

Processed Poultry Meat & Poultry Meat Processing Equipment Market by Types (Chicken, Turkey, Duckss), by Product Type (Fresh Processed, Raw Cooked, Pre-Cooked, Raw-Fermented, Cured, Dried), by Equipment Types & by Geography - Global Trends & Forecasts to 2018

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Abstracts

The report “Processed Poultry Meat & Poultry Processing Equipment Market By Types (Chicken, Turkey, Ducks), By Product Type (Fresh Processed, Raw-Cooked, Pre-Cooked, Raw-Fermented, Cured, Dried), By Equipment Type & By Geography—Global Trends & Forecasts to 2018” categorizes global processed poultry meat based on product types, meat types, geography, and meat processing equipment market based on types and geography; forecasting the revenue and analyzing the trends in each of the submarkets. Revenue forecast of the global processed poultry meat and poultry meat processing equipment market with respect to four main regions—North America, Europe, Asia-Pacific, and Rest of the World (ROW) are included in the report.

This industry is showing rapid changes due to the two main forces: increase in demand and improvement in the technologies. The globalization has led to changes in the food preferences. People have started preferring more of protein intake into their diet. In addition, for the same reason, processed poultry meat market is showing an upward graph. The processed poultry meat manufacturers primarily focus on the quality of the products that they are manufacturing. Hence, the top and major players of this market have already built their brand loyalty. The emerging sections of the Asia-Pacific region that includes India, China, Japan, etc. are anticipated to experience a rapid growth in the future. The key demand drivers for this sector are increasing income levels fuelled by GDP growth leading to a rising middle class. Forecasted record of GDP growth rates

varies between 5.0% to 6.0% countries in this region.

The Market trends and factors driving or inhibiting the growth are identified discussed in detail in the report. Report also covers Strategic analysis of each submarket with respect to individual growth trends and contribution to the overall market. Key players from both the processed poultry meat and meat processing equipment market are identified and strategically profiled along with comprehensive analysis of their core competencies. The global processed poultry meat market is consolidated with some of the big processed poultry meat manufacturers, while the rest of the market share is divided into small companies.

Contents

1 INTRODUCTION

- 1.1 Key Take-Aways
- 1.2 Report Description
- 1.3 Markets Covered
- 1.4 Research Methodology
 - 1.4.1 Market Size Estimation
 - 1.4.2 Assumptions Made For This Report
 - 1.4.3 Key Questions Answered

2 EXECUTIVE SUMMARY

3 PREMIUM INSIGHTS

- 3.1 North America: Largest Processed Poultry Meat Market
- 3.2 Processed Chicken Meat: Leading Market Segment
- 3.3 Fresh Processed Poultry: Most Preferred Type
- 3.4 North America: Largest Poultry Processing Equipment Market
- 3.5 New Product Launches: Most Preferred Strategic Approach For Processed Poultry Meat Market
- 3.6 Tyson Foods Inc. & Cherkizovo Group: Most Active Processed Poultry Meat Companies
- 3.7 New Product Launches: Most Preferred Strategic Approach For Poultry Processing Equipments Market
- 3.8 Marel: Most Active Player For Poultry Processing Equipment Market

4 PROCESSED POULTRY MEAT: MARKET OVERVIEW

- 4.1 Introduction
- 4.2 Global Poultry Market
- 4.3 Winning Imperative
 - 4.3.1 Investments in R&D
- 4.4 Burning Issues
 - 4.4.1 Food Safety
- 4.5 Market Dynamics
 - 4.5.1 Drivers
 - 4.5.1.1 Increased Demand For Processed Animal Protein

