Global Hot Dog and Sausages Market 2015-2019

Description: Market outlook of the hot dog and sausages market

The market research analyst projects the hot dog and sausages market to reach a market value of around USD 76 billion by the end of 2019. The diversity of the product offerings and its association with various events have been driving the growth of this market. For instance, According to NHDSC, during occasions such as Memorial Day, Independence Day and Labor Day in the US, the consumption of hot dogs is more than 100 million.

The health risks associated with hot dogs and sausages is expected to deter the growth of the market during the forecast period. Most hot dogs and sausages contain a chemical compound named nitrite that are present in almost all the processed meats such as sausages, hot dogs, and bacon as well as poultry items. During the preparation of the meat, the nitrites combine with other chemicals resulting in N-nitroso compounds. On consumption, N-nitroso converts into nitrosamines within the human body which is harmful and leads to various types of cancer.

Competitive landscape and key vendors

The global hot dog and sausages market is fragmented resulting in intense competition. The vendors compete on the basis of price differentiation, product and category extension, flavor innovations and calorie intake per consumption. The market is also expected to face competition from indirect substitutes such as fruits, juices, and salads during the forecast period.

The key vendors in the market are

- Fleury Michon
- Goodman Fielder
- Hormel Foods
- Nestl
- Tyson Foods
- Venkys

Other vendors in the market include Empire Dogs, Franconian, Fresh Start Bakeries, Hofmann, Kunzler, Nathans Famous, Sausage Saloon, Tasty Bake, TC Fines, The Galloping Goose Sausage, Vienna Beef, and Westaways.

Product segmentation and analysis of the hot dog and sausages market

- Cocktail sausages
- Refrigerated breakfast sausages
- Refrigerated dinner sausages

Cocktail sausages accounted for around 39% of the market shares during 2014. This segment is expected grow at a rate of 3% and retain its dominance during the forecast period.

Geographical segmentation and analysis of the hot dog and sausages market

- APAC
- Europe
- Middle East
- North America
- ROW

APAC was the dominant region during 2014 with the largest share of around 40% in the global market. The report predicts this region to maintain its leadership in the market until the end of 2019, reaching a revenue of USD 30 billion. The large youth population in countries like China, Japan and India are driving the growth of this market. India is anticipated a huge growth potential area for both traditional-style flavors, as well as the American-style flavored hot dogs.

Key questions answered in the report include
What will the market size and the growth rate be in 2019
What are the key factors driving the global hot dog and sausages market
What are the Key market trends impacting the growth of the hot dog and sausages market
What are the challenges to market growth
Who are the key vendors in the hot dog and sausages market
What are the market opportunities and threats faced by the vendors in the global hot dog and sausages market
Trending factors influencing the market shares of APAC, Europe, Middle East, North America, and ROW
What are the key outcomes of the five forces analysis of the global hot dog and sausages market

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