

Poultry Market Size, Share, Trends, Analysis, and Forecast 2025-2034 | Global Industry Growth, Competitive Landscape, Opportunities, and Challenges

<https://marketpublishers.com/r/PB88D1E6096DEN.html>

Date: May 2025

Pages: 150

Price: US\$ 3,850.00 (Single User License)

ID: PB88D1E6096DEN

Abstracts

Global Poultry Market is valued at USD 350.2 billion in 2025. Further, the market is expected to grow at a CAGR of 6.6% to reach USD 620.1 billion by 2034.

The global poultry market is experiencing steady growth, driven by rising demand for poultry meat and eggs due to their affordability, nutritional value, and lower environmental footprint compared to other animal proteins. Poultry, including chicken, turkey, and duck, has become a staple protein source worldwide, supported by advancements in breeding, feed efficiency, and disease control. The market is also influenced by changing dietary preferences, with an increasing shift toward lean protein sources. Additionally, the expansion of fast-food chains and processed poultry products is fueling global consumption. While developed nations focus on quality, organic, and antibiotic-free poultry, emerging economies are witnessing rapid growth in poultry farming to meet protein demands. The industry is also shifting towards sustainability, with improved farm management practices, alternative feed sources, and biosecurity measures enhancing productivity and environmental responsibility.

In 2024, the poultry market witnessed significant advancements in precision farming, disease management, and alternative protein integration. AI-driven farm monitoring systems improved poultry health and efficiency by tracking real-time data on feed conversion, water intake, and growth rates. The demand for organic and antibiotic-free poultry continued to rise, prompting investments in natural feed additives such as probiotics and essential oils to enhance bird health without antibiotics. Sustainable poultry farming methods, including vertical farming and regenerative agriculture, gained

traction, reducing environmental impact and improving land use efficiency. Additionally, innovations in alternative poultry proteins, such as lab-grown chicken and plant-based poultry substitutes, began expanding market offerings. Governments worldwide strengthened biosecurity regulations following avian influenza outbreaks, leading to enhanced vaccination programs and stricter poultry trade policies to safeguard global supply chains.

Looking ahead to 2025 and beyond, the poultry market is expected to witness further integration of automation, sustainability practices, and diversification of protein sources. AI-powered robotics will play a greater role in poultry processing and packaging, reducing labor costs and improving hygiene standards. Precision nutrition strategies, driven by big data analytics, will enhance poultry growth efficiency and health management. The development of insect-based and algae-based feed will further address sustainability challenges, reducing reliance on traditional soy and corn-based feeds. The market for hybrid poultry products, blending traditional poultry with plant-based ingredients, will continue to expand, catering to flexitarian and environmentally conscious consumers. Additionally, growing investments in cold chain logistics and supply chain resilience will enhance poultry distribution, ensuring stable pricing and product availability in the face of climate-related disruptions. As global food security remains a priority, the poultry market will continue to evolve, adapting to technological advancements and changing consumer expectations.

Key Market Trends

Expansion of Antibiotic-Free and Organic Poultry Production: The demand for antibiotic-free, organic, and free-range poultry is rising as consumers prioritize health and sustainability.

Advancements in AI and Automation in Poultry Farming: AI-driven monitoring systems and robotic processing solutions are enhancing efficiency and reducing production costs.

Growth of Alternative Poultry Protein Sources: The development of lab-grown chicken and plant-based poultry substitutes is expanding protein options for consumers.

Increasing Adoption of Sustainable Feed Ingredients: Poultry farmers are shifting to insect-based, algae-based, and regenerative agriculture feed sources to improve sustainability.

Strengthened Biosecurity and Disease Management Measures: Governments and industry players are investing in enhanced vaccination programs and biosecurity protocols to prevent disease outbreaks.

Key Market Drivers

Rising Global Demand for Affordable Protein Sources: Poultry remains one of the most cost-effective protein options, making it a preferred choice in developing and developed economies alike.

Expansion of Fast-Food Chains and Processed Poultry Products: The growing quick-service restaurant sector is fueling demand for frozen, processed, and ready-to-cook poultry products.

Technological Advancements in Poultry Nutrition and Farming: Precision feeding, smart farm monitoring, and advanced breeding techniques are enhancing poultry productivity and sustainability.

Government Policies Supporting Poultry Industry Growth: Subsidies, incentives, and trade agreements are promoting poultry farming and export opportunities in various regions.

Market Challenge

Fluctuations in Feed Prices and Supply Chain Disruptions: The reliance on grain-based feed and vulnerability to climate-related disruptions impact production costs and market stability.

