



**GLOBAL MARKET TRENDS 2023:
MEAT & SEAFOOD**

Market Overview



Expected Market Size by
2027

\$2069.85 Billion



Expected Growth Rate Through
2026

6.4%

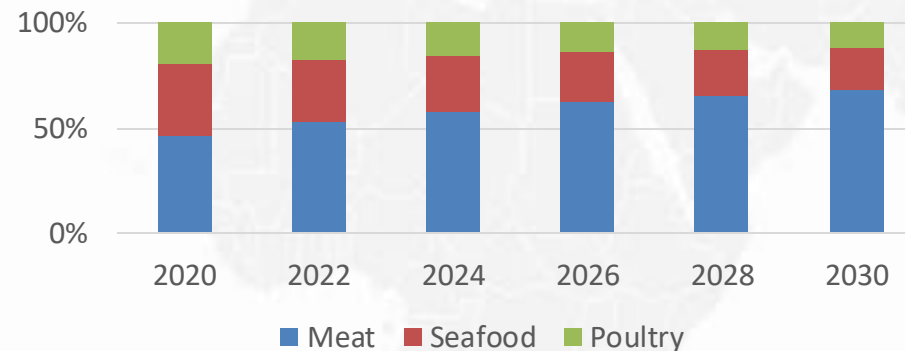


Asia Pacific

Is the largest region in the
market

Global Meat, Poultry & Seafood Market

size, by product, 2020 – 2030 (USD Billion)



- Meat, seafood & poultry consumption is still prevalent and is even increasing as the population grows, especially in developing economies such as India and China.
- According to the Organization for Economic Co-operation Development (OECD) and the Food and Agriculture Organization (FAO) report 2020, China is the world's largest provider of meat, with 77.9 million tons in 2020, followed by the U.S. with 48.7 million tons of meat. Such factors are likely to bode well with the future growth of the market.



References:

Meat, Poultry And Seafood Market Size, Share & Trend Analysis Report By Product (Meat, Poultry), By Type (Conventional, Organic), By Form (Fresh, Frozen), By Distribution Channel, By Region, And Segment Forecasts, 2022 - 2030. (n.d.).

<https://www.grandviewresearch.com/industry-analysis/meat-poultry-seafood-market>



Key Trends

Key Trends for Meat & Seafood in 2023

1

**Modified Atmosphere Packaging
(MAP)**

2

Frozen Meat & Seafood

3

Meat & Seafood Alternative

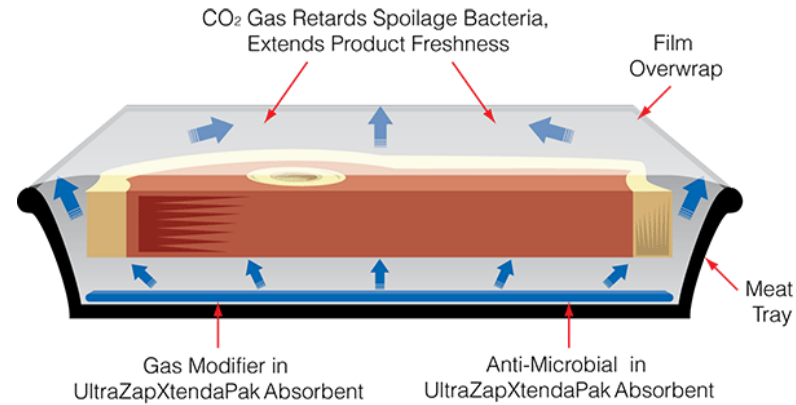
4

From Cans to Pouches

Key Trend 1: Modified Atmosphere Packaging (MAP)

Modified atmosphere packaging (MAP) is to package perishable products in an atmosphere that has been modified to be able to extend the shelf life of packaged products.

Key Trend 1: Modified Atmosphere Packaging (MAP)



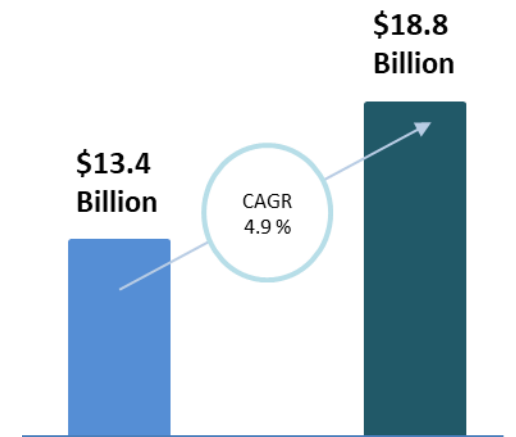
- Modified Atmosphere Packaging is useful for products that have a high percentage of respiration and ethylene production, rapid water loss, darkening on cut surfaces, or sensitivity to bacterial activity²
- The technology uses a shielding gas combination to replace the atmospheric air inside a package. In this case, the gas ensures that the commodity continues to remain fresh for as long as possible²

Growth Driven¹:

- ✓ The growing preference for simple and convenient packaging.
- ✓ The short shelf life of food foods such as meat, fish, chicken, and dairy in the presence of oxygen

Global Modified Atmosphere Packaging Market

2022-2030



Source: VerifiedMarketResearch

Global drive for healthier diet, changes in consumer life-style and the advancement of retail marketing have led to a high increase in the demand for fresh, healthy and convenient food produce.

