

# Global Poultry (Broiler) Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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## Abstracts

According to our (Global Info Research) latest study, the global Poultry (Broiler) market size was valued at US\$ 333961 million in 2025 and is forecast to a readjusted size of US\$ 434870 million by 2032 with a CAGR of 3.7% during review period.

Poultry (Broiler) is fast-growing meat-type chickens, covering a complete industrial chain including breeding, hatching, farming, slaughter, processing and cold-chain logistics; downstream customers cover fast-food chains, group meals, supermarkets, food processors and export buyers; live broiler average price is about 7.0–8.0 yuan/kg, gross margin ranges 8%–20% across segments, featuring high feed conversion, short cycle and large-scale intensive production.

As a core segment of global livestock breeding and meat supply, the broiler industry covers the entire industrial chain of breeding, processing, transportation and sales, and is an important pillar of global protein supply. Its global development is closely linked to multiple global trends, including population growth, dietary structure upgrading, industrial technology iteration and policy support. Global population growth and economic recovery in emerging markets are the core drivers. The population expansion and the increase in residents' disposable income in emerging regions such as Asia and Africa have promoted the optimization of dietary structure. Due to its nutritional advantages of high protein and low fat, broiler has become the preferred protein source to replace red meat, driving the continuous release of consumer demand. The characteristics of short breeding cycle and strong adaptability of broilers, combined with the popularization of large-scale breeding technology, automated equipment and epidemic prevention and control technology, promote the industry to transform towards high efficiency and standardization, improving global supply capacity. The expansion of the global catering chain and prepared food industry further broadens the consumption

scenarios of broilers, driving the growth of demand for processed broiler products. At the same time, the improvement of national agricultural support policies and food security systems supports the stable development of the industry. The global layout of leading enterprises promotes the optimal allocation of industrial chain resources and activates global market vitality.

Despite the steady expansion of the global broiler industry scale and the continuous strong market demand, the high-quality development of the industry still faces many challenges. Epidemic prevention and control pressure runs through the entire industrial chain. The global spread of highly pathogenic avian influenza and other epidemics not only leads to losses in the stock of breeding ends, but also triggers consumer panic, and at the same time intensifies trade restrictions, affecting the stability of the global supply chain. Feed price fluctuations and cost control problems are prominent. The price fluctuations of core feed raw materials directly affect breeding profits, and small and medium-sized breeding entities have weak risk resistance and difficulty in coping with cost pressure. Global industry standards and trade barriers restrict development. There are differences in food safety, animal welfare and environmental protection standards in different regions. Cross-border trade faces strict quarantine and certification requirements, increasing enterprise compliance costs. In addition, the industry has obvious homogeneous competition. The mid-to-low-end market has fierce price competition, compressing the R&D and upgrading space of enterprises, while the high-end products lack brand and differentiated layout. Stricter environmental policies force the upgrading of breeding and processing links, and some small and medium-sized entities are difficult to adapt to green production requirements. At the same time, regional development is unbalanced, and the industrial chain supporting and technical level of emerging markets are insufficient, further restricting the balanced and steady development of the global broiler industry.

This report is a detailed and comprehensive analysis for global Poultry (Broiler) market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

### **Key Features:**

Global Poultry (Broiler) market size and forecasts, in consumption value (\$ Million),

sales quantity (K MT), and average selling prices (USD/MT), 2021-2032

Global Poultry (Broiler) market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K MT), and average selling prices (USD/MT), 2021-2032

Global Poultry (Broiler) market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K MT), and average selling prices (USD/MT), 2021-2032

Global Poultry (Broiler) market shares of main players, shipments in revenue (\$ Million), sales quantity (K MT), and ASP (USD/MT), 2021-2026

### **The Primary Objectives in This Report Are:**

- To determine the size of the total market opportunity of global and key countries
- To assess the growth potential for Poultry (Broiler)
- To forecast future growth in each product and end-use market
- To assess competitive factors affecting the marketplace

This report profiles key players in the global Poultry (Broiler) market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include JBS, Tyson Foods, Inc., Cargill, BRF, Sanderson Farms Inc., Wens Foodstuff Group, Perdue Farms Inc., Industrias Bachoco, LDC, Plukon Food Group B.V., etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

### **Market Segmentation**

Poultry (Broiler) market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Fresh Broiler

Frozen Broiler

#### Market segment by Breeds

White-Feathered Broiler

Yellow-Feathered Broiler

Others

#### Market segment by Channel

Food and Beverage Channel

Retail Channel

Others

#### Market segment by Application

Hypermarkets/Supermarkets

Convenience Stores

Online Retail

Others

#### Major players covered

JBS

Tyson Foods, Inc.

Cargill

BRF

Sanderson Farms Inc.

Wens Foodstuff Group

Perdue Farms Inc.

Industrias Bachoco

LDC

Plukon Food Group B.V.

Wayne Farm

New Hope Liuhe

MHP

PHW-Gruppe

Mountaire Farms

Lihua Animal Husbandry

Sunner Development

Indian Broiler Group

Shandong XIANTAN

Minhe Animal Husbandry

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

**The content of the study subjects, includes a total of 15 chapters:**

Chapter 1, to describe Poultry (Broiler) product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Poultry (Broiler), with price, sales quantity, revenue, and global market share of Poultry (Broiler) from 2021 to 2026.

Chapter 3, the Poultry (Broiler) competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Poultry (Broiler) breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Poultry (Broiler) market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Poultry (Broiler).

Chapter 14 and 15, to describe Poultry (Broiler) sales channel, distributors, customers, research findings and conclusion.

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