

Mexico Poultry Market Size, Share, Trends and Forecast by Product Type, Nature, Distribution Channel, and Region, 2026-2034

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Abstracts

The Mexico poultry market size reached USD 5.2 Billion in 2025 . Looking forward, IMARC Group expects the market to reach USD 7.1 Billion by 2034 , exhibiting a growth rate (CAGR) of 3.53% during 2026-2034 . The increasing consumer demand for affordable protein, rising health-consciousness leading to higher poultry consumption, advancements in poultry farming technologies, growing exports, and government support through initiatives aimed at enhancing production efficiency and sustainability are some of the key factors propelling the market growth.

MEXICO POULTRY MARKET TRENDS:

Expansion of Domestic Poultry Production

Mexico's poultry industry is experiencing robust growth, underpinned by rising domestic production and improved operational efficiency. In 2023, chicken meat production reached 3.89 million metric tons, an increase of 3% from the previous year, and is projected to climb by another 2% in 2025, hitting 4.1 million metric tons. The growth is influenced by improved production efficiency, with advancements in biosecurity protocols and animal husbandry techniques leading to higher survival rates and reduced mortality. Additionally, private sector investments are enhancing infrastructure and production capacity across the country. Stable and relatively low feed prices have also played a critical role, enabling producers to scale operations more cost-effectively. As a result, Mexico now ranks as the world's sixth-largest chicken meat producer. These gains position the country not only as a leading regional supplier but also as a strategic player in the global poultry market.

Increased Poultry Consumption

Rising consumer demand is a key force propelling the growth of Mexico's poultry market. This surge is largely driven by the affordability of chicken, which remains the most economical protein option. Additionally, population growth, higher disposable incomes, and increased demand from the hotel, restaurant, and institutional (HRI) sectors are boosting consumption levels. Consumer preferences also play a crucial role, with whole chickens accounting for the majority of poultry sales. Many consumers perceive whole birds as offering better value and freshness compared to processed alternatives. Together, these factors highlight the central role poultry plays in the Mexican diet and its contribution to national food security, making it an increasingly important segment in the country's agri-food landscape.

MEXICO POULTRY MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the region/country level for 2026-2034. Our report has categorized the market based on product type, nature, and distribution channel.

Product Type Insights:

Broiler

Eggs

Others

The report has provided a detailed breakup and analysis of the market based on the product type. This includes broiler, eggs, and others.

Nature Insights:

Organic

Conventional

A detailed breakup and analysis of the market based on the nature have also been

provided in the report. This includes organic and conventional.

Distribution Channel Insights:

On-Trade

Off-Trade

The report has provided a detailed breakup and analysis of the market based on the distribution channel. This includes on-trade and off-trade.

Regional Insights:

Northern Mexico

Central Mexico

Southern Mexico

Others

The report has also provided a comprehensive analysis of all the major regional markets, which include Northern Mexico, Central Mexico, Southern Mexico, and others.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

KEY QUESTIONS ANSWERED IN THIS REPORT

How has the Mexico poultry market performed so far and how will it perform in the coming years?

What is the breakup of the Mexico poultry market on the basis of product type?

What is the breakup of the Mexico poultry market on the basis of nature?

What is the breakup of the Mexico poultry market on the basis of distribution channel?

What is the breakup of the Mexico poultry market on the basis of region?

What are the various stages in the value chain of the Mexico poultry market?

What are the key driving factors and challenges in the Mexico poultry market?

What is the structure of the Mexico poultry market and who are the key players?

What is the degree of competition in the Mexico poultry market?

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