

THAIFEX - Anuga Asia 2023: Meat Fact Sheet

Meat is a comprehensive trade show covering the key trends and major sectors, including meat, sausage and poultry. Meat covers:

- Meat (unprocessed)
- Meat products
- Preserves containing meat
- Meat-based convenience products
- Raw ingredients and auxiliary agents for butchers

Fast Facts

- According to a report by Research Dive, the meat product market in Southeast Asia is projected to exceed \$117,259.2 million by 2026, with a compound annual growth rate (CAGR) of 5.1% from 2019 to 2026¹.
- Pork meat products are predicted to experience the highest growth among the various meat types, with an estimated value of \$43,636.9 million by 2026.
- The Thailand market is expected to offer lucrative growth prospects for the meat product market during the forecast period, with a projected CAGR of 6.5%. This growth can be attributed to factors such as stringent regulations governing animal diseases and food safety, advancements in farm productivity, and the increasing development of meat products in other Southeast Asian countries.
- In 2019, the meat market in Vietnam generated \$30,671.7 million, and it is anticipated to increase to \$44,155.2 million by 2026. The substantial growth of the Vietnam meat market can be attributed primarily to significant investments made by market players to develop innovative meat products.

Key Exhibitors

- **Tyson International APAC Ltd (Thailand)**
 - Tyson Foods Inc. is one of the world's largest food companies and a recognized leader in protein. Headquartered in Springdale, Arkansas, Tyson Foods innovates continually to make protein more sustainable, tailor food for everywhere it's available and raise the world's expectations for how much good food can do. Their headquarters for the APAC region is based in Thailand where

¹ <https://www.researchdive.com/408/the-southeast-asia-meat-product-market>

they operate a fully integrated poultry processing business supporting their customers in the retail channels and food services across 25 countries.

- **Nebraska Department of Agriculture (United States of America)**

- The Nebraska Department of Agriculture (NDA) is a state agency responsible for regulating and promoting the agricultural industry in Nebraska, United States. The NDA was established in 1913 and is headquartered in Lincoln, Nebraska. The NDA works closely with farmers, ranchers, and other agricultural stakeholders to ensure that Nebraska's agricultural products are safe, high-quality, and environmentally sustainable. The department also works to promote the economic growth of the state's agricultural industry by providing marketing and development services to Nebraska producers.

- **Swift & Company Trade Group (Australia)**

- Swift Trade has been a meat trading entity since the 1960s and is located today in central Brisbane, Australia, where our multinational staff of 40 people speak ten different languages. Their logistics and trading staff are regional specialists in product and market requirements along with import and export procedures.

Full information about this year's **11 Signature Trade Shows** can be found on <https://thaiFEX-anuga.com/trade-fair/trade-shows/>

For the overall **THAIFEX - Anuga Asia Key F&B Segments**, please visit <https://thaiFEX-anuga.com/>

Media Contact

Name: Martin Lim

H/P: (+65) 8313 1595

E-mail: martin@pinpointpr.sg