

Meat Snacks - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)

Market Report | 2026-01-16 | 180 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

Meat Snacks Market Analysis

The meat snacks market is expected to grow from USD 20.66 billion in 2025 to USD 22.02 billion in 2026 and is forecast to reach USD 30.27 billion by 2031 at 6.59% CAGR over 2026-2031. This growth is primarily driven by the rising popularity of protein-rich diets and the increasing demand for convenient food options. Products like beef jerky remain popular as they provide an affordable and complete source of protein. Even with rising food prices, consumers are opting for bulk purchases and value packs to save costs. The availability of meat snacks in convenience stores and online platforms has further expanded their accessibility. Premium and clean-label products are gaining traction, offering higher profit margins and paving the way for artisanal brands to enter the market. While regulatory concerns about processed meat have led to reformulation efforts and the introduction of plant-based alternatives, these factors have not significantly slowed the market's growth. The market is moderately consolidating, with key players such as Conagra Brands, Tyson Foods, and Hormel Foods Corporation maintaining a strong presence.

Global Meat Snacks Market Trends and Insights

Rising demand for high-protein snacks

The demand for high-protein, low-carb, and convenient snack options is driving the growth of the meat snacks market. According to the International Food Information Council (IFIC), as of 2024, 71% of American consumers are actively looking to include more protein in their diets, highlighting a shift toward healthier and functional snacking. To meet this demand, brands are introducing

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com

clean-label meat snacks that focus on high protein, convenience, clear protein benefits, and high-quality ingredients. For instance, in May 2025, Wenzel's Farm launched its PRO snack stick line, which includes single-serve beef and pork sticks in four bold flavors. Each stick provides 16 grams of protein with minimal sugar, catering to health-conscious and busy consumers. This growing preference for health, convenience, and clean nutrition is expected to drive the global meat snacks market's growth in the coming years.

Increasing convenience and on-the-go consumption

The growing need for convenience and on-the-go eating is driving the meat snacks market. As people lead busier lives, they are replacing full meals with easy-to-carry, protein-packed snacks that are both filling and convenient. According to Mondelez International Inc.'s 2024 state of snacking report, 91% of global consumers snack at least once a day, and 61% snack twice or more, showing a clear shift toward flexible eating habits. Meat snacks like jerky and sticks fit this trend well because they are easy to store, come in portioned sizes, and require no preparation. Features like resealable packaging, vacuum-sealed options, and single-serve packs are especially appealing to busy workers, travelers, and fitness enthusiasts. These qualities not only make meat snacks easy to carry and keep fresh but also allow brands to capture a wide consumer base, making these snacks a practical choice for today's snacking needs.

Health concerns related to processed meat

Health concerns about processed meat are becoming a major challenge for the meat snacks market. Studies, including those by the World Health Organization, have linked regular consumption of processed meats to higher risks of chronic diseases like colorectal cancer and type 2 diabetes. For example, a 2024 study by Eating Better Org found that eating just 50 grams of processed meat daily could increase the risk of type 2 diabetes by 30% and colorectal cancer by 26%. These findings have led to stricter dietary guidelines, more public awareness, and a growing preference for cleaner, less processed options. To address these concerns, manufacturers are creating products with natural preservatives, lower sodium levels, and clearer labeling. In March 2025, Lorissa's Kitchen launched a line of no-sugar-added, non-GMO meat snacks made from grass-fed beef, free from the top nine allergens, to meet the demand for healthier, safer protein snacks.

Other drivers and restraints analyzed in the detailed report include:

Increasing popularity of premium and gourmet products
Product innovation and flavor expansion
Consumer perception of price premium

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

In 2025, jerky dominated the meat snacks market with a 36.45% share, driven by its long-standing popularity and widespread availability in supermarkets, convenience stores. Its growth is further supported by innovations like grass-fed sourcing and resealable packaging that enhance convenience and impulse purchases. Companies have also introduced family-size bundles to offer better value, helping to maintain sales even as inflation impacts consumer spending. Brands keep consumers engaged by offering diverse flavors such as chili-lime, maple bourbon. Certifications like keto and paleo further attract health-conscious buyers, ensuring jerky remains a top choice in the market.

Meat sticks are expected to grow at the fastest rate among meat snack formats, with a projected CAGR of 7.09% from 2026 to 2031. Their growth is fueled by their portability, portion control, and flexible placement in locations like offices. The expansion of production facilities, such as Chomps' new Missouri plant set to open in 2025, highlights the category's momentum and increasing

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

demand. Other formats, including bars, sausages, and nuggets, are also gaining traction due to their high-protein appeal, though their growth will likely be slower than meat sticks. These formats contribute to a diverse product range that keeps consumers interested and reduces the risk of losing market share to non-protein snack alternatives.

