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MEAT INSIDER

2025 FINALE

EXCITING
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Dive into the sizzling pages of Meat Insider, where every issue is a tender journey through the finest cuts, the juiciest news, and the most savory stories from the heart of Al Mawashi.

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BEHIND THE CURTAINS

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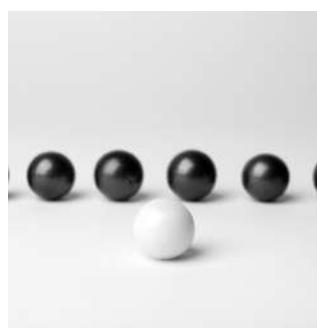
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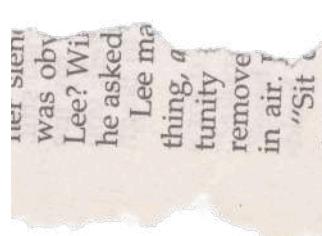
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E-Commerce: Driving Growth in Modern Meat Trading

STARTER

E-commerce is reshaping the meat trading industry by enhancing transparency, efficiency, and market reach. Digital platforms allow suppliers to present clear product specifications, certifications, and sourcing details, helping buyers make faster and more confident decisions.

Through e-commerce, meat trading companies can serve a wider range of customers, including hotels, restaurants, retailers, and catering businesses, without geographical limits. This expanded access supports growth and strengthens market presence.

Operational excellence remains critical. Reliable cold-chain logistics, accurate order management, and timely delivery ensure product quality from source to customer. When digital systems are integrated with strong supply chain control, technology becomes an extension of quality assurance.

E-commerce does not replace trust—it reinforces it. By combining digital capabilities with strict quality standards and halal compliance, meat suppliers can build long-term, reliable customer relationships in a competitive global market.

Maha Madkour



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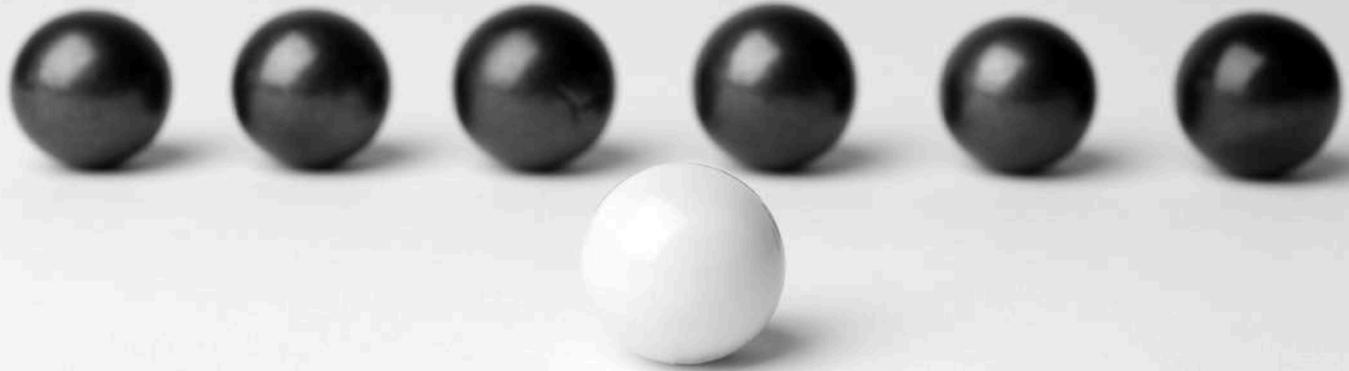
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INTRODUCTION By Fatima Zareen

Welcome to the Finale Edition of Meat Insider 2025!

The finale edition of Meat Insider 2025 arrives at a moment of reflection, responsibility, and renewed purpose for the global meat industry. The year 2025 has underscored a powerful truth: meat is no longer viewed solely as a commodity, but as a product deeply connected to sustainability, traceability, nutrition, craftsmanship, and cultural heritage.

As we look ahead, Meat Insider remains committed to being more than a publication—it is a platform for knowledge sharing, professional pride, and industry unity. The journey continues into 2026 with a shared vision: to strengthen standards, empower people, and ensure that the future of meat is one built on quality, integrity, and respect—from farm to fork.

