

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

Market Report | 2026-02-09 | 466 pages | Mordor Intelligence

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Report description:

Red Meat Market Analysis

The red meat market was valued at USD 868.56 billion in 2025 and estimated to grow from USD 891.22 billion in 2026 to reach USD 1014.02 billion by 2031, at a CAGR of 2.61% during the forecast period (2026-2031). This growth highlights the sector's ability to adapt to changing dynamics. Evolving consumer preferences and the modernization of supply chains are driving this expansion, even as the industry faces increasing competition from alternative proteins. Rising purchasing power in emerging economies continues to fuel demand, supported by the nutritional importance of animal proteins and the adoption of advanced technologies in production systems. Although challenges such as feed-cost volatility and environmental concerns persist, processors are actively addressing these issues. They are implementing strategies like vertical integration, diversifying export markets, and investing in sustainability initiatives to mitigate risks. The sector's strong cash flow and fragmented competitive landscape have encouraged scale-driven mergers. Recent high-profile acquisitions have expanded geographic reach and strengthened supply chain control, further solidifying the industry's position.

Global Red Meat Market Trends and Insights

Awareness of red meat as a rich source of protein, iron, and vitamin B12

Consumers are focusing more on nutrition, which is driving steady demand for red meat. They prefer it because it provides essential nutrients more effectively than plant-based options. The World Health Organization (WHO) actively emphasizes red

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meat's critical role in addressing iron deficiency anemia, particularly in developing regions where micronutrient deficiencies remain widespread. As the global fitness culture expands, consumers are valuing red meat for its high-quality protein, which delivers a complete amino acid profile essential for muscle development and metabolic health. Industry associations and government health bodies are leading consumer education initiatives to highlight these nutritional benefits, ensuring red meat maintains strong demand despite growing competition from alternative proteins. This nutritional positioning resonates strongly in rapidly urbanizing markets, where rising incomes and a focus on improving dietary quality are becoming priorities.

Increasing adoption of Western dietary habits with higher red meat intake

Western dietary habits are increasingly being adopted worldwide, driving growth in the global red meat market. Urbanization and rising disposable incomes, especially in Asia, are fueling this trend. According to a UN-Habitat report, Asia houses 54% of the global urban population, equating to over 2.2 billion people. Projections suggest that by 2050, Asia's urban population will surge by an additional 1.2 billion, a 50% increase. As a result, more consumers are turning to Western-style diets, which often emphasize red meat. This trend is especially evident among the middle class, who enjoy broader food choices and increasingly favor protein-rich meals featuring beef, pork, and lamb. Globalization, media influence, and the rise of international foodservice chains have further popularized red meat dishes like steaks, burgers, and roasts. Additionally, health and fitness trends underscore red meat's appeal, highlighting its nutrient density and high-quality protein. Collectively, these elements are driving a consistent uptick in global red meat demand as consumers lean towards Westernized eating habits.

Health concerns related to excessive red meat consumption

Studies have established a link between high red meat consumption and an increased risk of cardiovascular disease and certain cancers, prompting changes in dietary recommendations and influencing consumer behavior, particularly among educated urban populations. The World Health Organization has classified processed meats as Group 1 carcinogens, which continues to drive shifts in consumption patterns. Health-conscious consumers are actively reducing their red meat intake or seeking alternative protein sources to align with these findings. In developed markets, authorities are increasingly recommending specific weekly limits on red meat consumption in dietary guidelines, creating challenges for volume growth in these mature markets. Institutional buyers, including hospitals and schools, are responding to rising healthcare cost concerns by reducing red meat procurement and prioritizing alternative proteins. This trend of health-driven consumption moderation is especially prominent among millennials and Gen Z, who are more willing to adapt their dietary habits based on health-related information.

Other drivers and restraints analyzed in the detailed report include:

Rising demand for processed and convenience red meat products
Technological progress improving meat production and supply chains
Rising popularity of vegetarian, vegan, and plant-based alternatives

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

Segment Analysis

Pork dominated the global red meat market, holding a substantial 38.10% share in 2025. Its dominance can be attributed to widespread consumption across both developed and emerging markets, particularly in regions like Asia-Pacific where it remains a dietary staple. The segment benefits from strong demand in processed meat categories, including bacon, sausages, and ham, which bolster its market share. The affordability of pork compared to premium red meat options like beef and mutton also strengthens its adoption among cost-conscious consumers. Additionally, improvements in cold chain logistics and packaging technology have extended the shelf life and accessibility of pork products across international markets. Ongoing innovations in pork-based ready-to-eat and convenience foods further ensure that this segment retains its commanding lead throughout the

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forecast period.

