



Euromonitor  
International

# Meat in India

April 2024

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## Meat in India - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Poultry remains the most widely consumed type of meat in India  
Consumers look for good quality meat, given rising health concerns

#### PROSPECTS AND OPPORTUNITIES

Foodservice and institutional volumes will continue to grow along with increased mobility and outlet expansion  
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