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Poultry Market Forecasts to 2034 – Global Analysis By Product Type (Chicken, Turkey, Duck, Goose, and Other Product Types), Product Form (Fresh, Frozen, and Processed), Nature, End User, Distribution Channel, and By Geography

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Abstracts

According to Stratistics MRC, the Global Poultry Market is accounted for $444.5 billion in 2026 and is expected to reach $786.9 billion by 2034 growing at a CAGR of 7.4% during the forecast period. Poultry refers to domesticated birds raised for meat and egg production, including chicken, turkey, duck, goose, and other poultry varieties. The market encompasses fresh, frozen, and processed poultry products distributed through retail, foodservice, and wholesale channels. Poultry is one of the most widely consumed meats globally, valued for its affordability, nutritional profile, and versatility in culinary applications. Rising global population, increasing protein demand, and growing preference for lean meat options are key drivers of market expansion.

Market Dynamics:

Driver:

Increasing global protein demand and population growth

Rising global population and increasing per-capita protein consumption are primary drivers for the poultry market. Poultry is a relatively affordable source of high-quality protein compared to other meats, making it accessible across income levels. The growing middle class in emerging economies is driving increased meat consumption, with poultry benefiting from consumer preference for leaner, healthier protein options. Poultry production is more efficient and environmentally sustainable than beef production, with lower feed conversion ratios and greenhouse gas emissions. As global protein demand continues rising, poultry consumption is expected to grow substantially, supporting sustained market expansion.

Restraint:

Disease outbreaks and biosecurity concerns

Disease outbreaks including avian influenza pose significant threats to poultry production and market stability. Highly pathogenic avian influenza outbreaks have caused substantial flock losses, trade restrictions, and consumer demand reductions in affected regions. Biosecurity requirements for disease prevention add operational costs and complexity for poultry producers. Disease outbreaks can cause supply disruptions, price volatility, and reduced consumer confidence. The risk of zoonotic disease transmission creates regulatory scrutiny and public health concerns. These disease and biosecurity challenges affect production stability and market growth, particularly in regions with intensive poultry farming systems.

Opportunity:

Growing demand for processed and value-added poultry products

The increasing consumer preference for convenient, ready-to-cook, and value-added poultry products presents significant opportunities for market expansion. Processed poultry products including marinated cuts, breaded portions, sausages, nuggets, and ready meals appeal to busy consumers seeking quick meal solutions. Demand for pre-marinated and pre-cooked poultry products is growing in retail and foodservice channels. Product innovation in flavors, formats, and packaging enhances consumer appeal and extends market reach. Halal and organic poultry products address specific consumer preferences and command premium pricing. As lifestyles become busier and convenience becomes a priority, processed poultry products become an increasingly important market segment.

Threat:

Competition from plant-based protein alternatives

The rapid growth of plant-based protein alternatives poses a potential threat to poultry market demand. Plant-based chicken alternatives including products from various manufacturers are gaining consumer acceptance, particularly among younger, environmentally conscious consumers. These products are marketed as more sustainable and ethical alternatives to conventional poultry, appealing to flexitarian and vegetarian consumers. Improving taste, texture, and price parity is making plant-based alternatives increasingly competitive. In developed markets, some consumers are reducing meat consumption for health, environmental and animal welfare reasons. This competitive pressure may affect long-term poultry consumption growth in certain market segments.

Covid-19 Impact:

The COVID-19 pandemic had a significant impact on the poultry market. Initial outbreaks in processing facilities caused production disruptions and supply shortages. Foodservice demand collapsed during lockdowns while retail poultry sales surged as consumers increased home cooking. The shift from foodservice to retail required significant supply chain adjustments. International trade restrictions and logistics challenges affected export markets. Labor shortages affected production capacity. Post-pandemic, the market has stabilized with hybrid consumption patterns emerging. The crisis highlighted the importance of resilient supply chains and diversified distribution channels for poultry producers.

The Chicken segment is expected to be the largest during the forecast period

The Chicken segment is expected to account for the largest market share during the forecast period, driven by its widespread consumer acceptance, affordability, versatility, and established production infrastructure. Chicken is the most consumed meat globally, with per-capita consumption significantly exceeding other poultry types. Chicken's versatility across culinary traditions and preparation methods makes it a staple protein in most households. The segment benefits from efficient production systems with rapid growth cycles and favorable feed conversion ratios. Rising global population and increasing protein demand support continued chicken consumption growth. With extensive production and distribution networks and consumer preference, chicken maintains its dominant market position.