Beef remained the most preferred choice in the meat snacks market in 2025, contributing 48.10% of the total revenue. Its popularity stems from strong consumer demand, dependable supply chains, and its connection to grilling trends and high-protein diets. The rich flavor and familiarity of beef snacks make them a preferred choice among consumers across different regions. These snacks are versatile, fitting into various eating occasions, whether as a quick snack or a meal replacement. The established availability of beef products ensures a consistent supply, further strengthening its position in the market. This combination of taste, convenience, and accessibility has helped beef maintain its dominance in the meat snacks segment.

Pork is projected to grow the fastest among all meat sources, with an expected CAGR of 6.68% from 2026 to 2031. This growth is largely driven by its affordability and the rising demand for bold, regional flavors, particularly in the Asia-Pacific region. Pork snacks are increasingly popular as they cater to diverse taste preferences while offering a cost-effective protein option. Their ability to adapt to local flavor trends makes them appealing to a wide range of consumers. Meanwhile, poultry snacks continue to see steady growth due to their lean and healthy profile, which resonates with health-conscious buyers. Exotic meats are also gaining traction in niche markets, attracting premium consumers seeking unique and high-quality protein alternatives.

The Meat Snacks Market Report is Segmented by Product Type (Jerky, Meat Sticks, and More), Source (Beef, Pork, and More), Category (Organic and Conventional), Packaging Type (Cans and Jars, and More), Distribution Channel (Supermarkets/Hypermarkets, Specialty Stores, and More), and Geography (North America, Europe, Asia-Pacific, South America, and Middle East and Africa). The Market Forecasts are Provided in Terms of Value (USD).

Geography Analysis

In 2025, North America dominated the global meat snacks market with a 44.90% share, driven by the region's strong preference for protein-rich diets and a well-established retail network. Strict United States Department of Agriculture (USDA) Food Safety and Inspection Service (FSIS) regulations ensure product safety, boosting consumer confidence. Trade agreements like the United States-Mexico-Canada Agreement (USMCA) have further reduced sourcing costs, making products more competitive. The rising consumption of beef, which is expected to reach 122 kg per capita by 2027, continues to support the market's growth. The region's diverse retail formats, including supermarkets, convenience stores, and online platforms, also contribute to its leading position.

The Asia-Pacific region is the fastest-growing market, with a projected CAGR of 8.92%, supported by urbanization, increasing disposable incomes, and the growing influence of Western snacking habits. Countries like China and India are emerging as high-growth markets due to their expanding middle-class populations and changing food preferences. Meanwhile, Japan and Australia maintain high-quality standards through strict food safety regulations, ensuring consumer trust. Efforts like ASEAN labeling harmonization are simplifying regional distribution, enabling companies to expand their presence across multiple countries. This combination of factors is driving significant growth in the region.

Europe offers both opportunities and challenges for the meat snacks market. The region faces regulatory hurdles, such as EU Regulation 1169/2011, which mandates detailed allergen and nutrition labeling, increasing compliance costs for manufacturers. However, the demand for premium and sustainable products remains strong, particularly in countries like Germany and the United Kingdom. Consumers in these markets are drawn to gourmet options and grass-fed sourcing, which align with their preferences for high-quality and environmentally friendly products. Despite the regulatory complexities, these factors are helping drive steady growth in the European market.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

List of Companies Covered in this Report:

Conagra Brands, Inc. Hormel Foods Corporation Link Snacks, Inc. Tyson Foods, Inc. Old Trapper Smoked Products Inc. Bridgford Foods Corporation Amylu Foods Premium Brands Holdings Corp. ITC Limited DS Enterprises (Carnivore India) Chomps Supreme Beef Jerky Swaggerty's Farms The Hershey's Company General Mills Kiolbassa Smoked Meats Cremonini S.p.A. Stryve Foods, Inc. Premium Brands Holdings Corporation Think Jerky, LLC

Additional Benefits:

