

## **Meat market poised for growth, with 7% CAGR from 2025 to 2033**

India's meat industry has shown remarkable growth, contributing significantly to the economy and providing employment, particularly in rural areas. In 2023-24, the country's meat production rose to 10.25 million metric tons (MMT), reflecting a 4.95% increase over the previous year. Poultry remains the highest-produced category, contributing over 5 MMT, while buffalo (carabeef) production stood at 4.57 MMT. Forecasts indicate further growth in 2025. The goat, sheep, pig, and cattle meat production will continue to contribute significantly to India's overall meat output. Globally, meat production in 2024 is expected to see a slight increase, led by the United States, Brazil, and China. India holds the position of the fifth-largest producer, accounting for 7% of global meat production with a contribution of 4.57 MMT.

Red meat market is expected to witness the highest growth rate at 7.5% CAGR, followed by processed beef products with a 7.55% CAGR. Fresh processed meat products and edible meat market show moderate growth, with CAGRs of 6.28% and 2.23% respectively. The segmentation highlights diverse growth trajectories within India's meat industry, driven by consumer preferences, dietary habits, and regional consumption patterns.

India maintains its status as the world's largest exporter of buffalo meat, with exports projected to grow by 4% in 2025, driven by rising demand from the Middle East, South-East Asia, and African nations. According to the USDA, India's beef (mainly carabeef) production is expected to rise to 4.64 MMT in 2025, with exports increasing to 1.64 MMT. While demand from South-East Asia remains relatively weak, growth is anticipated from Egypt and the Middle East. Despite this positive export outlook, India does not import bovine meat, though it allows restricted imports of animal genetics to strengthen its livestock industry.

India's meat sector is diverse, catering to a wide variety of consumer preferences across regions. Buffalo meat (carabeef) has gained prominence as an alternative to beef, which is restricted in many regions due to religious beliefs. Poultry, particularly chicken, is the most widely consumed meat across the country and features prominently in traditional dishes. Goat meat (mutton) holds cultural significance, often consumed during festivals and celebrations. Additionally, pork and other meats are consumed regionally, especially in north-eastern states, reflecting India's rich cultural and dietary diversity. Religious beliefs and cultural practices play a key role in shaping meat consumption patterns, adding complexity to the market. Muslim communities prefer halal meat, while Hindu beliefs restrict beef consumption in many parts of the country, making buffalo meat a popular alternative.

The Indian government plays a pivotal role in supporting the meat industry through a range of initiatives aimed at improving quality and infrastructure. Vaccination programmes are implemented to prevent livestock diseases, ensuring higher productivity and food safety. The government allows 100% Foreign Direct Investment (FDI) under the automatic route to encourage private sector participation. Tax benefits and grants support the development of infrastructure, such as cold chains and Mega Food Parks, strengthening the supply chain and reducing post-harvest losses. Subsidies are also provided to promote quality breeding and enhance meat hygiene standards, contributing to the sector's overall growth.

Despite its potential, the Indian meat industry faces several challenges that hinder its growth. The sector remains highly unorganised, with fragmented supply chains and inadequate infrastructure. Hygiene and quality issues persist due to a lack of awareness and the use of spent animals, which affects overall meat quality. Moreover, limited investments in advanced

breeding technologies and cold chain facilities further constrain the sector's efficiency and scalability. Addressing these challenges will be crucial to ensuring sustained growth and maintaining India's competitive edge in the global market.

Emerging trends are reshaping the Indian meat industry, driven by changing consumer preferences and technological advancements. There is growing demand for processed and packaged meat products, particularly ready-to-cook and ready-to-eat options, which appeal to urban consumers with busy lifestyles. Online meat delivery services are gaining traction, with e-commerce platforms and specialised apps offering contactless deliveries and subscription models. Rising consumer awareness regarding food safety and traceability is also driving the adoption of blockchain technology to enhance supply chain transparency. Moreover, advancements in cold chain logistics are ensuring freshness and maintaining product quality, enabling the sector to meet evolving consumer expectations.

India's meat industry exhibits a blend of concentration and fragmentation, with a few dominant players controlling a significant portion of the market. At the same time, a substantial number of small and medium-sized enterprises (SMEs) operate within the sector, catering to niche markets and regional preferences. These smaller enterprises enhance the industry's diversity and complexity, strengthening the supply chain and effectively addressing localised consumer demands.

Consumers are seeking healthier, high-protein meat options, driving demand for lean cuts and naturally preserved products. Busy urban lifestyles are boosting interest in ready-to-eat, single-serve, and pre-cooked meat items. Advanced cold chain solutions extend product shelf life, reduce waste, and ensure food safety, supporting the convenience food trend. Startups are transforming India's meat market with farm-to-fork models, ensuring freshness and offering value-added services like marination and ready-to-cook options. Their innovations enhance supply chain efficiency and meet evolving consumer preferences.

Looking ahead, the Indian meat market is poised for continued growth, with a projected 7% CAGR from 2025 to 2033, driven by rising disposable incomes, urbanisation, and changing dietary preferences. Increasing demand for processed meat, expanding digital platforms, and innovations in supply chain management will further fuel this growth. As consumers seek greater convenience, quality, and food safety, the Indian meat industry is well-positioned to adapt and thrive in the coming years. Additionally, India's emphasis on buffalo meat exports is expected to play a pivotal role in expanding its global footprint, contributing to the sustained growth of the sector.

Reference : <https://www.fnbnews.com/Top-News/meat-market-poised-for-growth-with-7-cagr-from-2025-to-2033-82453>