

United Arab Emirates Red Meat Market - Size, Share, Covid-19 Impact & Forecasts Up To 2028

Market Report | 2023-01-23 | 175 pages | Mordor Intelligence

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Report description:

The United Arab Emirates Red Meat Market is projected to register a CAGR of 1.76%

Key Highlights

Largest Segment by Type - Mutton : Mutton in the form of fresh and chilled have a higher penetration in the market for these are easily available and considered better in quality, mainly grass-fed ones.

Largest Segment by Form - Fresh / Chilled : Fresh meats are considered to be of higher quality. The relaxation of the lockdown allowed customers to immediately purchase freshly cut meat through an offline channel.

Fastest-growing Segment by Type - Pork : The rise of expat population and tourism in the country is driving the demand for pork meat. Processed pork is likely to be the fastest growing pork form in UAE.

Fastest-growing Segment by Form - Processed : The increasing popularity of ready-to-eat and ready-to-cook meat to match the fast-paced lifestyle is projected to drive the demand for processed poultry meat in the country.

UAE Red Meat Market Trends

Mutton is the largest segment by Type.

The market registered an increased segmental revenue in 2021, with recovery from the impact of COVID-19 and increasing meat consumption in the country. For instance, in 2022, consumption of poultry is forecast to grow modestly to 456,000 MT as tourism, travel, and business further recover, and COVID-19 remains under control.

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Mutton is the most-consumed meat type in the market, which is also anticipated to record a positive CAGR value of 1.83% from 2022 to 2028. This is majorly due to lamb meat being the prime choice for most consumers in the country. Although beef and chicken are consumed more often, these meats are better known as staples. Lamb meat has advantages in taste and premium perceptions, and it is a family favorite in the country.

Among all the types, beef is the second most consumed meat type in the market with its increased share, and it is also anticipated to maintain a major share by the end of the forecast period, 2028. This is also substantiated by the increased beef production, which is registered to be almost 35% of all the meat produced in the country. Also, beef also remains a comparatively cheap source of protein in the United Arab Emirates. As of July 2021, beef prices were 0.5% lower compared to the same time the previous year and declined monthly in 2021 since setting record high prices in 2020.

However, the other meats segment is anticipated to be the fastest-growing segment in the market studied, recording a CAGR of 5.40%, by value, during the forecast period. This is mainly due to the increasing consumption of camel meat in the country. Camel meat remains a popular delicacy and is served to commemorate significant occasions such as Eid and National Day.

UAE Red Meat Market Competitor Analysis

The United Arab Emirates Red Meat Market is fragmented, with the top five companies occupying 21.78%. The major players in this market are Al Kabeer Group ME-Savola Group, BRF S.A., Freshly Frozen Foods Factory LLC, Siniora Food Industries Company and Tanmiah Food Company (sorted alphabetically).

Additional Benefits:

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

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