

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

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Abstracts

Report Overview

Fried chicken is a popular dish enjoyed worldwide for its crispy texture and flavorful taste. In the food industry, fried chicken is typically made by coating chicken pieces in a seasoned batter and deep-frying them until golden brown. This dish is known for its versatility, as it can be served as a fast-food item, a casual dining option, or a gourmet meal in high-end restaurants.

The current market size for fried chicken is estimated at approximately USD 23.6 billion in 2023. This substantial market size is driven by the widespread popularity of fried chicken across various demographics and regions. The market is projected to grow at a compound annual growth rate (CAGR) of 5.78% from 2024 to 2032, reaching a value of USD 35.4 billion by the end of the forecast period.

Several key growth drivers fuel the expansion of the fried chicken market. Firstly, the increasing demand for convenient and indulgent food options drives the consumption of fried chicken, especially among busy urban populations. Additionally, the globalization of food culture and the rising popularity of fast-food chains contribute to the market's growth. Moreover, innovations in cooking techniques, flavors, and menu offerings by foodservice providers further stimulate consumer interest in fried chicken.

Analyzing market trends in the fried chicken industry reveals several noteworthy developments. One prominent trend is the growing consumer preference for healthier fried chicken options, leading to the introduction of air-fried or oven-baked variations that are perceived as lower in fat and calories. Another trend is the rise of plant-based alternatives to traditional fried chicken, catering to the increasing demand for vegetarian

and vegan options among consumers.

Furthermore, the incorporation of global flavors and spices in fried chicken recipes reflects the influence of multiculturalism on culinary trends. For instance, the popularity of Korean fried chicken, known for its crispy texture and sweet-spicy glazes, has gained traction in many markets. Additionally, the emphasis on premium ingredients, such as organic chicken and locally sourced produce, aligns with the growing consumer preference for sustainable and high-quality food offerings.

In terms of regional market distribution, the United States, China, and South Korea emerge as leading markets for fried chicken consumption. The dominance of these regions can be attributed to factors such as established fast-food chains, cultural preferences for fried chicken dishes, and robust foodservice industries. In the United States, iconic fried chicken brands like KFC and Popeyes drive significant market share, while in South Korea, the popularity of fried chicken as a social dining option fuels market growth.

Despite its widespread popularity, the fried chicken market faces challenges related to health concerns, environmental sustainability, and changing consumer preferences. For instance, the high calorie and fat content of traditional fried chicken products may deter health-conscious consumers, prompting the need for healthier menu alternatives. Additionally, issues surrounding animal welfare and the environmental impact of poultry farming raise sustainability concerns within the industry.

In conclusion, the fried chicken market continues to thrive globally, driven by consumer demand for convenient, flavorful, and innovative food options. By adapting to evolving consumer preferences, embracing culinary diversity, and addressing sustainability issues, businesses in the fried chicken industry can capitalize on growth opportunities and maintain a competitive edge in the market.

This report provides a deep insight into the global Fried 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 Fried 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 Fried Chicken market in any manner.

Global Fried 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

KentuckyFriedChicken

Dicos

Gus's

McDonald's

GENESIS BBQ

Zaxby's

Bojangles

Raising Cane's Chicken Fingers

Shake Shack

Call a Chicken

Wingstop

Church's Chicken

Jollibee

Chick-fil-A

TWO-TWO

BHC

KYOCHON

POPEYES

Thank U Mom

Pizza Hut

ZhengXin Chicken

Haidilao

Market Segmentation (by Type)

Chicken Cutlet

Chicken Breast

Chicken Wings

Chicken Legs

Whole Chicken

Others

Market Segmentation (by Application)

Grown-ups

Children

Elderly Man

Others

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 Fried Chicken Market

Overview of the regional outlook of the Fried 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 Fried 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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