Type - Poultry : Changing food habits, as Indians are increasingly converting to a non-veg diet, and poultry meat being considered more hygienic than other meat are increasing its consumption.

Fastest-growing Segment by Form - Frozen / Canned : Frozen/canned meat products have longer shelf life intact with all the nutrition, making it a highly preferable edible meat form in both the on-trade and off-trade segments.

India Edible Meat Market Trends

Poultry is the largest segment by Type.

The Indian edible meat market grew by 7.26% in 2017-2018, with a rapid increase in the consumption of meat products in the country. This was primarily due to the utilization of edible meat in cuisines of various ethnicities. There is a rise in chicken meat consumption due to its versatility, relatively lower cost than other meat, and the acceptance of chicken meat by all religions. Thus, the per capita consumption of meat in the country showed an increase of 6.03% from 2017 to 2018.

Poultry meat is the major meat type consumed in India, with a share of 68.7%, by value, in 2022. Consumption of poultry meat is increasing as more people are drawn to it by reduced pricing, consistent quality, and higher protein/lower fat composition. The

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demand among consumers for protein-rich food items, such as value-added meat products, like chicken nuggets, sausages, and salami, has surged since December 2020 as a high-protein diet is recommended to speed up recovery from the COVID-19 infection and boost immunity. Poultry meat is priced almost 50-60% lower than any other meat consumed in the country. Poultry can respond more quickly to market signals due to shorter production cycles than ruminants.

Apart from goat meat, sheep meat is very popular in the region, owing to the rising population of Muslims in the country, accounting for 15.4% of the total population as of 2020. In 2021, India consumed nearly 728 thousand metric ton of sheep meat. Sheep meat, most commonly lamb, is consumed in higher volumes during the festivals of Bakrid and Eid and the holy month of Ramzan.

India Edible Meat Market Competitor Analysis

The India Edible Meat Market is fragmented, with the top five companies occupying 2.28%. The major players in this market are Allanasons Private Limited, HMA Agro Industries Limited, MK Overseas Private Limited, Tyson Foods Inc. and VH Group (sorted alphabetically).

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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