

Meat in Australia

December 2024

Table of Contents

Meat in Australia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

High inflation and cost of living cuts into consumer spend on meat Innovations in meat manufacturing focus on delivering sustainability goals

PROSPECTS AND OPPORTUNITIES

Total consumption of meat expected to quickly recover as prices stabilise

Recovery of foodservice expected, but channel sees rising demand for plant-based meat alternatives

Summary 1 - Major Processors of Meat 2024

CATEGORY DATA

- Table 1 Total Sales of Meat by Category: Total Volume 2019-2024
- Table 2 Total Sales of Meat by Category: % Total Volume Growth 2019-2024
- Table 3 Retail Sales of Meat by Category: Volume 2019-2024
- Table 4 Retail Sales of Meat by Category: % Volume Growth 2019-2024
- Table 5 Retail Sales of Meat by Category: Value 2019-2024
- Table 6 Retail Sales of Meat by Category: % Value Growth 2019-2024
- Table 7 Retail Sales of Meat by Packaged vs Unpackaged: % Volume 2019-2024
- Table 8 Forecast Sales of Meat by Category: Total Volume 2024-2029
- Table 9 Forecast Sales of Meat by Category: % Total Volume Growth 2024-2029
- Table 10 Forecast Retail Sales of Meat by Category: Volume 2024-2029
- Table 11 Forecast Retail Sales of Meat by Category: % Volume Growth 2024-2029
- Table 12 Forecast Retail Sales of Meat by Category: Value 2024-2029
- Table 13 Forecast Retail Sales of Meat by Category: % Value Growth 2024-2029

Fresh Food in Australia - Industry Overview

EXECUTIVE SUMMARY

Fresh food in 2024: The big picture

2024 key trends

Retailing developments

What next for fresh food?

MARKET DATA

- Table 14 Total Sales of Fresh Food by Category: Total Volume 2019-2024
- Table 15 Total Sales of Fresh Food by Category: % Total Volume Growth 2019-2024
- Table 16 Retail Sales of Fresh Food by Category: Volume 2019-2024
- Table 17 Retail Sales of Fresh Food by Category: % Volume Growth 2019-2024
- Table 18 Retail Sales of Fresh Food by Category: Value 2019-2024
- Table 19 Retail Sales of Fresh Food by Category: % Value Growth 2019-2024
- Table 20 Retail Sales of Fresh Food by Packaged vs Unpackaged: % Volume 2019-2024
- Table 21 Retail Distribution of Fresh Food by Format: % Volume 2019-2024
- Table 22 Forecast Total Sales of Fresh Food by Category: Total Volume 2024-2029
- Table 23 Forecast Total Sales of Fresh Food by Category: % Total Volume Growth 2024-2029
- Table 24 Forecast Retail Sales of Fresh Food by Category: Volume 2024-2029
- Table 25 Forecast Retail Sales of Fresh Food by Category: % Volume Growth 2024-2029
- Table 26 Forecast Retail Sales of Fresh Food by Category: Value 2024-2029
- Table 27 Forecast Retail Sales of Fresh Food by Category: % Value Growth 2024-2029

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