- 4.5.1.2 Increased Demand For Convenience Food
- 4.5.1.3 Increase in Per Capita income and Gdp
- 4.5.1.4 Growth in Organized Retail Sector
- 4.5.2 Restraints
 - 4.5.2.1 Outbreak of Avian Diseases
 - 4.5.2.2 Price Differentiation of Unorganized Fresh Poultry Products
- 4.5.3 Opportunities
 - 4.5.3.1 New Target Consumer
 - 4.5.3.2 Government Support in Developing Countries
 - 4.5.3.3 Geographical Opportunity
- 4.6 Porter's Five Forces Analysis
 - 4.6.1 Bargaining Power of Suppliers
 - 4.6.2 Bargaining Power of Buyers
 - 4.6.3 Threat of New Entrants
 - 4.6.4 Threat of Substitutes
 - 4.6.5 Degree of Competition
- 4.7 Supply Chain Analysis
- 4.8 Value Chain Analysis
- 4.9 Market Share Analysis

5 POULTRY PROCESSING EQUIPMENT: MARKET OVERVIEW

- 5.1 introduction
- 5.2 Winning Imperative
 - 5.2.1 Investments in R&D
- 5.3 Market Dynamics
 - 5.3.1 Drivers
 - 5.3.1.1 Growth of Fast Food and Restaurant Chains
 - 5.3.1.2 Work-Environment Safety Regulations Generating Need For Sophisticated Equipment
 - 5.3.1.3 High Production Capacity Greenfield Projects
 - 5.3.2 Restraints
 - 5.3.2.1 High investment Cost
 - 5.3.2.2 Ever Increasing Raw Material & Logistics Costs
 - 5.3.3 Opportunity
 - 5.3.3.1 New Target Market: Asia-Pacific & Row
- 5.4 Porter's Five Forces Analysis
 - 5.4.1 Bargaining Power of Suppliers
 - 5.4.2 Bargaining Power of Buyers

- 5.4.3 Threat of New Entrants
- 5.4.4 Threat of Substitutes
- 5.4.5 Degree of Competition
- 5.5 Market Share Analysis

6 PROCESSED POULTRY MEAT MARKET, BY TYPE

- 6.1 Introduction
- 6.2 Chicken Meat
- 6.3 Turkey Meat
- 6.4 Duck Meat
- 6.5 Others

7 PROCESSED POULTRY MEAT MARKET, BY PRODUCT TYPE

- 7.1 Introduction
- 7.2 Fresh Processed
- 7.3 Raw-Cooked
- 7.4 Pre-Cooked
- 7.5 Raw Fermented Sausages
- 7.6 Cured
- 7.7 Dried
- 7.8 Others

8 POULTRY PROCESSING EQUIPMENT MARKET, BY TYPE

- 8.1 Introduction
- 8.2 Global Poultry Processing Equipment Market
- 8.3 Kiling & Defeathering
- 8.4 Evisceration
- 8.5 Cut-Ups
- 8.6 Debonning & Skinning
- 8.7 Marinating & Tumbling
- 8.8 Others

9 PROCESSED POULTRY MEAT MARKET, BY GEOGRAPHY

- 9.1 Introduction
- 9.2 North America

- 9.2.1 U.S.
- 9.2.2 Canada
- 9.2.3 Mexico
- 9.3 Europe
 - 9.3.1 Germany
 - 9.3.2 France
 - 9.3.3 Italy
 - 9.3.4 U.K.
 - 9.3.5 Spain
 - 9.3.6 Rest of Europe
- 9.4 Asia-Pacific
 - 9.4.1 China
 - 9.4.2 Japan
 - 9.4.3 India
 - 9.4.4 New Zealand
 - 9.4.5 Thailand
 - 9.4.6 Vietnam
 - 9.4.7 Australia
 - 9.4.8 Rest of Asia-Pacific
- 9.5 Rest of The World
 - 9.5.1 Brazil
 - 9.5.2 Argentina
 - 9.5.3 South Africa
 - 9.5.4 Egypt
 - 9.5.5 Others