This final edition of 2025 brings together insights and expertise from across regions, disciplines, and generations, featuring a curated selection of topics that reflect the evolving meat industry.

Readers will discover the growing appeal of Biltong as a protein-packed snack, follow the HACCP journey that underscores the commitment to food safety and quality, and explore innovations in livestock sustainability. Through these stories, the edition illustrates how the sector is educating, innovating, and setting new standards for responsibly produced, premium meat, capturing a year defined by progress, purpose, and professional excellence.



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EVENTS AND HAPPENINGS



Livestock Transport and Trading Company Appoints New Chief Executive Officer

The management of Livestock Transport and Trading Company has announced the appointment of Mr. Ahmed Abdul Latif Al-Ateeqi as Chief Executive Officer, effective 1 December 2025. The appointment marks a significant step in the company's continued focus on strengthening leadership and advancing operational excellence across its livestock trading and transport activities.

Mr. Al-Ateeqi brings with him extensive experience in strategic management, industry development, and organizational leadership. His appointment reflects the company's commitment to reinforcing governance standards, driving sustainable growth, and enhancing value creation across regional and international markets.

EVENTS AND HAPPENINGS

Meet the Meaters Announces Third Edition on 10 February 2026



Al Mawashi Dubai has confirmed that the third edition of Meet the Meaters will be held on 10 February 2026, scheduled post-Gulfood 2026 and just ahead of the holy month of Ramadan, aligning the event with a key period for the regional food and hospitality industry.

With a legacy spanning more than four decades, Al Mawashi continues to uphold its commitment to delivering the “Best Meat for All”, while promoting premium meat knowledge and culinary excellence. The upcoming edition of Meet the Meaters reflects this long-standing mission through an industry-focused BBQ showcase developed in collaboration with Meat & Livestock Australia (MLA).

The event will take place at Al Mawashi’s Mushrif Braai location and will feature a live BBQ showcase led by Chef Tarek Ibrahim, internationally recognized as the first Arab Master Chef. The showcase will highlight premium Australian beef and lamb, demonstrating professional BBQ techniques and applications suited to both retail and foodservice sectors.

Over previous editions, Meet the Meaters has positioned itself as a platform for industry engagement, knowledge exchange, and culinary exploration—bringing together professionals to gain insights into meat quality, preparation methods, and evolving BBQ trends, while experiencing Australian meat excellence presented in the Al Mawashi style.

The “Meet the Meaters” concept was envisioned and developed by Mr. Ahmed Shoukry, Business Development Manager at Al Mawashi, whose strategic insight and industry-driven approach have shaped the event into a distinctive platform for professional collaboration and meat education



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BILTONG THE IDEAL POST GYM SNACK

Biltong is a tasty, high-protein snack made through a unique dry-curing method.

It is packed with protein and each serving provides substantial protein to energise you throughout the day. It is also great for muscle recovery, and also makes you feel full. Biltong provides a concentrated source of complete protein with all essential amino acids.

Many post-workout snacks are loaded with sugar. Biltong delivers protein without spiking your blood sugar, making it great for those on low-carb or balanced diets.

The iron contents of biltong support oxygen delivery to muscles and the zinc plays a role in recovery and the immune function.

Special Feature



When you compare biltong to a protein shake, you will find that the shake is more measurable. Biltong provides sustained satiety and is nutrient-dense as food, it's portable, and no mixing or preparation required.

The high sodium contents of biltong help to replace electrolytes after sweating, but too much can be a downside.

Biltong is a natural high-protein, low-carb snack that offers a variety of essential nutrients. It's particularly high in iron, zinc, magnesium and vitamin B12.