The Processed segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the Processed segment is predicted to witness the highest growth rate, fueled by increasing consumer demand for convenience foods, expanding product innovation, and growing retail and foodservice applications. Processed poultry products including marinated cuts, breaded portions, sausages, nuggets, ready meals, and further processed items cater to time-constrained consumers seeking quick meal solutions. Product innovation in flavors, formats, and health positioning expands consumer appeal. The segment benefits from extended shelf life through processing and packaging, reducing food waste and enabling broader distribution. As consumer lifestyles become busier and convenience remains a priority, processed poultry delivers the fastest segment growth.

Region with largest share:

During the forecast period, the Asia-Pacific region is expected to hold the largest market share, driven by large populations, growing poultry consumption, and expanding production capacity. China and India are among the world's largest poultry producers and consumers, with rising incomes supporting consumption growth. Southeast Asian countries including Indonesia, Thailand, and Vietnam have significant poultry consumption traditions. The region's large population and increasing protein demand ensure sustained market leadership. As incomes rise and dietary patterns diversify, poultry consumption per capita continues increasing across the region, maintaining Asia Pacific's dominant market position.

Region with highest CAGR:

Over the forecast period, the Asia-Pacific region is anticipated to exhibit the highest CAGR, driven by continued population growth, rising incomes, and increasing protein consumption in emerging economies. Countries across South and Southeast Asia are experiencing growing poultry consumption as economic development enables dietary diversification. Urbanization and expanding modern retail support poultry product availability. Foodservice sector growth increases poultry consumption away from home. Processed poultry product adoption is accelerating as convenience preferences increase. Government policies supporting poultry production and food security further support market growth, making Asia Pacific the fastest-growing poultry market globally.

Key players in the market

Some of the key players in Poultry Market include Tyson Foods, Inc., JBS S.A., BRF S.A., Pilgrim's Pride Corporation, Sanderson Farms, Inc., Perdue Farms, Inc., Wayne-Sanderson Farms, Koch Foods, LLC, OSI Group, LLC, Cargill, Incorporated, Charoen Pokphand Foods Public Company Limited, New Hope Liuhe Co., Ltd., Wens Foodstuff

Group Co., Ltd., MHP SE, PHW Group, Aviagen Group, Granja Faria S.A., and Suguna Foods Private Limited.

Key Developments:

In June 2026, Perdue Farms partnered with the Maryland Soybean Board and Optimus Technologies to deploy the U.S. livestock sector’s first fleet of Volvo transport trucks running on 100% B100 biodiesel made from locally sourced American soybeans, cutting lifecycle transport emissions by more than 70%.

In June 2026, Pilgrim's Pride announced a multi-million dollar capital investment in its processing facilities in Ellijay, Georgia, aimed at scaling operations to match accelerating consumer demand for value-added retail offerings.

In May 2026, BRF advanced its long-term strategic expansion into the global halal poultry market through its joint venture Sadia Halal with Saudi Arabia's Public Investment Fund (PIF) subsidiary, mapping a structural path toward an anticipated regional IPO by 2027.

Product Types Covered:

- Chicken
- Turkey
- Duck
- Goose
- Other Product Types

Product Forms Covered:

- Fresh
- Frozen
- Processed

Natures Covered:

- Conventional
- Organic

End Users Covered:

- Household Consumers
- Food Processing Industry
- Foodservice Industry

Distribution Channels Covered:

- Supermarkets and Hypermarkets
- Convenience Stores
- Specialty Stores
- Online Retail
- Foodservice
- Wholesale

Regions Covered:

- North America
    - United States

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Canada

Mexico

Europe

United Kingdom

Germany

France

Italy

Spain

Netherlands

Belgium

Sweden

Switzerland

Poland

Rest of Europe

Asia Pacific

China

Japan

India

South Korea

Australia

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- Indonesia
- Thailand
- Malaysia
- Singapore
- Vietnam
- Rest of Asia Pacific

South America

- Brazil
- Argentina
- Colombia
- Chile
- Peru
- Rest of South America

Rest of the World (RoW)

- Middle East
  - Saudi Arabia
  - United Arab Emirates
  - Qatar
  - Israel

Rest of Middle East

Africa

South Africa

Egypt

Morocco

Rest of Africa

What our report offers:

Market share assessments for the regional and country-level segments

Strategic recommendations for the new entrants

Covers Market data for the years 2023, 2024, 2025, 2026, 2027, 2028, 2030, 2032 and 2034

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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13.12 New Hope Liuhe Co., Ltd.

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