10 PROCESSED POULTRY EQUIPMENT MARKET, BY GEOGRAPHY

- 10.1 Introduction
- 10.2 North America
 - 10.2.1 U.S.
 - 10.2.2 Canada
 - 10.2.3 Mexico
- 10.3 Europe
 - 10.3.1 Germany
 - 10.3.2 France
 - 10.3.3 Italy
 - 10.3.4 U.K.
 - 10.3.5 Spain

- 10.3.6 Rest of Europe
- 10.4 Asia-Pacific
 - 10.4.1 China
 - 10.4.2 Japan
 - 10.4.3 India
 - 10.4.4 New Zealand
 - 10.4.5 Thailand
 - 10.4.6 Vietnam
 - 10.4.7 Australia
 - 10.4.8 Rest of Asia-Pacific
- 10.5 Rest of The World
 - 10.5.1 Brazil
 - 10.5.2 Argentina
 - 10.5.3 South Africa
 - 10.5.4 Egypt
 - 10.5.5 Others

11 COMPETITIVE LANDSCAPE PROCESSED POULTRY MEAT MARKET

- 11.1 Introduction
- 11.2 New Products Launches: Most Preferred Strategic Approach
- 11.3 Key Market Strategies
- 11.4 Tyson Foods Inc. & Cherkizovo Group: Most Active Companies
- 11.5 Mergers & Acquisitions
- 11.6 Expansions & Other Developments
- 11.7 Agreements, Partnerships, Collaborations & Joint Ventures
- 11.8 New Products Launches & Product Developments

12 COMPETITIVE LANDSCAPE POULTRY PROCESSING EQUIPMENT

- 12.1 Introduction
- 12.2 New Product Launches: Most Preferred Strategic Approach
- 12.3 Key Strategic Developments
- 12.4 Marel: Most Active Player
- 12.5 Mergers & Acquisitions
- 12.6 Expansions & Other Developments
- 12.7 Agreements, Partnerships, Collaborations & Joint Ventures
- 12.8 New Product Launches & Product Developments

13 COMPANY PROFILES PROCESSED POULTRY MEAT MARKET (OVERVIEW, FINANCIALS, PRODUCTS & SERVICES, STRATEGY, AND DEVELOPMENTS)

13.1 BRF S.A.

13.2 Cargill Inc.

13.3 Cherkizovo Group

13.4 Hormel Foods

13.5 Marfrig Group

13.6 Nippon Meat Packers Inc.

13.7 Sanderson Farms Inc.

13.8 Shuanghui International

13.9 Smithfield Foods Inc.

13.10 tonnies Fleisch

13.11 Tyson Foods Inc.

13.12 Vion Group (Details On Overview, Financials, Product & Services, Strategy, and Developments Might Not Be Captured In Case of Unlisted Companies.)

14 COMPANY PROFILES POULTRY PROCESSING EQUIPMENT (OVERVIEW, FINANCIALS, PRODUCTS & SERVICES, STRATEGY, AND DEVELOPMENTS)

14.1 Marel Hf

14.2 Key Technology Inc.

14.3 John Bean Technologies Corporation

14.4 CTB Inc

14.5 Baader Food Processing Machinery Inc. (Details On Overview, Financials, Product & Services, Strategy, and Developments Might Not Be Captured In Case of Unlisted Companies.)

List Of Tables

LIST OF TABLES

Table 1 Processed Poultry Meat & Poultry Processing Equipment: Market Value, By Segment 2011–2018 (\$Million)

Table 2 Impact of Avian Flu On Gdp, By Country, 2010-2013

Table 3 Proceesed Poultry Meat Market Value, By Type, 2011—2018 (\$Million)

Table 4 Proceesed Chicken Meat Market Value, By Geography, 2011—2018 (\$Million)

Table 5 Proceesed Turkey Meat Market Value, By Geography, 2011—2018 (\$Million)

Table 6 Proceesed Duck Meat Market Value, By Geography, 2011—2018 (\$Million)