Key Nutritional Benefits:

- **High Protein Content:** Biltong is rich in protein, making it an ideal snack for muscle recovery, weight management, and maintaining a high-protein diet.
- **Low in Carbohydrates:** It's an excellent choice for those following low-carb, keto, or paleo diets, as it contains minimal carbohydrates.
- **Low in sugar** - Instead of grabbing a chocolate bar, try biltong! Grab our high-protein biltong snack packs for an easy post-workout pick-me-up
- **Low in Fat:** While the fat content can vary, traditional biltong tends to be lean, particularly when made from beef or game meats.
- **Rich in Micronutrients:** Biltong is a good source of iron and B vitamins, particularly vitamin B12, which supports energy levels and brain function. It also provides minerals like magnesium, potassium, and zinc.
- **Allergen, Gluten & MSG Free:** It also provides minerals like magnesium, potassium, and zinc.



Biltong Nutrition Facts

Serving size (100g)

Nutrient

Per 100g

Calories

387

Total Fat

16.7g

Saturated Fat

8.3g

Trans Fat

0g

Cholesterol

3.3g

Sodium

3.3g

Total Carbohydrates

1.3g

Dietary Fiber

0.7g

Total Sugars

0.7g

Added Sugars

0.0g

Protein

56.7g

Shelf life

Biltong's shelf life varies greatly by storage method, lasting 4–6 days in an open container in the pantry but potentially months or even years when vacuum-sealed, frozen, or stored in a dry, well-ventilated space like a biltong box. For optimal freshness, keep biltong in a paper bag in the fridge for 1-2 weeks, or vacuum-seal and freeze it for long-term storage, up to 6-12 months or longer.

In short, biltong can be a healthy and satisfying snack that fits into a balanced diet. Just be mindful of portion sizes, sodium, and fat content.

Get yours today!

“

The DIY Experience at Al Mawashi Braai

OUR CONCEPT

At Al Mawashi Braai, we provide the grill, the meat, and the tools. You bring your creativity and appetite! Choose from a variety of premium meat Braai Boxes and appetizers to create your perfect BBQ meal. Explore the beauty of outdoor dining at our locations in Mushrif and Mamzar parks.

MAMZAR PARK

Nestled right on the sandy shores, our beachside location offers a sensory symphony that captivates both the palate and the soul. Al Mawashi Braai Mamzar Park, is not a restaurant; it's a hub for corporate community gatherings and bonding.

MUSHRIF PARK

With its serene and rustic surroundings, Al Mawashi Braai Mushrif Park offers a delightful escape from the din of the city. The perfect gathering spot in nature's embrace, it's an experience to be savored and remembered.

HOW IT WORKS

- Step 1: Call our customer service [800 888822](tel:800888822) and book the table. You can also walk in without a pre booking based on the availability
- Step 2: After you are guided to your table, Scan the QR Code and Choose your meats and appetizer from our menu.
- Step 3: Grill your selections to perfection on our provided BBQ stations.
- Step 4: Enjoy your personalized BBQ feast with friends and family.



“ Chef’s Corner



I would like to extend my sincere thanks to the company for giving me the opportunity to attend this important conference as its representative and I am truly grateful to the management for their trust in me

The trip was a beautiful and distinctive experience in every aspect.

I had the chance to visit several farms and observe firsthand the methods of sheep farming in Australia as well as the different stages of their growth. This experience further strengthened my confidence in the quality of the meat supplied to us and in the care, production, and supply processes followed.

The reception and engagement from attendees were extremely warm and encouraging, which created a positive and interactive atmosphere throughout the conference. During the event, a variety of well-known Australian dishes were presented, and in return, I showcased several popular Arabic dishes that rely heavily on meat as a main ingredient.

The participants expressed great admiration for Arabic cuisine, known for its rich flavors and authenticity. There was also a valuable exchange of ideas between myself and the chefs present, particularly regarding preparation methods, cooking fundamentals, and the use of different meat cuts.

In conclusion, Arabic cuisine received remarkable appreciation from everyone, which makes us proud as a company to prepare these dishes using the finest and most flavorful meats. It was an enjoyable and unique experience, and I hope that I represented my company in the best possible way and continue to be selected to attend such events in the future.

