

Global Packaged Chicken Market Size study & Forecast, by Type (Fresh, Frozen), by Application (Household, Restaurants, Others), by Sales Channel (Hypermarket & Supermarket, Convenience Store, Specialty Store, Online Store, Others) and Regional Analysis, 2022-2029

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Abstracts

Global Packaged Chicken Market is valued at approximately USD XX billion in 2021 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2022-2029. Packaged Chicken is a type of chicken food product available at the supermarket that can last for several months in a freezer. Moreover, after slaughtering, chickens are then injected with preservatives, such as sodium lactate and potassium lactate. Each of these preservatives helps lengthen the shelf life of the poultry, as well as removes bacteria. The increasing demand for packaged ready meals and growing consumption of poultry meat are key factors driving the market growth.

The increasing demand for packaged ready meals is driving the Global Market growth. For instance – according to Statista – in 2019, the Sales value of packaged ready meals in India was valued at USD 380 million, and further, the sales reached USD 463.9 million in 2020. Additionally, the rising consumption of poultry products is also contributing towards market growth. For instance - as per Statista – in 2019, the Consumption volume of poultry meat in India was estimated at 3737.3 metric tons, and the consumption further reached 4107.12 metric tons in 2021. Also, rising adoption of D2C distribution system and growing popularity of ready-to-eat food in developing regions would create a lucrative growth prospectus for the market over the forecast period. However, low shelf life associated with packaged foods coupled with high cost associated with packaged chicken food stifles market growth throughout the forecast

period of 2022-2029.

The key regions considered for the Global Packaged Chicken Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America dominated the market in terms of revenue, owing to the presence of leading market players and increasing consumption of packaged food products in the region. Whereas Asia Pacific is expected to grow with the highest CAGR during the forecast period, owing to factors such as rising emergence of direct-to-consumer brands and increasing number of working individuals in the region.

Major market players included in this report are:

Tyson Foods, Inc
Venkys India Limited
Pilgrim's Pride
Perdue Farms Inc
Koch Foods Inc.
Sanderson Farms
Delightful Gourmet Pvt. Ltd.
Ingham's Group Limited
Foster Farms
ConAgra Foods

Recent Developments in the Market:

In July 2020, Tyson Foods launched a range of chicken products under its Tyson flagship brand in the European Foodservice.

In April 2022, Prasuma launched a new range of packaged chicken products including frozen Chicken Nuggets, Frozen Veg and Chicken Spring Rolls, Veg and Chicken Mini Samosas, Mutton and Chicken among others.

Global Packaged Chicken Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Type, Application, Sales Channel, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type

Fresh

Frozen

By Application

Household

Restaurants

Others

By Sales Channel

Hypermarket & Supermarket

Convenience Store

Specialty Store

Online Store

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy
ROE
Asia Pacific
China
India
Japan
Australia
South Korea
RoAPAC
Latin America
Brazil
Mexico
RoLA
Rest of the World

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