Market Segmentation

By Type

Chicken

Turkey

Ducks

Other Poultry

By Distribution Channel

Supermarkets/Hypermarkets

Convenience Stores

Food Services

E-Commerce

Other Distribution Channels

By Product Type

Fresh/Chilled

Frozen

Ready-To-Cook

Ready-To-Eat

Other Product Types

By Nature

Organic

Conventional

By Geography

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Spain, Italy, Rest of Europe)

Asia-Pacific (China, India, Japan, Australia, Vietnam, Rest of APAC)

The Middle East and Africa (Middle East, Africa)

South and Central America (Brazil, Argentina, Rest of SCA)

What You Receive

Global Poultry market size and growth projections (CAGR), 2024- 2034

Impact of recent changes in geopolitical, economic, and trade policies on the demand and supply chain of Poultry.

Poultry market size, share, and outlook across 5 regions and 27 countries, 2025- 2034.

Poultry market size, CAGR, and Market Share of key products, applications, and end-user verticals, 2025- 2034.

Short and long-term Poultry market trends, drivers, restraints, and opportunities.

Porter's Five Forces analysis, Technological developments in the Poultry market, Poultry supply chain analysis.

Poultry trade analysis, Poultry market price analysis, Poultry Value Chain Analysis.

Profiles of 5 leading companies in the industry- overview, key strategies, financials, and products.

Latest Poultry market news and developments.

The Poultry Market international scenario is well established in the report with separate chapters on North America Poultry Market, Europe Poultry Market, Asia-Pacific Poultry Market, Middle East and Africa Poultry Market, and South and Central America Poultry Markets. These sections further fragment the regional Poultry market by type, application, end-user, and country.

Who can benefit from this research

The research would help top management/strategy formulators/business/product development/sales managers and investors in this market in the following ways

1. The report provides 2024 Poultry market sales data at the global, regional, and key country levels with a detailed outlook to 2034, allowing companies to calculate their market share and analyze prospects, uncover new markets, and plan market entry strategy.
2. The research includes the Poultry market split into different types and applications. This segmentation helps managers plan their products and budgets based on the future growth rates of each segment
3. The Poultry market study helps stakeholders understand the breadth and stance of the market giving them information on key drivers, restraints, challenges, and growth opportunities of the market and mitigating risks
4. This report would help top management understand competition better with a detailed SWOT analysis and key strategies of their competitors, and plan their position in the business
5. The study assists investors in analyzing Poultry business prospects by region, key countries, and top companies' information to channel their investments.

Available Customizations

The standard syndicate report is designed to serve the common interests of Poultry Market players across the value chain and include selective data and analysis from entire research findings as per the scope and price of the publication.

However, to precisely match the specific research requirements of individual clients, we offer several customization options to include the data and analysis of interest in the final deliverable.

Some of the customization requests are as mentioned below –

Segmentation of choice – Our clients can seek customization to modify/add a market division for types/applications/end-uses/processes of their choice.

Poultry Pricing and Margins Across the Supply Chain, Poultry Price Analysis /

International Trade Data / Import-Export Analysis

Supply Chain Analysis, Supply–Demand Gap Analysis, PESTLE Analysis, Macro-Economic Analysis, and other Poultry market analytics

Processing and manufacturing requirements, Patent Analysis, Technology Trends, and Product Innovations

Further, the client can seek customization to break down geographies as per their requirements for specific countries/country groups such as South East Asia, Central Asia, Emerging and Developing Asia, Western Europe, Eastern Europe, Benelux, Emerging and Developing Europe, Nordic countries, North Africa, Sub-Saharan Africa, Caribbean, The Middle East and North Africa (MENA), Gulf Cooperation Council (GCC) or any other.

Capital Requirements, Income Projections, Profit Forecasts, and other parameters to prepare a detailed project report to present to Banks/Investment Agencies.

Customization of up to 10% of the content can be done without any additional charges.

Note: Latest developments will be updated in the report and delivered within 2 to 3 working days.