ATTENTION PLEASE

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Livestock Sustainability

To keep the animals healthy and to prevent them from Means to raise the animals for food (meat, milk, eggs) in such a way that protects the local environment, supports farmers economy and treats animals well. Also ensure food production now and for future generations. It includes by using local climate-adapted breeds, enough resource use, and proper responsible farming practices to maintain long-term productivity and reduce environmental impact. In UAE environmental condition, where most of region is desert and harsh, here the focus is given to raise the local breeds who can sustain in the local environment and gives good production

Local sustainable breeds of UAE:

Camels: Indigenous breeds of camels like the Majaheem, Wadha, Sofor, Shaeleh, Misk, Dhabian, and Shattoot breeds are highly valued for their ability to survive in extreme heat and scarcity of water condition in UAE. They provide lean meat and nutritious milk, with low environmental impact due to their efficient resource use.

Sheep: Local traditional breeds such as Najdi, Nuaimi, Jaziri are famous to survive in arid climate and are used mainly for meat, wool, and some milk.

Goats: The most famous sustainable goat breed of UAE are Ardi goat, Jebal Goats and Al Shami Goat which is Heat tolerant and good for both meat and milk production and can survive on poor-quality feed.

Cattle: UAE has no any proper native developed cattle breed but Bos indicus cattle breeds from India and Pakistan (e.g., Sahiwal, and Tharparkar) are preferred as they are heat tolerate and better than European breeds.

Chicken: As in UAE chicken farming is less traditional but some indigenous breeds are raised locally which are tolerant to the local environment. Baladi Chicken and Dhabi Chicken are famous both for meat and eggs productions.



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Projects and Initiatives of UAE for Livestock Sustainability

A. Projects Focused on Native Breeds & Production Enhancement:

1. Al Wusta Livestock Farm (Sharjah) :

- A major project under the Sharjah Sustainable Food Security System, it imports high-fertility goats (from Cyprus) and aims to preserve and improve local goat and sheep breeds.
- Focuses on scientific research, training, and production of organic meat and dairy, leveraging local breeds' adaptability and high yield.

2. Fujairah Research Centre (FRC) – Livestock Programs

- Conducts applied research on camels, cattle, goats, sheep, focusing on native breeds.
- Aims to enhance meat, milk, and wool productivity, improve reproduction, preserve local genetics, and support livestock management technologies.

3. Mleiha Dairy Farm (Sharjah) – Organic Cattle Project

- Produces fully organic milk from imported Danish A2A2 gene cows.
- Designed as a circular-economy project: recycles cow waste into fertilizers and grows organic fodder, increasing milk production sustainably

B. National Strategy for Sustainable Agriculture (2019–2030) :

- UAE Ministry of Climate Change and Environment (MOCCAE) has launched projects aims to increase self-sufficiency and sustainability in agriculture and livestock. Which focus to use efficient local resource, Modern technologies like hydroponics, smart feeding and Conservation of local breeds.

C. Genetic Preservation & Advanced Breeding:

Camel Cloning by UAE BIOTECH:

This project uses state-of-the-art cloning to replicate camels (and cows) with traits like disease resistance, high milk yield, and desert resilience—boosting genetic diversity and breeding efficiency.

Emirates Smart Camel Center (ESCC) :

Located in Umm Al Quwain, ESCC integrates advanced veterinary care and solar-powered sustainable operations to preserve elite racing camels and maintain cultural heritage. Promote sustainable livestock farming with organic feed and local breeds. Integrate animal welfare and organic practices.

Sheikh Mohammed bin Zayed Camel Breeding Program:

Focuses on preserving and enhancing the Emirati camel breed. Supports traditional livestock and Bedouin heritage.

D. Supporting Farmers & Encouraging Innovation:

Food & Agriculture Entrepreneurs Programme (MOCCAE) :

Launched between 2023–2025, this initiative equips young Emiratis with skills to manage agriculture and livestock businesses, under the broader "Transformational Projects" initiative aligned with the UAE Year of Sustainability and COP28 goals.

National Agriculture Centre ("Plant the Emirates" Programme) :

Commenced operations in mid-2025, this center aims to expand productive farms by 20%, organic farms by 25%, and climate-smart agriculture by 30%, while cutting agricultural waste by 50%. It offers training, expertise, and research support to local farmers.



