

# Global Chicken Market Research Report 2024(Status and Outlook)

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## Abstracts

### Report Overview

Chicken, a widely consumed poultry meat, holds a significant position in the global food market. With its versatile culinary applications and relatively lower cost compared to other meats, chicken has become a staple protein source for consumers worldwide. The market for chicken encompasses various products such as whole chicken, chicken parts, processed chicken products, and ready-to-eat meals.

The current market size for the global chicken market in 2023 stands at approximately USD 90 billion. Projected to grow at a Compound Annual Growth Rate (CAGR) of 4.5% from 2024 to 2032, the market is expected to reach USD 130 billion by the end of the forecast period.

Several key growth drivers propel the chicken market forward. Firstly, the increasing global population, particularly in emerging economies, drives the demand for affordable protein sources like chicken. Additionally, the rising health consciousness among consumers, who perceive chicken as a lean protein option, further boosts its consumption. Moreover, the convenience factor associated with processed chicken products aligns with the busy lifestyles of modern consumers, contributing to market growth.

Analyzing market trends reveals several noteworthy insights. One prominent trend is the growing popularity of organic and antibiotic-free chicken products, driven by consumers' increasing focus on health and sustainability. Another trend is the rise of online sales channels for chicken products, offering convenience and a wider reach to consumers. Furthermore, the demand for innovative chicken product variants, such as flavored or

pre-marinated options, caters to evolving consumer preferences.

Regionally, the market for chicken is dominated by key regions such as North America, Europe, and Asia Pacific. North America leads the market due to high consumption rates and a well-established poultry industry. In Europe, stringent food safety regulations and a preference for premium chicken products contribute to market dominance. Asia Pacific, with its large population base and shifting dietary preferences towards protein-rich foods, presents significant growth opportunities for chicken producers.

Despite its promising outlook, the chicken market faces challenges that warrant attention. One key challenge is the volatility in feed prices, which directly impacts production costs for chicken farmers. Additionally, concerns regarding animal welfare practices in poultry farming and disease outbreaks pose reputational risks for industry players, necessitating stringent quality control measures.

In conclusion, the global chicken market showcases steady growth driven by factors like population growth, health consciousness, and convenience. Embracing trends such as organic products and online sales channels can help industry players capitalize on evolving consumer preferences. By addressing challenges related to production costs and maintaining high quality standards, stakeholders in the chicken market can sustain growth and meet the increasing demand for this popular protein source.

This report provides a deep insight into the global Chicken market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Chicken Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are

planning to foray into the Chicken market in any manner.

## Global Chicken Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

### Key Company

Pilgrim's Pride Corp

Sanderson Farms

Plainville Farms

Guangdong Haid Group

CP Foods

Wen's

Jiangsu Lihua Animal Husbandry

Fujian Sunner Development

Shandong Yisheng Livestock?Poultry Breeding

Shandong Minhe Animal Husbandry

Shandong Xiantan

Ningxia Xiaoming Agriculture&animal Husbandry

### Market Segmentation (by Type)

Large-scale Farming Chicken

Free-range Chicken

Market Segmentation (by Application)

B2B

B2C

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Chicken Market

Overview of the regional outlook of the Chicken Market:

#### Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

### Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

### Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Chicken Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types,

covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

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