Key Trend 1: Modified Atmosphere Packaging (MAP)



Booth British Lamb –400g

- Our lamb is reared by farmers who care about the welfare of their animals.
- This packed was skillfully prepared by Booths Butchers at our Butchery at Preston
- This packed was carefully packed using MAP Technology to ensure freshness and prolong shelf-life.
- Frozen product
- Product of UK
- **Ingredients:** Typical percentage of fat content under 20%. Typical collagen/meat protein ratio under 15%.

Key Trend 1: Modified Atmosphere Packaging (MAP)



Foster Farms Grass Fed Diced Beef – 500g

- Slow cook Diced for your convenience, perfect for stews and casseroles
- Suitable for home freezing. Ideally freeze as soon as possible after purchase but always by 'use by' date shown.
- Frozen product
- Product of Ireland
- **Ingredients:** 100% Irish Diced Beef

Key Trend 1: Modified Atmosphere Packaging (MAP)



Torsk Dory Fish Fileter –425g

- Dory is a member of fish families typically large-eyed, silvery, deep-bodied, laterally compressed, and roughly discoid marine fish.
- Dory fillet is a fine juicy meat typically white in color with firm, flaky texture and has a magnificent taste, mild and slightly sweet flavored.
- Frozen product
- Product of France

Key Trend 2: Frozen Meat & Seafood

The easy accessibility of food items in convenience stores and supermarkets in huge varieties is adding value to these products. The popular frozen food products are meat, and poultry products are frozen beef, frozen duck, frozen turkey, frozen chicken, frozen bacon, and frozen gammon

GLOBAL FROZEN FOOD MARKET



CAGR
2022-2027

4.8%

Key Trend 2: Frozen Meat & Seafood



Based on Distribution Channel, Hypermarkets & Supermarkets are anticipated to acquire the largest market share during 2022-2027

CHALLENGES

1

Increasing health concerns & the easy availability of fresh & natural food

2

Fluctuations in the nutrient level of fresh & frozen food shifting consumer focus

Global Frozen Food Market is projected to grow at around 4.8% CAGR during 2022-2027

DRIVERS



Increasing population & its massive food requirements

Working people preferring frozen food as a convenient option with minimal or no preparation time



Emerging trend of veganism stimulating the demand for frozen food

SEGMENT

Based on Product Type

Frozen Meat & Seafood is anticipated to dominate the market with the largest share during 2022-2027

By Region

Europe is anticipated to dominate the market with the largest share during 2022-2027

KEY PLAYERS

Ajinomoto Foods, Conagra Brands Inc, Frosta AG (Frosta), General Mills Inc, Grupo Bimbo, Heinz Frozen Food Company, Lantmannen Unibake, McCain Foods Limited, Nestle SA, Nomad Foods Ltd, The Kellogg Company, Tyson Foods, Unilever PLC, Wawona Frozen Food

References:
Marknteladvisors. (n.d.). Infographics Frozen Food Market Trends | Market Insights Future & Forecast 2027. MarkNtel Advisors. <https://www.marknteladvisors.com/infographics/frozen-food-market.html>

Key Trend 5: Frozen Meat & Seafood



Allana Fresh Frozen Halal Meat - 18kg

- Allana is the World's Largest Producer and Exporter of Frozen Halal Boneless Buffalo Meat dominating the buffalo meat export market
- Frozen product
- Product of India

Key Trend 5: Frozen Meat & Seafood



Tasty Frozen Trading Frozen Seafood Mix –500g

- Our Frozen Seafood Mix is a great option that is quick to add to any sauce, soup or salad. The product is all cleaned and cut into appropriate portions, all you have to do is add it in.
- Frozen product
- Product of Malaysia

Key Trend 3: Meat & Seafood Alternative

“ By 2035, every tenth portion of meat, eggs, and dairy eaten around the globe is very likely to be alternative”.

