

# **Chicken Powder Market Size and Forecasts (2020 - 2030), Global and Regional Share, Trends, and Growth Opportunity Analysis Report Coverage: By Type (Low-Fat and Conventional) and Application [Food & Beverages (RTE and RTC Meals; Soups, Sauces, and Dressings; Savory Snacks; Noodles and Pastas; and Others), Dietary Supplements, Pet Food, and Animal Feed]**

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## **Abstracts**

The chicken powder market is expected to grow from US\$ 452.98 million in 2022 to US\$ 701.23 million by 2030; it is expected to record a CAGR of 5.6% from 2022 to 2030.

Chicken powder is a versatile ingredient made either by dehydrating the chicken meat, bone, cartilages, viscera, and other parts and grinding them into fine powder or by making the concentrated extract of chicken and chicken parts in water and spray drying the liquid extract. Chicken powder is widely used as flavoring agent due to its unique umami and meaty flavor. It can also be used as a fortifying agent due to its high protein and collagen content. Chicken powder is well-suited for different product formations including liquid, dry, and paste. It is also economical and requires less transportation and storage costs than liquid chicken extracts. These factors are significantly driving the demand for chicken powder across various application areas such as food and beverages, pet food, animal feed, and dietary supplements.

Consumers are highly concerned about their diet. They pay attention to product labels and ingredients used in processed food products. Organic products are becoming

increasingly popular owing to their perceived health benefits. They are free of pesticides, chemical fertilizers, and genetically modified organisms (GMOs), which increase their appeal among consumers, who are ready to pay higher prices. Moreover, consumers increasingly prefer clean-label meat products that are free of synthetic colors, flavors, and other food additives. Further, they focus on holistic and conscious consumption and prefer products made with ethically sourced ingredients.

Clean-label trends are emerging rapidly across the meat industry. Meat consumers increasingly prefer all-natural and less processed meat products that offer enhanced health benefits. Organic and clean-label chicken powder is made from ethically sourced certified organic chicken. It is free from synthetic additives such as colors, stabilizers, anti-caking agents, and preservatives. Further, chicken free from growth hormones and antibiotics is used to make organic and clean-label powder. Thus, with increasing demand for organic and clean-label products, key players in the market launch different organic ranges. In February 2021, Diana Food launched a range of organic and animal welfare chicken solutions. The products include liquid and dehydrate free-range chicken extracts, free-range hen meat powder, and free-range chicken fat. Thus, the rising demand for clean-label and organic chicken powder is expected to fuel the global chicken powder market during the forecast period.

Based on type, the chicken powder market is segmented into low-fat and conventional. The conventional segment is projected to register the largest share during the forecast period. Conventional chicken powder is expected to hold a significant market share in 2022. The growth is attributed to easy availability, low cost, and less processing required compared to the low-fat chicken powder. However, in the coming years, the demand for conventional chicken powder is expected to decrease as consumers become more health-conscious due to increased obesity and lifestyle issues. Further, less awareness regarding low-fat chicken powder is boosting the demand for conventional chicken powder.

By geography, the chicken powder market is primarily segmented into North America, Europe, Asia Pacific (APAC), the Middle East & Africa (MEA), and South & Central America. In 2022, North America held the largest market share during the forecast period. However, Asia Pacific is a fastest growth region. North America is one of the prominent regions for the chicken powder market due to the increasing consumption of meat-based products as protein-rich food. The US is the world's largest poultry meat exporter and a major egg producer. Growing consumer preference for leaner meat options, due to changing dietary patterns, boosts the demand for chicken-based meat in the region. Chicken powder enhance the flavor of meat-based food products and other

food & beverages. Thus, growing consumption of meat-based food increase the demand for chicken powder. These factors are expected to fuel the demand for chicken powder. Moreover, consumers in countries such as the US and Canada have started opting for chicken-based RTE and RTC products owing to the convenience and flavor offered by the products. Chicken powder is also used in culture media preparation. Owing to all these factors, the demand for chicken powder is increasing across the region, which is expected to drive market growth.

North America has been a desirable market for chicken powder providers, with the majority of consumers leading demanding lifestyles and seeking processed products, such as meat-based soup and sauces, broths, and snacks. Chicken powder is a major raw material for manufacturing these products. Moreover, consumers' clean-label requirements create demand for developing new technologies that maintain the integrity of the extraction process. There is a high concentration of prominent chicken powder market players such as The Scoular Company.

The leading players in the chicken powder market are Proliver Srl, Symrise AG, F R Benson and Partners Ltd, BRF SA, International Dehydrated Foods Inc, HE Stringer Flavours Ltd, The Scoular Co, Henningsen Netherland BV, Nikken Foods Co Ltd, and Fuji Foods Inc. These players are developing various products to address consumers' growing demand.

The size of the chicken powder market has been derived using primary and secondary sources. To begin the research process, exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the market. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain more analytical insights. Participants of this process include industry experts such as VPs, business development managers, market intelligence managers, national sales managers, and external consultants—including valuation experts, research analysts, and key opinion leaders—specializing in the chicken powder market.

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