

Global Poultry (Broiler) Market Growth 2026-2032

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Abstracts

The global Poultry (Broiler) market size is predicted to grow from US\$ 317506 million in 2025 to US\$ 419004 million in 2032; it is expected to grow at a CAGR of 3.9% from 2026 to 2032.

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.

LP Information, Inc. (LPI) ' newest research report, the "Poultry (Broiler) Industry Forecast" looks at past sales and reviews total world Poultry (Broiler) sales in 2025, providing a comprehensive analysis by region and market sector of projected Poultry (Broiler) sales for 2026 through 2032. With Poultry (Broiler) sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Poultry (Broiler) industry.

This Insight Report provides a comprehensive analysis of the global Poultry (Broiler) landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Poultry (Broiler) portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an

accelerating global Poultry (Broiler) market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Poultry (Broiler) and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Poultry (Broiler).

This report presents a comprehensive overview, market shares, and growth opportunities of Poultry (Broiler) market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Fresh Broiler

Frozen Broiler

Segmentation by Breeds:

White-Feathered Broiler

Yellow-Feathered Broiler

Others

Segmentation by Channel:

Food and Beverage Channel

Retail Channel

Others

Segmentation by Application:

Hypermarkets/Supermarkets

Convenience Stores

Online Retail

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

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

Key Questions Addressed in this Report

What is the 10-year outlook for the global Poultry (Broiler) market?

What factors are driving Poultry (Broiler) market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Poultry (Broiler) market opportunities vary by end market size?

How does Poultry (Broiler) break out by Type, by Application?

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