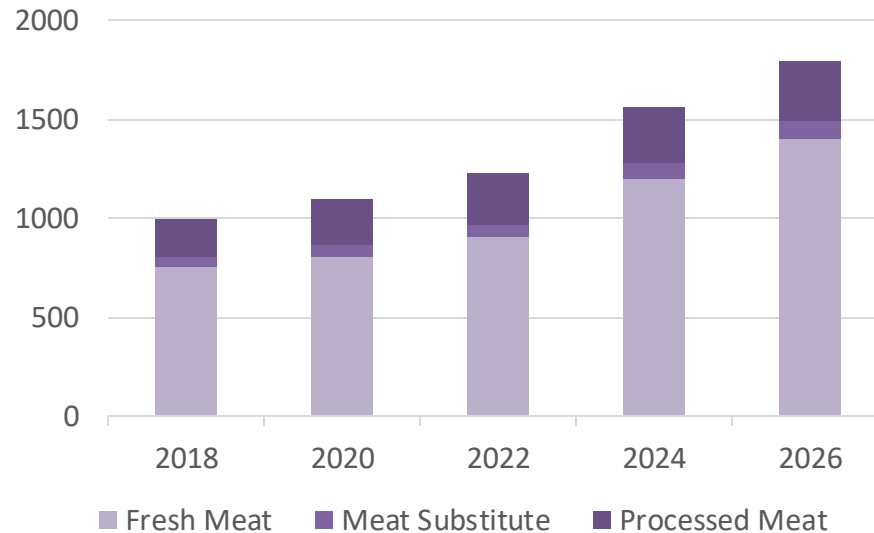
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foodnavigator-usa.com. (2021, March 24). 'Alternative' proteins could account for 11% of global protein market by 2035, predicts report.
<https://www.foodnavigatorusa.com/Article/2021/03/24/Alternative-proteins-will-account-for-11-of-global-protein-market-by-2035-predicts-report>

Key Trend 3: Meat & Seafood Alternative

DESPITE FAST GROWTH, MEAT SUBSTITUTES ARE A NICHE MARKET

Estimated Global Revenue of Meat and Meat Substitutes (in Billion US Dollars)



Source: Statista Market Insights

CAGR (2022-2027)

Fresh Meat – 6.8%
Meat Substitute - 48.4%
Processed Meat - 2.1%

“Alternative” proteins could account for **11%** of Global Protein market by 2035¹.



Overfishing and exploitation of natural fish stock in oceans led to the extinction of around 90% of the fish species



The global market for meat substitutes grew by an astonishing average of **48 percent** annually².

The depletion of natural seafood resources is a major factor behind the rise in the importance of Seafood Alternative



The growing awareness regarding the health benefits of consuming plant-based protein, the welfare of animals, and rising concerns over the environment and sustainability are the key factors that are boosting the growth of the market across the globe.

References:
¹Foodnavigator-usa.com. (2021, March 24). “Alternative” proteins could account for 11% of global protein market by 2035, predicts report. <https://www.foodnavigator-usa.com/Article/2021/03/24/Alternative-proteins-will-account-for-11-of-global-protein-market-by-2035-predicts-report>
²Buchholz, K. (2023, March 30). Despite Fast Growth, Meat Substitutes Are a Niche Market. Statista Infographics. <https://www.statista.com/chart/29615/global-revenue-of-meat-and-meat-substitutes/>

Key Trend 3: Meat & Seafood Alternative



Emborg Plant-based Meat-free Burger

- These ready-to-use plant-based burger patties are full of great taste and nutrients, when craving juicy burgers.
- Emborg Plant-based burger patties are both high-quality and completely meat-free, without compromising on taste and texture.
- Frozen product
- Product of Danish
- **Ingredients:** Water, Pea Protein (20%), Rapeseed Oil, *Coconut Oil, Mushroom, Onion, Garlic, Salt, *Pepper, *Spices, Beetroot Concentrate, Fermented Dextrose, Stabilizer (methylcellulose), *malt extract (BARLEY,WHEAT), natural flavouring, *acidity regulator (citric acid).

Key Trend 3: Meat & Seafood Alternative



Good Catch Crab Cakes -277g

- If there are crab cakes involved, it's officially a party (even if it's just Tuesday night dinner). With each bite, you'll get a crabmeat-like texture and seafood flavor seasoned with sweet peppers, green onions, parsley and a kick of spice.
- Get ready to be wowed by how we manage to be so like crab and so not crab at the same time.
- Frozen product
- **Ingredients:** Water, Good Catch® 6-Plant Protein Blend (Pea Protein Isolate, Soy Protein Concentrate, Chickpea Flour, Faba Protein, Lentil Protein, *Soy Protein Isolate, Navy Bean Powder), Red Bell Peppers, Green Onions, *Sunflower Oil, *Corn Starch, Parsley, Natural Flavors, Lemon Juice, Salt, *Methylcellulose, *Onion Powder, Paprika, *Yeast Extracts, Spices, *Garlic Powder.

