UAE Processed Meat Market – Market trend, Growth and Opportunities (2016 - 2021)

Description:

The market value of processed meat in UAE is estimated to be USD XXX million and is projected to reach a market value USD XXX million by 2020 at a CAGR of X% during the period from 2015 to 2020. Meat processing is the manufacture of meat products from muscle meat, animal fat and certain non-meat additives. Additives are used to enhance product flavor and appearance. They can also be used to increase product volume. The advantage of meat processing is the integration of certain animal tissues (muscle trimmings, bone scraps, skin parts or certain internal organs which are usually not sold in fresh meat marketing) into the food chain as valuable protein-rich ingredients. Processed meat products, although still in infancy, are gaining popularity and consumption is rising.

Consumers in the UAE eat three times more meat per capita than the global average for the past few years. That is despite the fact that bovine meat imports fell, by more than 19.25% because of the effects of the global financial downturn. The value of the UAE’s meat and meat product imports reached $MILLION 3,040 million last year.

Most of the working class population in UAE prefers a healthy life. Meat is the primary choice of people in food and they choose most healthy option in it. Processed Meat is the most healthy meat option in the world. Customers in UAE are preferring processed meat over traditional uncured meat because of changing life style and ease of preparation. People are eating mostly in restaurants and fast food joints. Restaurants also prefers processed meat because of its high storage life and ease in storage. The biggest constraint for meat processing companies in UAE is regulations and halal requirements. UAE has strict quality norms and any deviation from that can lead to closure of the company. Meat processing companies has to be very careful in selection of meat and non-meat ingredients. UAE has high GDP per capita and paying premium prices is not an issue for them, in return, they seek quality products.

The market has been segmented into processed meat with sub segments including fresh processed meat, raw cooked meat, and cured meat, pre-cooked and dried meat. Within the Uncured meat segment they have been classified as whole muscle, raw and others. Based on the type of they have been classified as poultry, mutton, beef and so on.

There is an urgent need for new sources of meat imports to the UAE to protect against future shortfalls. Major exporters of beef such as Australia and South America (especially Brazil) have experienced problems with a shortage of livestock. To make up for the shortage, there is an urgent need of increasing imports from Arab and African markets, which have remained stable.

Key deliverables of the study:

The study elucidates the situation of UAE and predicts the growth of its Processed Meat Industry. Report talks about growth, market trends, progress, challenges, opportunities, technologies in use, growth forecast, major companies, upcoming companies and projects etc. in the Processed Meat sector of UAE. In addition to it, the report also talks about economic conditions of and future forecast of its current economic scenario and effect of its current policy changes in to its economy, reasons and implications on the growth of this sector. Lastly, the report is segmented by various types' Processed Meat available in the country.

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