Contents

1. TABLE OF CONTENTS

1.1 List of Tables

1.2 List of Figures

2. POULTRY MARKET LATEST TRENDS, DRIVERS AND CHALLENGES, 2024-2034

2.1 Poultry Market Overview

2.2 Poultry Market Developments

2.2.1 Poultry Market -Supply Chain Disruptions

2.2.2 Poultry Market -Direct/Indirect Impact of Tariff Changes and Trade Restrictions

2.2.3 Poultry Market -Price Development

2.2.4 Poultry Market -Regulatory and Compliance Management

2.2.5 Poultry Market -Consumer Expectations and Trends

2.2.6 Poultry Market -Market Structure and Competition

2.2.7 Poultry Market -Technological Adaptation

2.2.8 Poultry Market -Changing Retail Dynamics

2.3 Poultry Market Insights, 2025- 2034

2.3.1 Prominent Poultry Market product types, 2025- 2034

2.3.2 Leading Poultry Market End-User markets, 2025- 2034

2.3.3 Fast-Growing countries for Poultry Market sales, 2025- 2034

2.4 Poultry Market Drivers and Restraints

2.4.1 Poultry Market Demand Drivers to 2034

2.4.2 Poultry Market Challenges to 2034

2.5 Poultry Market- Five Forces Analysis

2.5.1 Poultry Market Industry Attractiveness Index, 2025

2.5.2 Threat of New Entrants

2.5.3 Bargaining Power of Suppliers

2.5.4 Bargaining Power of Buyers

2.5.5 Intensity of Competitive Rivalry

2.5.6 Threat of Substitutes

3. GLOBAL POULTRY MARKET VALUE, MARKET SHARE, AND OUTLOOK TO 2034

3.1 Global Poultry Market Overview, 2025

3.2 Global Poultry Market Revenue and Forecast, 2025- 2034 (US\$ Million)

3.3 Global Poultry Market Size and Share Outlook by Type, 2025- 2034

3.4 Global Poultry Market Size and Share Outlook by End-User, 2025- 2034

3.5 Global Poultry Market Size and Share Outlook by Region, 2025- 2034

4. ASIA PACIFIC POULTRY MARKET VALUE, MARKET SHARE AND FORECAST TO 2034

4.1 Asia Pacific Poultry Market Overview, 2025

4.2 Asia Pacific Poultry Market Revenue and Forecast, 2025- 2034 (US\$ Million)

4.3 Asia Pacific Poultry Market Size and Share Outlook by Type, 2025- 2034

4.4 Asia Pacific Poultry Market Size and Share Outlook by End-User, 2025- 2034

4.5 Asia Pacific Poultry Market Size and Share Outlook by Country, 2025- 2034

4.6 Key Companies in Asia Pacific Poultry Market

5. EUROPE POULTRY MARKET VALUE, MARKET SHARE, AND FORECAST TO 2034

5.1 Europe Poultry Market Overview, 2025

5.2 Europe Poultry Market Revenue and Forecast, 2025- 2034 (US\$ Million)

5.3 Europe Poultry Market Size and Share Outlook by Type, 2025- 2034

5.4 Europe Poultry Market Size and Share Outlook by End-User, 2025- 2034

5.5 Europe Poultry Market Size and Share Outlook by Country, 2025- 2034

5.6 Key Companies in Europe Poultry Market

6. NORTH AMERICA POULTRY MARKET VALUE, MARKET SHARE, AND FORECAST TO 2034

6.1 North America Poultry Market Overview, 2025

6.2 North America Poultry Market Revenue and Forecast, 2025- 2034 (US\$ Million)

6.3 North America Poultry Market Size and Share Outlook by Type, 2025- 2034

6.4 North America Poultry Market Size and Share Outlook by End-User, 2025- 2034

6.5 North America Poultry Market Size and Share Outlook by Country, 2025- 2034

6.6 Key Companies in North America Poultry Market

7. SOUTH AND CENTRAL AMERICA POULTRY MARKET VALUE, MARKET SHARE, AND FORECAST TO 2034

7.1 South and Central America Poultry Market Overview, 2025

7.2 South and Central America Poultry Market Revenue and Forecast, 2025- 2034 (US\$ Million)

7.3 South and Central America Poultry Market Size and Share Outlook by Type, 2025- 2034

7.4 South and Central America Poultry Market Size and Share Outlook by End-User, 2025- 2034

7.5 South and Central America Poultry Market Size and Share Outlook by Country, 2025- 2034

7.6 Key Companies in South and Central America Poultry Market

8. MIDDLE EAST AFRICA POULTRY MARKET VALUE, MARKET SHARE AND FORECAST TO 2034

8.1 Middle East Africa Poultry Market Overview, 2025

8.2 Middle East and Africa Poultry Market Revenue and Forecast, 2025- 2034 (US\$ Million)

8.3 Middle East Africa Poultry Market Size and Share Outlook by Type, 2025- 2034

8.4 Middle East Africa Poultry Market Size and Share Outlook by End-User, 2025- 2034

8.5 Middle East Africa Poultry Market Size and Share Outlook by Country, 2025- 2034

8.6 Key Companies in Middle East Africa Poultry Market

9. POULTRY MARKET PLAYERS ANALYSIS

9.1 Poultry Market Companies - Key Strategies and Financial Analysis

9.1.1 Snapshot

9.1.2 Business Description

9.1.3 Products and Services

9.1.4 Financial Analysis

10. POULTRY MARKET INDUSTRY RECENT DEVELOPMENTS

11 APPENDIX

11.1 Publisher Expertise

11.2 Research Methodology

11.3 Annual Subscription Plans

11.4 Contact Information

I would like to order

Product name: Poultry Market Size, Share, Trends, Analysis, and Forecast 2025-2034 | Global Industry Growth, Competitive Landscape, Opportunities, and Challenges

Product link: <https://marketpublishers.com/r/PB88D1E6096DEN.html>

Price: US\$ 3,850.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/PB88D1E6096DEN.html>