

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.

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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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