

B2B Food Market Research Report by Product Type (Fresh and Processed), by Type (Sauce/Condiment/Seasoning, Meat and Poultry, Seafood, Bakery and Confectionery, Beverages, Ready-to-Eat and Prepared Foods, and Others), by end user (Food service/Hospitality Sector, Food Manufacturers and Processors, Institutional Buyers, and Others), by distribution channel (Direct and Indirect), and By Region (North America, Europe, Asia-Pacific, Middle East & Africa, and South America) Market Forecast Till 2032

Market Report | 2024-12-28 | 182 pages | Market Research Future

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- Single User Price \$4950.00
- Enterprisewide Price \$7250.00

Report description:

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Market Overview

The B2B Food Market was estimated at USD 1,965.78 billion in 2024. The B2B Food market industry is expected to expand from USD 2,034.42 billion in 2018 to USD 2,770.79 billion by 2032, with a compound yearly growth rate (CAGR) of 3.5% over the forecast period (2018-2032). The B2B Food market is being driven by rising global demand for meat and poultry products, as well as rising convenience food consumption.

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The B2B Food Market is experiencing a dramatic movement toward local sourcing, driven by changing consumer preferences, environmental concerns, and supply chain issues. Businesses are increasingly focusing on local procurement practices to ensure quality, cut costs, and improve sustainability. This tendency is consistent with the growing desire for traceability and transparency among customers, who want to know where their food comes from and how it affects the environment. Local sourcing is important in the B2B food sector for a variety of reasons. One major driver is a growing awareness of environmental sustainability. Sourcing food locally reduces transportation distances, lowering carbon emissions.

Market Segment insights

The B2B Food Market is segmented by product type, which includes fresh and processed.

The B2B Food Market is segmented into Sauce/Condiment/Seasoning, Meat and Poultry, Seafood, Bakery and Confectionery, Beverages, Ready-to-Eat and Prepared Foods, and Others.

The B2B Food Market is segmented by end user, including food, service/hospitality sector, food manufacturers and processors, institutional buyers, and others.

The B2B Food Market is segmented by distribution channel, which includes direct and indirect.

Regional insights

The study covers North America, Europe, Asia-Pacific, South America, and the Middle East and Africa. In 2023, North America's B2B food industry accounted for around 33.7%. The North American B2B Food market benefits from numerous major strengths that contribute to its strong success. The growth of quick-service restaurants (QSRs) and fast-casual dining places increases the demand for bulk food supplies such as fresh vegetables, prepared foods, and sauces. Furthermore, North America's diversified population creates demand for a wide range of ethnic and specialty food products. Health-conscious consumers are driving businesses to source organic, sustainable, and clean-label ingredients, which is growing the B2B industry even more.

Asia Pacific is predicted to have the second-largest market share, which is largely due to strong consumer demand for items. The region's unique culinary scene and growing popularity of dining out drive up demand for fresh and processed food goods in restaurants and hotels. Countries such as China and India are experiencing substantial growth as retail chains and online grocery platforms expand, generating several opportunities for B2B suppliers. Furthermore, the growing trend of health-conscious eating and premiumization of products drives demand for organic and high-quality food ingredients.

Major Players

The market's top participants are Mondelez International, Nestle, Danone, Archer Daniels Midland Company, Cheetah, Sysco, Cargill, Mars Inc, Tyson Food, and US Foods Industries Corporation.

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