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“ Al Mawashi Butchery South Africa – Our HACCP Journey



At Al Mawashi Butchery South Africa, we believe that every cut of meat that reaches our customers should carry more than just flavour — it should carry the assurance of quality, safety, and trust. We are proud to share an important milestone in our commitment to our food safety and quality journey and that is achieving HACCP accreditation. HACCP (Hazard Analysis and Critical Control Points) is an internationally recognized system for identifying, evaluating, and controlling food safety accreditation.

In today's world, customers don't only want good meat; they want safe meat. HACCP goes beyond compliance — it's about embedding food safety into every step of our operations. For us, it meant building a system that protects our products against risks, ensures consistency, and gives our customers confidence that we uphold the highest standards.

At Al Mawashi Butchery South Africa, this was not just only a certificate but it represents months of teamwork, dedication, and an unwavering focus on protecting our customers through safe, reliable products.

By achieving accreditation, we've demonstrated that our processes meet the highest global standards for safety and compliance. This gives our customers, partners, and stakeholders the assurance that every product leaving our facility is received, stored cut and packed with the utmost care.

Our road to accreditation was both challenging and rewarding:

Firstly, it was the Assessment of Current Processes – We began by reviewing every stage of our operations, from sourcing raw materials to distribution, identifying potential hazards along the way.

Secondly was the Team Training – Food safety starts with people. Our staff underwent specialized HACCP training, building knowledge and ownership across all sections. It was important to us that our staff understood the science behind food safety, and shared how every role — from handling livestock to packaging products plays a part in protecting the end consumer. The concept of “from farm to fork” was embraced.

Contd.

By Elmarie Kriel

Transitioning into HACCP wasn't overnight, we had to relook every little process from sourcing, receiving, storage, processing, packaging until distributing it to our customers

Thirdly was the System Development – We designed and implemented a food management system for monitoring systems and critical control points, and corrective measures to strengthen safety and efficiency.

We invested in infrastructure, refined workflows and implemented rigorous monitoring. Each challenge was met with a focus on long-term continuous improvement.

Fourthly was the Internal Audits and Continuous Improvement – Internal audits prepared us for the official accreditation process, ensuring compliance and instilling a culture of continuous improvement.