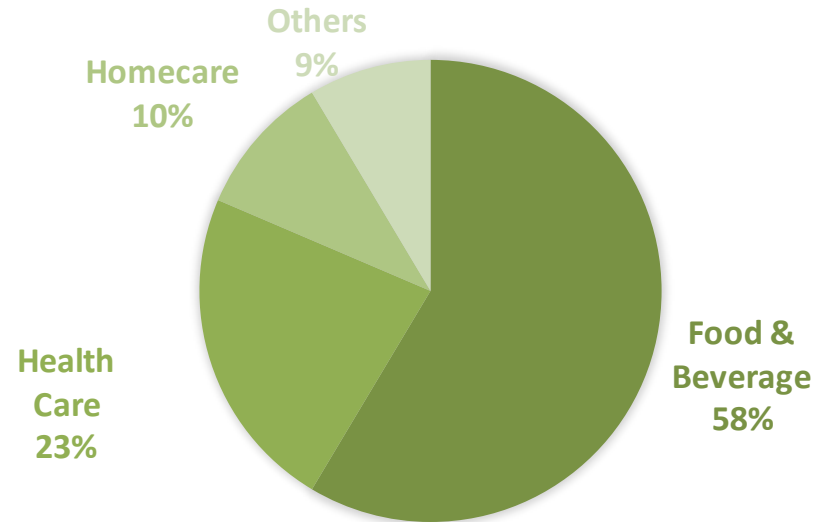
Key Trend 4: From Cans to Pouches

Foods are commonly packaged in pouches due to their low cost, and easy filling of nitrogen to preserves the color, flavor, and texture of the packed food product.

Key Trend 4: From Cans to Pouches

GLOBAL POUCHES MARKET

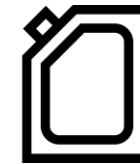
Share, by End-use, 2022 (%)



Source: Grandview Research

The global pouches market size was valued at **USD 40.09 billion in 2022** and is expected to expand at a compound annual growth rate **(CAGR) of 5.9% from 2023 to 2030.**

Rising demand for packaged beverages and food and cost-effectiveness and convenience of use of pouches are primary factors driving the pouches market growth¹.



The trends of convenience, transparency, and aesthetics have resulted in consumers expressing growing interest in flexible pouches over traditional cans for shelf-stable seafood².

Pouches align with specific consumer packaging value-add preferences including easy-open and resealable features. Pouches are also a convenient packaging format for frozen seafood. All of these factors are currently coalescing to drive growth in pouched seafood products².



References:

¹Pouches Market Size, Share & Trends Analysis Report By Material (Plastic, Metal, Paper, Bioplastics), By Product (Flat, Stand-up), By End-use, By Treatment Type, By Closure Type, By Region, And Segment Forecasts, 2023 -2030. (n.d.). <https://www.grandviewresearch.com/industryanalysis/pouches-market>

²Flanagan, C. (2022, September 30). Trends and Predictions in Meat, Poultry, and Seafood Packaging. ProFood World. <https://www.profoodworld.com/business-intelligence/article/22471450/trends-and-predictions-in-meat-poultry-and-seafood-packaging>

Key Trend 4: From Cans to Pouches



Hereford Rip 'N' Ready Beef and Chicken Meatballs with Spaghetti Sauce -283g

- Hereford Rip-n-Ready® Meatballs with Spaghetti Sauce is fully cooked and ready to eat. We start with hearty meatballs and smother them in a rich spaghetti sauce with the perfect amount of herbs and spices. Enjoy over spaghetti, in a meatball sub, or over white rice..
- Shelf stable, vacuum sealed
- Gluten free, no MSG
- **Ingredients:** Cooked Meatballs (Beef, Mechanically Separated Chicken, Water, *Texture Vegetable Protein [Soy Protein Concentrate, Caramel Color], *Soy Protein Concentrate, *Salt, *Garlic Powder, *Onion Powder, Spice, Water, *Tomato Paste, Spaghetti Sauce Seasoning (Salt, Sugar, Modified Corn Starch, Parsley (Dehydrated), Onion

Key Trend 4: From Cans to Pouches



D'Heritage Sardines in Tomato Sauce -425g

- D'Heritage Sardines are from cold seas. Living in the extreme cold condition makes them fattier, juicier and richer in Omega 3. The sardine oil may appear on the surface of the sauce in the form of white particles, depending of the storage temperature. It dissolves once heated. It is natural and it is a sign of high-quality sardine fish.
- The rich tomato sauce provides lycopene, the strongest antioxidant that helps cell against ageing and help to control blood pressure.
- **Ingredients:** Wild caught sardines fish, *tomato paste, sustainable palm oil (RSPO certified), *salt, contains thickener *xanthan gum as permitted food conditioner.



To know more about the featured ingredients in this market trends report as well as how you can create better food products for your consumers, contact our

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THANK YOU