

# **US Chicken Sausages Market Size and Forecasts (2020 - 2030), Regional Share, Trends, and Growth Opportunity Analysis Report Coverage: By Category (Organic and Conventional) and Distribution Channel (Supermarkets & Hypermarkets, Convenience Stores, Online Retail, and Others)**

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## **Abstracts**

The US chicken sausages market size was valued at US\$ 1.03 billion in 2022 to US\$1.50 billion by 2030. The market is expected to record a CAGR of 4.8% from 2022 to 2030.

A chicken sausage is a type of meat product usually made from ground poultry—along with salt, spices and other flavorings. Other ingredients, such as grains or breadcrumbs may be included as extenders or fillers. Processed meat products such as chicken sausages allow consumers to save time and effort associated with ingredient shopping, consumption, meal preparation and cooking, and post-meal activities. Convenience and taste are among the major desired attributes among consumers across the US while buying food. According to the Food and Health Survey of the "International Food Information Council" (IFIC), millennials consider convenience while purchasing food, whereas taste is essential for boomers. Thus, due to increasing demand and popularity of processed meat products in the country, manufacturers are expanding their product portfolio by launching chicken sausages. These factors expected to boost the chicken sausages market growth in the country.

Additionally, the growing popularity of eating on the go, during commutes, or at the workplace has propelled the demand for portable and easily consumable food. Due to the busy lifestyle, the minimum time spent on cooking boosts the demand for

convenience and on-the-go food products such as chicken sausages. The availability of a variety of sausage-related food options that cater to the broad range of tastes and dietary preferences of consumers has further increased its demand. Thus, the rising preference for convenience food products drives the US chicken sausages market growth.

Sausages are widely consumed during summer cookouts, ball games—especially the Fourth of July—and many other occasions. The rise in disposable income has led to an increase in the demand for fast food, thereby boosting the consumption of processed food such as chicken sausage, especially among the younger generation. Thus, the growing popularity of processed meat products is expected to create lucrative opportunities for the US chicken sausages market growth during the forecasted period.

Based on category, the US chicken sausages market is segmented into organic and conventional. The organic segment is expected to grow at a highest CAGR. Organic chicken sausages are obtained from animals that are fed in an organic environment. Organic sausage producers are not allowed to raise their livestock using conventional methods. Thus, organic sausages are considered as healthier alternative to conventional sausages. The rising demand for organic food products due to growing health awareness is anticipated to boost the demand for organic sausages during the forecast period. However, organic sausages are more expensive than conventional sausages. These factors propel the segment's growth.

Applegate Farms LLC, Conagra Brands Inc, Tyson Foods Inc, Bilinski's Sausage Co, Trader Joe's Co, Amylu Foods LLC, Kayem Foods Inc, Gilbert's Craft Sausages LLC, Boar's Head Provision Co Inc, and Dietz & Watson Inc are among the key players operating in the US chicken sausages market.

The overall US chicken sausages market size 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 into the topic. The 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 sausages market.

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