

Global Processed Poultry Meat Market Size study & Forecast, by Product Type (Chicken, Turkey, Duck, Others), by Preservation Type (Cured, Uncured), by End User (Retail, Food Service) and Regional Analysis, 2023-2030

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Abstracts

Global Processed Poultry Meat Market is valued at approximately USD 291.14 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 7.4% during the forecast period 2023-2030. Processed Poultry Meat refers to poultry products that have undergone various methods of preparation, preservation, or transformation before reaching consumers. This category includes a wide range of poultry products that have been modified from their original form through cooking, curing, smoking, or other processing techniques. The Processed Poultry Meat Market is expanding because of factors such as the rising consumption of poultry meat and the growing demand for convenience food. As a result, the demand for Processed Poultry Meat has progressively increased in the international market during the forecast period 2023-2030.

Consumption of poultry meat often leads to higher demand for processed poultry products. Consumers look for convenient and ready-to-cook options, such as chicken nuggets, sausages, and pre-marinated cuts, driving growth in the processed poultry meat sector. According to Statista, global poultry meat consumption accounts for 133.35 metric kilotons in 2021 and is projected to reach up to 156.24 metric kilotons by the year 2032. Another important factor that drives the Processed Poultry Meat Market is the increasing demand for convenience food. Convenience foods, including processed poultry products such as chicken nuggets, pre-marinated cuts, and ready-to-eat meals, appeal to consumers looking for quick and easy meal solutions. In addition, as per Statista, in 2023, the Convenience Food Market is valued at USD 606.50 billion, with a

projected annual growth rate of 6.76% between the years 2023 to 2028. Moreover, the rising demand for protein-rich meals and the growing number of food service outlets are anticipated to create lucrative growth opportunities for the market over the forecast period. However, increasing awareness regarding vegan diets and the emergence of plant-based meat alternatives are going to impede overall market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Processed Poultry Meat Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. Asia Pacific dominated the market in 2022 owing to the increasing disposable income, and growing preferences for convenience and protein-rich food in the region. The region's dominant performance is anticipated to propel the overall demand for Processed Poultry Meat. Furthermore, Europe is expected to grow fastest over the forecast period, owing to factors such as increasing demand for ready to eat meals in the region. Ready-to-eat meals provide consumers with the convenience of quick and effortless meal preparation. Processed poultry products play a crucial role in meeting this demand by offering cooked and pre-prepared chicken that can be readily included in various recipes, reducing the time and effort required for cooking.

Major market player included in this report are:

Cargill Incorporated

JBS SA

Golden Valley Natural LLC

Marfrig Global Foods SA

BRF SA

Hormel Foods Corporation

Cherkizovo Group

WH Group Limited

Tyson Foods Inc

NH Foods Ltd

Recent Developments in the Market:

In June 2023, GOOD Meat, the cultivated meat division of Eat Just, Inc., a food technology company, officially obtained a 'no questions' letter from the U.S. Food and Drug Administration (FDA). This marks one of the agency's inaugural pre-market consultations for an innovative category of meat, poultry, and seafood created from cellular cultivation rather than traditional animal farming. The issuance of the letter signifies the FDA acknowledgement and the company's determination towards its inaugural poultry offering, cultivated chicken, meets safety standards for consumption.

Global Processed Poultry Meat Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

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

Segments Covered - Product Type , Preservation Type, End User, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

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 Product Type

Chicken

Turkey

Duck

Others

By Preservation Type

Cured

Uncured

By End User

Retail

Food Service

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

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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