

The Changing Landscape of the Bacon Industry

New Trends in Production

In recent years, there has been a noticeable shift in how it is produced by major brands and suppliers. As consumer preferences have changed to favor foods perceived as healthier or produced in a more sustainable manner, its companies have adapted their production methods accordingly. Many large companies are now producing it using antibiotic-free or pasture-raised pigs to meet increasing demand for meat from animals raised without routine antibiotic use. Some producers are also marketing it made from heritage breed pigs to appeal to customers wanting a more traditional production approach.

Beyond [Bacon](#)

and livestock practices, several suppliers have implemented new techniques aimed at reducing the environmental impact of its manufacturing. Some examples include using renewable energy sources in facilities, minimizing water usage and waste at plants, and partnering with local farmers employing regenerative grazing practices. A few niche producers have even taken sustainability a step further by developing plant-based or cell-cultured bacon alternatives. While still a very small segment of the overall market currently, these novel approaches could gradually gain more acceptance if produced affordably at scale.

Rise of E-commerce and Customization

As online shopping has risen in popularity, many brands have established an increasing presence on popular e-commerce sites and built out robust direct-to-consumer models on their own websites. This allows them to sell customization options not always available through traditional grocery stores, like variety packs with different flavors or cuts to sample. Some