Mutton, on the other hand, is emerging as the fastest-growing red meat segment, projected to expand at a CAGR of 2.89% from 2025 to 2031. Its growth is strongly influenced by rising consumer preference for protein-rich and iron-packed meat options, particularly among health-conscious populations. Demand for mutton is also sustained by cultural and religious factors in regions such as the Middle East, Africa, and South Asia, where its consumption is deeply ingrained in traditional cuisines. Increasing popularity of premium and organic mutton offerings is further augmenting its market expansion, appealing to high-income consumers seeking quality and traceability. Moreover, the growth of food service chains promoting lamb and mutton dishes has reinforced its visibility and accessibility worldwide.

Traditional meat continues to hold an overwhelming dominance in the global red meat market, commanding a 90.80% market share in 2025. This strong position highlights the deeply established consumption patterns that have shaped global dietary habits for decades. Price sensitivity remains a critical factor, with most consumers favoring conventional meat due to its affordability compared to premium or specialty alternatives. Traditional meat also benefits from a highly developed supply chain, ensuring its widespread availability across retail, foodservice, and household consumption channels in both urban and rural areas. The familiarity of taste, consistent supply, and cultural acceptance across multiple regions further reinforce its dominance.

Organic meat, by contrast, has emerged as the fastest-growing segment, projected to expand at a CAGR of 3.82% through 2031. Its rapid growth is fueled by rising health consciousness and the increasing number of consumers seeking cleaner, natural, and chemical-free food options. Affluent buyers, particularly in developed economies, are willing to pay significant price premiums for organic meat due to its perceived health benefits and alignment with sustainable farming practices. Growing awareness of animal welfare and environmental concerns associated with conventional farming methods has further elevated the appeal of organic variants. Additionally, the expansion of specialty retail, organic-focused supermarkets, and e-commerce platforms is making organic meat more accessible to a wider consumer base.

The Red Meat Market Report is Segmented by Product Type (Beef, Mutton, Pork, Other Meat), Category (Traditional Meat, Organic Meat), Form (Fresh/Chilled, Frozen, Canned, Processed), Distribution Channel (On-Trade, Off-Trade), and Geography (North America, Europe, Asia-Pacific, South America, Middle East and Africa). The Market Forecasts are Provided in Terms of Value (USD) and Volume (Units).

Geography Analysis

In 2025, the Asia-Pacific region commands a dominant 41.75% share of the market, fueled by its vast population, increasing incomes, and a cultural inclination towards red meat over other protein sources. Countries like China and Australia bolster the region's advantage with their domestic production, while a surging import demand further energizes international trade. China's ongoing recovery from the African Swine Fever has reshaped regional consumption trends. As consumers broaden their protein palette, the embrace of alternative proteins has, paradoxically, bolstered the demand for red meat. Insights from Agriculture and Horticulture Development Board (AHDB) highlight that the Asia-Pacific's consumption surge is not just a product of rising incomes, but also a shift in protein preferences, allowing consumers to indulge in premium offerings. Additionally, the region's diverse culinary traditions, which heavily incorporate red meat, further drive consumption.

Meanwhile, the Middle East and Africa stand out as the region with the swiftest growth, projected at a 3.25% CAGR through 2031. The region's ascent can be attributed to demographic shifts, urbanization, and a deeper integration into global trade, making products more accessible and affordable. Additionally, the region's growing middle class and increasing disposable incomes are driving demand for higher-quality red meat products. Governments in the region are also investing in infrastructure and trade agreements to enhance supply chain efficiency, further supporting market growth. The rising influence of halal certification and adherence to dietary laws are additional factors shaping the red meat market in this region. North America and Europe, while

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established markets with consistent consumption patterns, are witnessing a surge in premiumization and organic product adoption. This trend, though constrained by volume limitations, presents lucrative value growth avenues. In North America, the demand for grass-fed and sustainably sourced red meat is gaining traction, driven by consumer awareness of health and environmental concerns. Similarly, Europe is experiencing a shift toward organic and locally sourced products, supported by stringent regulations and sustainability initiatives. South America, on the other hand, is riding high on its robust domestic production and export focus. Nations like Brazil and Argentina are capitalizing on their pasture-based production systems, carving out a competitive edge. These countries benefit from favorable climatic conditions and vast grazing lands, enabling cost-effective production. Furthermore, South America's strong trade relationships with key importing regions, such as Asia-Pacific and the Middle East, are bolstering its position as a major exporter in the global red meat market.

List of Companies Covered in this Report:

JBS S.A. Tyson Foods, Inc. Hormel Foods Corporation WH Group Limited BRF S.A. Marfrig Global Foods S.A. Minerva Foods S.A. Cargill, Incorporated NH Foods Ltd. Sysco Corporation Australian Agricultural Co. Itoham Yonekyu Holdings Starzen Co., Ltd. OSI Group Tonnie's Holding ApS & Co. KG Smithfield Foods Danish Crown Vion Food Group Miratorg Kerry Group

Additional Benefits:

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

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