Table 7 Proceesed Other Poultry Meat Market Value, By Geography, 2011—2018 (\$Million)

Table 8 Proceesed Poultry Meat Market Value, By Product Type, 2011—2018 (\$Million)

Table 9 Fresh Processed Poultry Meat Market Value, By Geography, 2011—2018 (\$Million)

Table 10 Raw Cooked Processed Poultry Meat Market Value, By Geography, 2011—2018 (\$Million)

Table 11 Pre-Cooked Processed Poultry Meat Market Value, By Geography, 2011—2018 (\$Million)

Table 12 Raw Fermented Processed Poultry Meat Market Value, By Geography, 2011—2018 (\$Million)

Table 13 Cured Processed Poultry Meat Market Value, By Geography, 2011—2018 (\$Million)

Table 14 Dried Processed Poultry Meat Market Value, By Geography, 2011—2018 (\$Million)

Table 15 Other Processed Poultry Meat Market Value, By Geography, 2011—2018 (\$Million)

Table 16 Global Poultry Processing Equipment Market Value, By Type, 2011-2018 (\$Million)

Table 17 Poultry Meat Processing Equipment Market Value, By Geography, 2011-2018 (\$Million)

Table 18 Killing & Defeathering Equipment Market Value, By Region, 2011-2018 (\$Million)

Table 19 Evisceration Equipment Market Value, By Region, 2011-2018 (\$Million)

Table 20 Cut Ups Equipment Market Value, By Region, 2011-2018 (\$Million)

Table 21 Deboning & Skinning Equipment Market Value, By Region, 2011-2018 (\$Million)

Table 22 Marinating & Tumbling Equipment Market Value, By Region, 2011-2018

(\$Million)

Table 23 Others Equipment Market Value, By Region, 2011-2018 (\$Million)

Table 24 Processed Poultry Meat Market Value, By Geography 2011—2018 (\$Million)

Table 25 North America: Processed Poultry Meat Market Value, By Country, 2011—2018 (\$Million)

Table 26 North America: Processed Poultry Meat Market Value, By Type, 2011—2018 (\$Million)

Table 27 North America: Processed Poultry Meat Market Value, By Product Type, 2011—2018 (\$Million)

Table 28 U.S.: Processed Poultry Meat Market Value, By Type, 2011—2018 (\$Million)

Table 29 Canada: Processed Poultry Meat Market Value, By Type, 2011—2018 (\$Million)

Table 30 Mexico: Processed Poultry Meat Market Value, By Type, 2011—2018 (\$Million)

Table 31 Europe: Processed Poultry Meat Market Value,, By Country, 2011—2018 (\$Million)

Table 32 Europe: Processed Poultry Meat Market Value, By Type, 2011—2018 (\$Million)

Table 33 Europe: Processed Poultry Meat Market Value, By Product Type, 2011—2018 (\$Million)

Table 34 Germany: Processed Poultry Meat Market Value, By Type, 2011—2018 (\$Million)

Table 35 France: Processed Poultry Meat Market Value, By Type, 2011—2018 (\$Million)

Table 36 Italy: Processed Poultry Meat Market Value, By Type, 2011—2018 (\$Million)

Table 37 U.K.: Processed Poultry Meat Market Value, By Type, 2011—2018 (\$Million)

Table 38 Spain: Processed Poultry Meat Market Value, By Type, 2011—2018 (\$Million)

Table 39 Asia-Pacific: Processed Poultry Meat Market Value, By Country 2011—2018 (\$Million)

Table 40 Asia-Pacific: Processed Poultry Meat Market Value, By Type, 2011—2018 (\$Million)

Table 41 Asia-Pacific: Processed Poultry Meat Market Value, By Product Type, 2011—2018 (\$Million)

Table 42 China: Processed Poultry Meat Market Value, By Type, 2011—2018 (\$Million)

Table 43 Japan: Processed Poultry Meat Market Value, By Type, 2011—2018 (\$Million)