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

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET LANDSCAPE

4.1 Market Overview

4.2 Market Drivers

4.2.1 Rising demand for high-protein snacks

4.2.2 Increasing convenience and on-the-go consumption

4.2.3 Increasing popularity of premium and gourmet products

4.2.4 Product innovation and flavor expansion

4.2.5 Focus on clean ingredient lists

4.2.6 Expansion of plant-based meat snacks

4.3 Market Restraints

4.3.1 Health concerns related to processed meat

4.3.2 Consumer perception of price premium

4.3.3 Sustainability and environmental concerns

4.3.4 Stringent regulatory and labeling requirements

4.4 Supply Chain Analysis

4.5 Regulatory Outlook

4.6 Consumer Behavior Analysis

4.7 Porter's Five Forces

4.7.1 Threat of New Entrants

4.7.2 Bargaining Power of Buyers

4.7.3 Bargaining Power of Suppliers

4.7.4 Threat of Substitute Products

4.7.5 Intensity of Competitive Rivalry

5 MARKET SIZE AND GROWTH FORECASTS (VALUE)

5.1 By Product Type

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 5.1.1 Jerky
- 5.1.2 Meat Sticks
- 5.1.3 Sausages
- 5.1.4 Meat Bars
- 5.1.5 Nuggets
- 5.1.6 Other Product Types
- 5.2 By Source
 - 5.2.1 Beef
 - 5.2.2 Pork
 - 5.2.3 Chicken/Poultry
 - 5.2.4 Others
- 5.3 By Category
 - 5.3.1 Organic
 - 5.3.2 Conventional
- 5.4 By Packaging Type
 - 5.4.1 Boxes
 - 5.4.2 Cans and Jars
 - 5.4.3 Pouches/Bags
 - 5.4.4 Others
- 5.5 By Distribution Channel
 - 5.5.1 Supermarkets/Hypermarkets
 - 5.5.2 Convenience and Grocery Stores
 - 5.5.3 Online Retail Stores
 - 5.5.4 Specialty Stores
 - 5.5.5 Other Channels
- 5.6 By Geography
 - 5.6.1 North America
 - 5.6.1.1 United States
 - 5.6.1.2 Canada
 - 5.6.1.3 Mexico
 - 5.6.1.4 Rest of North America
 - 5.6.2 South America
 - 5.6.2.1 Brazil
 - 5.6.2.2 Colombia
 - 5.6.2.3 Chile
 - 5.6.2.4 Peru
 - 5.6.2.5 Argentina
 - 5.6.2.6 Rest of South America
 - 5.6.3 Europe
 - 5.6.3.1 United Kingdom
 - 5.6.3.2 Germany
 - 5.6.3.3 France
 - 5.6.3.4 Italy
 - 5.6.3.5 Spain
 - 5.6.3.6 Russia
 - 5.6.3.7 Poland
 - 5.6.3.8 Belgium

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 5.6.3.9 Sweden
- 5.6.3.10 Rest of Europe
- 5.6.4 Asia-Pacific
 - 5.6.4.1 China
 - 5.6.4.2 Japan
 - 5.6.4.3 India
 - 5.6.4.4 Australia
 - 5.6.4.5 Indonesia
 - 5.6.4.6 South Korea
 - 5.6.4.7 Thailand
 - 5.6.4.8 Singapore
 - 5.6.4.9 Rest of Asia-Pacific
- 5.6.5 Middle East and Africa
 - 5.6.5.1 South Africa
 - 5.6.5.2 Saudi Arabia
 - 5.6.5.3 United Arab Emirates
 - 5.6.5.4 Nigeria
 - 5.6.5.5 Egypt
 - 5.6.5.6 Morocco
 - 5.6.5.7 Turkey
 - 5.6.5.8 Rest of Middle East and Africa

6 COMPETITIVE LANDSCAPE

- 6.1 Market Concentration
- 6.2 Strategic Moves
- 6.3 Market Share Analysis
- 6.4 Company Profiles (includes Global-level Overview, Market-level Overview, Core Segments, Financials (if available), Strategic Information, Market Rank/Share, Products and Services, Recent Developments)
 - 6.4.1 Conagra Brands, Inc.
 - 6.4.2 Hormel Foods Corporation
 - 6.4.3 Link Snacks, Inc.
 - 6.4.4 Tyson Foods, Inc.
 - 6.4.5 Old Trapper Smoked Products Inc.
 - 6.4.6 Bridgford Foods Corporation
 - 6.4.7 Amylu Foods
 - 6.4.8 Premium Brands Holdings Corp.
 - 6.4.9 ITC Limited
 - 6.4.10 DS Enterprises (Carnivore India)
 - 6.4.11 Chomps
 - 6.4.12 Supreme Beef Jerky
 - 6.4.13 Swaggerty's Farms
 - 6.4.14 The Hershey's Company
 - 6.4.15 General Mills
 - 6.4.16 Kiolbassa Smoked Meats
 - 6.4.17 Cremonini S.p.A.
 - 6.4.18 Stryve Foods, Inc.
 - 6.4.19 Premium Brands Holdings Corporation

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

6.4.20 Think Jerky, LLC

7 MARKET OPPORTUNITIES AND FUTURE OUTLOOK

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

**Meat Snacks - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts
(2026 - 2031)**

Market Report | 2026-01-16 | 180 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scott's-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scott's-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-01"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott's-international.com

www.scott's-international.com



Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com