

# **North America Chicken Extract Market Forecast to 2030 - Regional Analysis - by Product Type (Chicken Powder, Broth and Stock, and Chicken Paste), Category (Organic and Conventional), and Distribution Channel (Supermarkets and Hypermarkets, Convenience Stores, Online Retail, and Others)**

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## **Abstracts**

The North America chicken extract market was valued at US\$ 1,053.96 million in 2022 and is expected to reach US\$ 1,340.21 million by 2030; it is estimated to record a CAGR of 3.0% from 2022 to 2030.

### **Consumer Inclination Toward Nutritional Food Drives North America Chicken Extract Market**

The awareness regarding health and nutrition has increased significantly, owing to which there has been a rapid shift in consumer food preferences. According to the Nielsen Global Health and Wellness Report, 2020, half of the respondents were overweight, while half were trying to lose weight. People seek fresh products that are natural, organic, and minimally processed. Moreover, youngsters are most inclined toward purchasing premium goods with health claims as they increasingly adopt healthier food habits. Broth made from chicken meat has also gained tremendous popularity owing to its nutritional value and various health benefits. The demand for different broth types is increasing as they help improve immunity, hydration, and muscle protein synthesis; support joint and bone health; and antiaging properties. The inclusion of macronutrients and micronutrients in a good proportion with a high concentration of proteins drives the popularity of bone broth among consumers as an alternative to other protein sources.

Glutamine and a few more amino acids present in bone broth may also aid in effective digestion. This may help with conditions such as leaky gut, which is characterized by the irritation of the mucosal lining in the intestines and interference with the body's ability to digest food. According to a new randomized trial, the ingredients extracted from chicken meat can boost cognitive function. Researchers from the University of Putra Malaysia and Cerebos Pacific Limited noted that prolonged consumption of aqueous extract chicken improves cognitive performance, especially related to learning and memory. The rising awareness among consumers regarding the cognitive benefits of chicken extract consumption has propelled its demand. Thus, rising consumer inclination toward nutritious food is expected to contribute to the growth of the North America chicken extract market positively.

### North America Chicken Extract Market Overview

The North American chicken extract market growth is attributed to the changing consumer preferences toward healthier and more natural food products. Chicken extracts are perceived as a source of clean and protein-rich ingredients, aligning with the growing trend of health-conscious eating. With an increasing emphasis on protein-based diets, these extracts have gained popularity as an easy and versatile way to incorporate protein into various dishes.

Furthermore, the rising popularity of convenience foods has contributed to the growth of the chicken extract market. Consumers are seeking easy-to-use, time-saving ingredients to enhance the flavor of their meals. Chicken extracts, available in liquid or powdered forms, offer a convenient solution for enhancing the taste of soups, sauces, gravies, and various other dishes, making them a favored choice for busy households.

Moreover, the COVID-19 pandemic played a significant role in boosting the chicken extract market in North America. With lockdowns and restrictions limiting dining out, more people turned to cooking at home. Chicken extracts, being a versatile ingredient, became a staple in many home kitchens, as they could elevate the taste of homemade meals. This surge in home cooking further fueled the demand for chicken extracts and related products.

### North America Chicken Extract Market Revenue and Forecast to 2030 (US\$ Million)

### North America Chicken Extract Market Segmentation

The North America chicken extract market is segmented based on product type, category, distribution channel, and country.

Based on product type, the North America chicken extract market is segmented into chicken powder, broth and stock, and chicken paste. The broth and stock segment held the largest share in 2022.

In terms of category, the North America chicken extract market is bifurcated into organic and conventional. The conventional segment held a larger share in 2022.

By distribution channel, the North America chicken extract market is segmented into supermarkets and hypermarkets, convenience stores, online retail, and others. The supermarkets and hypermarkets segment held the largest share in 2022.

Based on country, the North America chicken extract market is categorized into the US, Canada, and Mexico. The US dominated the North America chicken extract market in 2022.

Campbell Soup Co, The Kraft Heinz Co, Lee Kum Kee Co Ltd, Nutra Organics Pty Ltd, Unilever Plc, Hormel Foods Corp, and Kettle & Fire Inc are some of the leading companies operating in the North America chicken extract market.

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