Table 44 India: Processed Poultry Meat Market Value, By Type, 2011—2018 (\$Million)

Table 45 New Zealand: Processed Poultry Meat Market Value, By Type, 2011—2018 (\$Million)

Table 46 Thailand: Processed Poultry Meat Market Value, By Type, 2011—2018 (\$Million)

Table 47 Vietnam: Processed Poultry Meat Market Value, By Type, 2011—2018 (\$Million)

Table 48 Australia: Processed Poultry Meat Market Value, By Type, 2011—2018 (\$Million)

Table 49 Row: Processed Poultry Meat Market Value, By Country 2011—2018 (\$Million)

Table 50 Row: Processed Poultry Meat Market Value, By Type, 2011—2018 (\$Million)

Table 51 Row: Processed Poultry Meat Market Value, By Product Type, 2011—2018 (\$Million)

Table 52 Brazil: Processed Poultry Meat Market Value, By Type, 2011—2018 (\$Million)

Table 53 Argentina: Processed Poultry Meat Market Value, By Type, 2011—2018 (\$Million)

Table 54 South Africa: Processed Poultry Meat Market Value, By Type, 2011—2018 (\$Million)

Table 55 Egypt: Processed Poultry Meat Market Value, By Type, 2011—2018 (\$Million)

Table 56 Others: Processed Poultry Meat Market, By Type, 2011—2018 (\$Million)

Table 57 Global Poultry Processing Equipment Market Value, By Type, 2011-2018 (\$Million)

Table 58 Global Poultry Meat Processing Equipment Market Value, By Geography, 2011-2018 (\$Million)

Table 59 North America: Poultry Meat Processing Equipment Market Value, By Type, 2011-2018 (\$Million)

Table 60 North America: Poultry Meat Processing Equipment Market Value, By Country, 2011-2018 (\$Million)

Table 61 U.S.: Poultry Meat Processing Equipment Market Value, By Type, 2011-2018 (\$Million)

Table 62 Canada: Poultry Meat Processing Equipment Market Value, By Type, 2011-2018 (\$Million)

Table 63 Mexico: Poultry Meat Processing Equipment Market Value, By Type, 2011-2018 (\$Million)

Table 64 Europe: Poultry Meat Processing Equipment Market Value, By Country, 2011-2018 (\$Million)

Table 65 Europe: Poultry Meat Processing Equipment Market Value, By Type, 2011-2018 (\$Million)

Table 66 Germany: Poultry Meat Processing Equipment Market Value, By Type, 2011-2018 (\$Million)

Table 67 France: Poultry Meat Processing Equipment Market Value, By Type, 2011-2018 (\$Million)

Table 68 Italy: Poultry Meat Processing Equipment Market Value, By Type, 2011-2018 (\$Million)

Table 69 U.K.: Poultry Meat Processing Equipment Market Value, By Type, 2011-2018 (\$Million)

Table 70 Spain: Poultry Meat Processing Equipment Market Value, By Type, 2011-2018 (\$Million)

Table 71 Others: Poultry Meat Processing Equipment Market Value, By Type, 2011-2018 (\$Million)

Table 72 Asia-Pacific: Poultry Meat Processing Equipment Market Value, By Type, 2011-2018 (\$Million)

Table 73 Asia-Pacific: Poultry Meat Processing Equipment Market Value, By Country, 2011-2018 (\$ Million)

Table 74 China: Poultry Meat Processing Equipment Market Value, By Type, 2011-2018 (\$Million)

Table 75 Japan: Poultry Meat Processing Equipment Market Value, By Type, 2011-2018 (\$Million)

Table 76 India: Poultry Meat Processing Equipment Market Value, By Type, 2011-2018 (\$Million)

Table 77 New Zealand: Poultry Meat Processing Equipment Market Value, By Types, 2011-2018 (\$Million)

Table 78 Thailand: Poultry Meat Processing Equipment Market Value, By Type, 2011-2018 (\$Million)