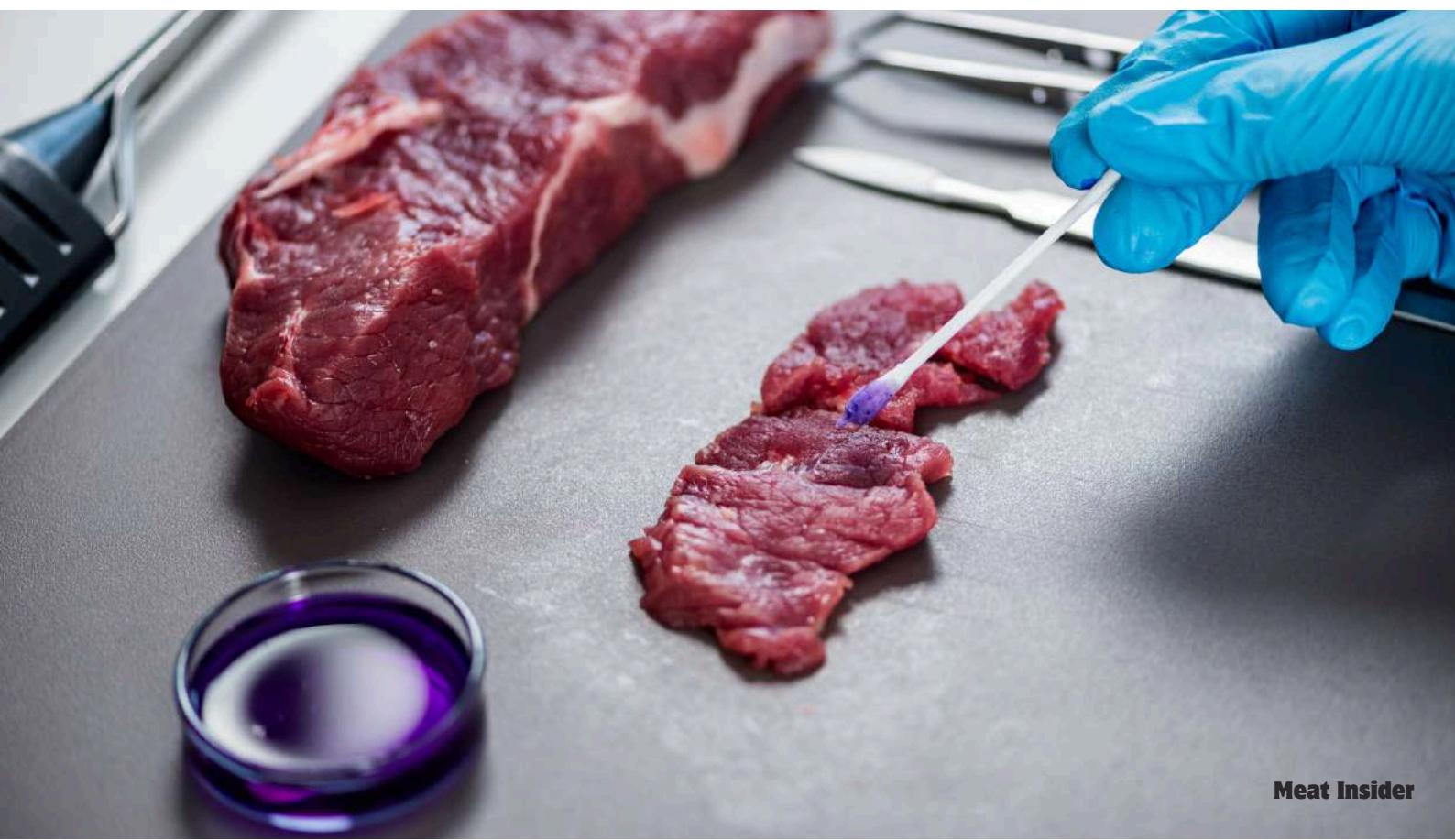
No journey is without obstacles. We had to overcome challenges of changing old habits and get it aligned with good manufacturing practises. We had to maintain consistency across busy periods and ensure that no short cuts are taken and old habits surfaces again. All these changes and upgrading of systems and equipment comes with significant cost.

But with all these challenges there was an opportunity to grow stronger as a team and more reliable as a butchery and claim our steak in the meat market.

The earning of the HACCP accreditation is more than a formal recognition for us or a framed certificate against the wall, it is a commitment to our customers. It assures them that food safety is not negotiable and that we continuously uphold the highest standards in our industry. It is a visible promise of quality to our customers and for our team, a source of pride.

The accreditation is not the end of the journey for us but the beginning of a new chapter for Al Mawashi Butchery South Africa. We will continue refining our processes, investing in training, and staying aligned with evolving food safety regulations. We will continue to build a foundation, continue to build trust, one butchery at a time.

Our mission remains clear; to deliver products that are not only high in quality but also safe, every single time.
FOOD SAFETY IS NOT A DESTINATION . . . IT IS A JOURNEY.





E-Commerce: Driving Growth in Modern Meat Trading

The Global E-Commerce Boom and Its Implications for Food Retail

E-commerce has grown into a dominant force in global retail. Worldwide e-commerce sales have surged into the trillions of dollars and are expected to grow steadily as a share of total retail trade. Projections have global online sales reaching about \$6.4 trillion by 2024 and continuing upward as digital adoption accelerates across regions.

1. Key Drivers of E-Commerce Growth

- Digital adoption and connectivity: More consumers shop online due to the convenience of mobile apps, digital payments, and widespread internet access.
- Post-pandemic behavioral shifts: Many consumers who shopped online during COVID-19 have maintained digital purchasing habits, especially for grocery items.
- Tech-enabled personalization: AI-powered recommendations and automation enhance online shopping experiences, increasing conversions and repeat purchases.

