

United States Frozen Meat Market Report and Forecast 2024-2032

Market Report | 2024-02-12 | 155 pages | EMR Inc.

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Report description:

United States Frozen Meat Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the United States frozen meat market is projected to grow at a CAGR of 4.2% between 2024 and 2032. Aided by the technological advancements in freezing techniques and a growing awareness of the nutritional retention in frozen meat products, the market is expected to grow significantly by 2032.

Frozen meat, encompassing a wide range of products from poultry and beef to seafood, offers a practical solution to the modern dilemma of balancing time and dietary needs. It caters to a consumer base that values the longevity, convenience, and consistency of meat products, without compromising on taste and quality.

The United States frozen meat market growth is driven by several key factors. The fast-paced lifestyle of the American consumer, who juggles multiple responsibilities, has heightened the demand for food products that are both easy to prepare and nutritious. Frozen meat, with its extended shelf life and ease of preparation, fits this bill perfectly, making it a staple in households across the country.

Additionally, advancements in freezing technology have played a crucial role. Innovations such as flash freezing preserve the texture, flavour, and nutritional value of meat, debunking myths about frozen food being inferior to fresh alternatives. This has led to a shift in perception among consumers, who increasingly recognise the benefits of frozen meat.

Regulatory compliance is a critical aspect influencing the United States frozen meat market outlook, with stringent food safety standards governing the processing, packaging, and distribution of frozen meat products. Adherence to these regulations ensures consumer trust and maintains the high quality of products in the market.

Environmental sustainability is becoming increasingly important in the frozen meat sector. With concerns over the carbon footprint of meat production, companies are exploring ways to minimise environmental impact through sustainable farming practices, energy-efficient freezing technologies, and eco-friendly packaging solutions.

Looking ahead, the U.S. frozen meat market is ripe for continued growth and innovation. The development of plant-based meat alternatives and lab-grown meat presents new opportunities for the frozen sector, catering to the dietary trends and ethical considerations of modern consumers.

According to the United States frozen meat market analysis, the integration of smart packaging, equipped with QR codes and RFID

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tags, offers potential for enhanced traceability and consumer engagement, providing detailed information about the product's origin, processing, and nutritional content. Additionally, the exploration of new meat sources, such as game and exotic meats, could diversify the market's offerings, appealing to adventurous eaters and gourmet enthusiasts.

Market Segmentation

The market can be divided based on product type, distribution channel, end use, and region.

Market Breakup by Product Type

- Poultry
- Beef
- Pork
- Seafood
- Others

Market Breakup by Distribution Channel

- Supermarkets and Hypermarkets
- Convenience Stores
- Online
- Others

Market Breakup by End Use

- Retail
- Institutional

Market Breakup by Region

- New England
- Midwest
- Great Lakes
- Plains
- Southeast
- Southwest
- Rocky Mountain
- Far West

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the United States frozen meat market. Some of the major players explored in the report by Expert Market Research are as follows:

- Hormel Foods Corporation
- Smithfield Foods, Inc
- Tyson Foods, Inc.
- ALDI Inc.
- Koch Foods Inc.
- Perdue Farms Inc.
- Atlas Holdings B.V.
- Maid-Rite Specialty Foods Inc.
- Taiba farms
- Others

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