Table 79 Vietnam: Poultry Meat Processing Equipment Market Value, By Type, 2011-2018 (\$Million)

Table 80 Australia: Poultry Meat Processing Equipment Market Value, By Type, 2011-2018 (\$Million)

Table 81 Rest of Asia-Pacific: Poultry Meat Processing Equipment Market Value, By Type, 2011-2018 (\$Million)

Table 82 Row: Poultry Meat Processing Equipment Market Value, By Type, 2011-2018 (\$Million)

Table 83 Row: Processed Poultry Meat Market Value, By Country, 2011-2018 (\$Million)

Table 84 Brazil: Poultry Meat Processing Equipment Market Value, By Type, 2011-2018 (\$Million)

Table 85 Argentina: Poultry Meat Processing Equipment Market Value, By Type, 2011-2018 (\$Million)

Table 86 South Africa: Poultry Meat Processing Equipment Market Value, By Type, 2011-2018 (\$Million)

Table 87 Egypt: Poultry Meat Processing Equipment Market Value, By Type, 2011-2018 (\$Million)

Table 88 Others: Poultry Meat Processing Equipment Market Value, By Type, 2011-2018 (\$Million)

Table 89 Processed Poultry Meat Market: Mergers & Acquisitions, 2010–2013

Table 90 Processed Poultry Meat Market: Expansions & Other Developments

Table 91 Processed Poultry Meat Market: Agreements, Partnerships, Collaborations & Joint Ventures

Table 92 Processed Poultry Market: New Products Launch & Product Developments

Table 93 Poultry Processing Equipment Market: Mergers & Acquisitions, 2010–2013

Table 94 Poultry Processing Equipment Market: Expansions & Other Developments

Table 95 Poultry Processing Equipment Market: Agreements, Partnerships, Collaborations & Joint Ventures, 2010-2013

Table 96 New Product Launches & Product Developments

Table 97 BRF: Products & Their Descriptions

Table 98 Cargill: Products & Its Descriptions

Table 99 Cherkizovo: Products & Their Descriptions

Table 100 Hormel Foods: Products & Their Descriptions

Table 101 Marfrig: Products & Their Descriptions

Table 102 Nippon Meat Packers: Products & Their Descriptions

Table 103 Sanderson: Products & Their Descriptions

Table 104 Shuanghui: Products & Their Descriptions

Table 105 Smithfield: Products & Thier Descriptions

Table 106 tonnies Fleisch: Products & Their Descriptions

Table 107 Vion Group: Products & Their Descriptions

Table 108 Marel: Products & Their Descriptions

Table 109 Key Technology: Products & Their Descriptions

Table 110 JBT Corporation: Products & Their Descriptions

Table 111 CTB Inc: Products & Their Descriptions

Table 112 Baader Food Processing Machinery Inc: Products & Their Descriptions

About

New Products Launch: Most Preferred Strategic Approach

During 2009 to 2013, new products launch has been the leading growth strategy for the processed meat market, accounting close to xx% share of the total developments. Focus on introduction of new products for development of the business in local as well as overseas market has been the key strategy by major players within the market. Since, new products were launched by producers to provide enhanced quality of meat products to the consumers, it led to growth of their market presence. In addition several major investments were made by companies in their domestic market to cater to the local demand.

Processed Meat: Market Share, By Growth Strategies, 2009 – 2013

Investment and expansion accounts for xx% share of all developments for the review period. The main companies within the industry have focused on setting up new plants to increase their production capacity and widen their product line. For instance, BRF started BRF Innovation Center in Jundiaí (Brazil) by investing \$xx million in the research facility. The topnotch companies are also making effort to raise the production capacities of their existing plants. Another strategy for expanding business has been joint venture, which is done either with the established players of the market or the small players in the overseas market. The merger and acquisition strategy stands with a share of xx% within the key strategies.

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