2. Meat Trading in the Digital Age: From Butchers to Online Platforms

E-Commerce Expansion in the Meat Sector

Traditionally, meat was predominantly sold through physical retail, butcher shops, or wholesale channels. The rise of e-commerce has shifted this model, enabling consumers to order meat products online with options like:

- Fresh or frozen cuts delivered to the door
- Subscription meat boxes
- Specialty or premium meat offerings
- Custom-cut selections not easily available through brick-and-mortar stores

This online shift expands reach beyond local neighborhoods to national and even cross-border customers, enabling businesses to tap into new revenue streams previously inaccessible through traditional retail alone.



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Consumer Preferences Fueling Change

Modern consumers value:

- Convenience — shopping anytime without visiting a store
- Traceability and quality information online, boosting trust
- Personalization that caters to niche diets (e.g., organic, halal, grass-fed)
- Fast delivery, including same-day or scheduled time windows

These preferences encourage meat traders to adopt digital platforms and logistics networks capable of handling perishable goods reliably.

3. Regional Spotlight: Middle East and GCC E-Commerce Meat Growth

Gulf Cooperation Council (GCC) Trends

The GCC meat market illustrates how e-commerce specifically pushes meat trading forward:

- Online meat retailing is on the rise, with digital platforms offering fresh, frozen, and specialty meat options tailored to consumer needs.
- Health and wellness trends — Growing demand for organic and high-quality meat is driving preference for online sources that provide detailed product information and assurance.
- Regional digital agendas — For example, Saudi Arabia's Vision 2030 and UAE digital strategies boost e-commerce penetration and modern retail infrastructure, making online meat platforms more attractive and accessible.

UAE and Meat E-Commerce

In the UAE, digital grocery platforms are capturing a meaningful share of the meat market. Studies suggest significant portions of meat purchases are now done online, supported by:

- Rapid adoption of mobile apps for grocery shopping
- High urban internet penetration
- Delivery innovations and cold-chain logistics
- Consumer preference for diverse and premium meat products reflecting the UAE's multicultural market.

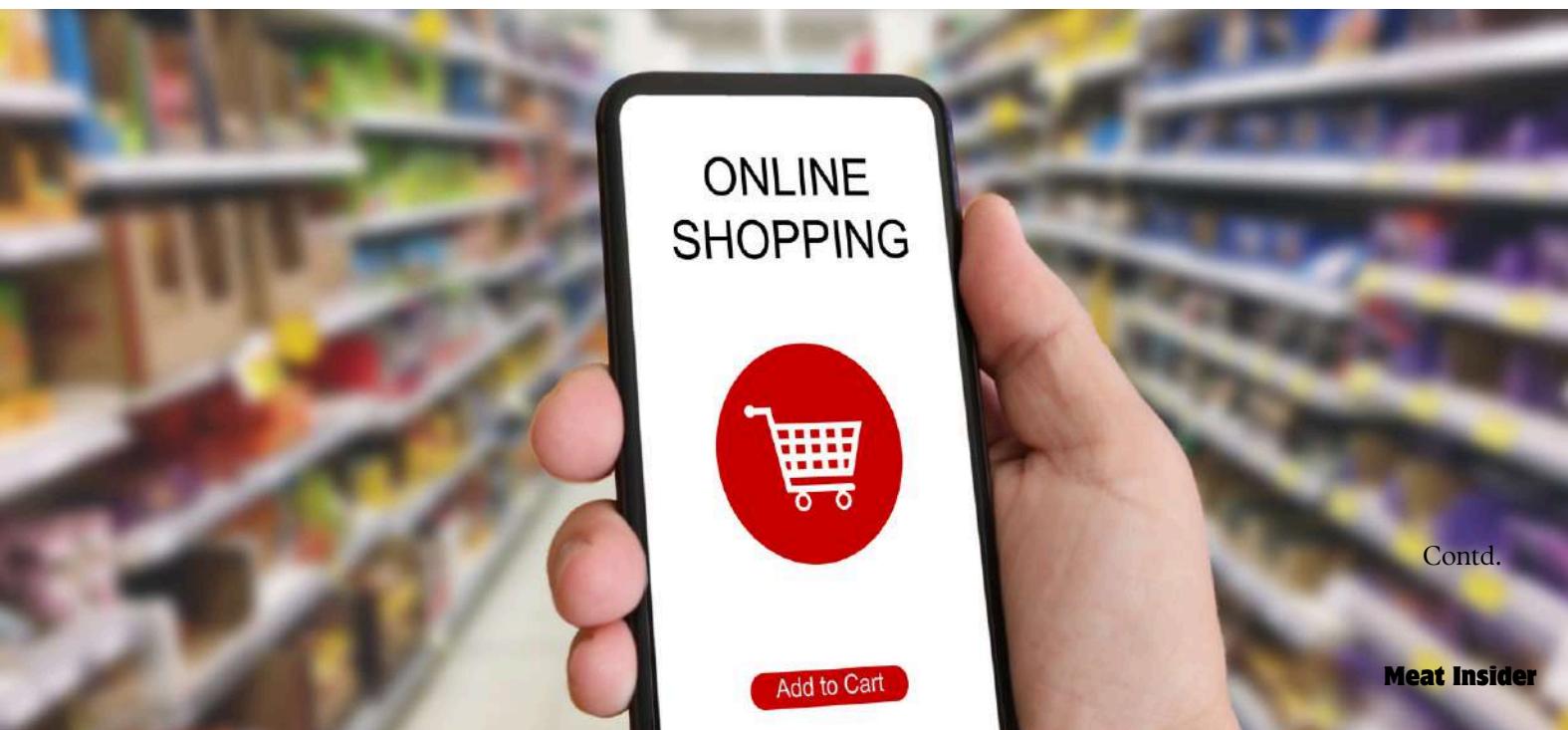
4. Business Model Innovation in Online Meat Trading

Direct-to-Consumer (DTC) and Marketplace Platforms

Meat sellers are leveraging several digital strategies:

- DTC e-stores that build brand loyalty and capture higher margin sales
- Marketplaces and aggregators that increase product visibility and customer reach
- Subscription models offering regular deliveries of curated meat selections
- AI and data analytics to anticipate demand, improve inventory management, and personalize offers

By embracing tech-enabled sales channels, small and large players can compete more effectively, improving customer engagement and operational efficiency.



Contd.

By Fatima Zareen

5. Challenges and Considerations

Despite strong growth, online meat trading faces specific obstacles:

Logistics and Cold Chain Requirements

Transporting perishable meat demands strict temperature control, specialized packaging, and efficient delivery networks — all costing more than standard parcel shipping.

Consumer Trust & Food Safety

Buyers must trust online descriptions, sourcing standards, and safety assurances. Platforms that provide transparent traceability, certifications, and quality guarantees tend to perform better in competitive markets.

Regulatory Landscapes

Compliance with food safety standards, halal certification (in regions where relevant), and digital commerce regulations adds complexity for online meat retailers.

6. The Road Ahead: Strategic Opportunities

Digital Integration Across the Supply Chain

Adopting technologies like IoT for temperature tracking, blockchain for traceability, and AI for demand forecasting can reduce waste and enhance customer confidence.

Partnerships with Retail and Logistics Firms

Collaborations with established grocery chains, last-mile delivery services, and logistics partners help expand reach and service quality.

Customer Experience Focus

Platforms offering seamless shopping experiences — intuitive search, easy checkout, flexible delivery — are more likely to retain customers and boost lifetime value.

Conclusion

E-commerce is fundamentally transforming modern meat trading by widening access, improving consumer choice, and enabling nimble business models. As digital penetration deepens globally and in fast-growing markets like the GCC, online meat commerce is positioned not just for incremental gains but for strategic growth that reshapes supply chains and consumer expectations in the meat industry.



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Amazing Fact

Sheep don't forget a face

Research shows that sheep cognition and sheep memory are remarkable. They can recognise, differentiate, and remember both sheep and human faces. And not just one or two of them. An individual sheep can remember 50 different sheep faces over two years and at least 10 human faces.





Biltong the ideal post gym snack

By Elmarie Kriel

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By Dr Altaf Khan

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Fun Fact

By Fatima Zareen

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E-Commerce: Driving Growth in Modern Meat Trading

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- Friends Meetups



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