

# **Processed Poultry Meat Market Size, Share, and Outlook, 2025 Report- By Type (Chicken Meat, Turkey Meat, Duck Meat), Nature (Organic, Regular), Distribution Channel (Online, Offline), Processing Method (Cured, Smoked, Marinated, Others), and Companies, 2021-2032**

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## **Abstracts**

### **Processed Poultry Meat Market Outlook**

The global Processed Poultry Meat market is expected to register a growth rate of 7.2% during the forecast period from \$341.2 Billion in 2024 to \$595.1 Billion in 2032. The Processed Poultry Meat market is a thriving business that is poised to keep growing and presents potential growth opportunities for companies across the industry value chain.

The comprehensive market research report presents 12-year historic and forecast data on Processed Poultry Meat segments across 22 countries from 2021 to 2032. Key segments in the report include By Type (Chicken Meat, Turkey Meat, Duck Meat), Nature (Organic, Regular), Distribution Channel (Online, Offline), Processing Method (Cured, Smoked, Marinated, Others). Over 70 tables and charts showcase findings from our latest survey report on Processed Poultry Meat markets.

### **Processed Poultry Meat Market Insights, 2025**

The processed poultry meat market in 2025 is a rapidly expanding segment within the global meat industry, driven by consumer demand for convenient, ready-to-eat, and value-added protein options. Products include cooked, smoked, marinated, and pre-packaged chicken and turkey items, appealing to time-constrained consumers seeking

nutritious and flavorful meals. Innovations focus on clean-label formulations, reduced sodium and preservatives, and incorporation of functional ingredients. The market benefits from rising urbanization, changing dietary patterns, and growing retail and foodservice channels. Sustainability considerations, including responsible sourcing and waste reduction, increasingly influence production. The market faces challenges such as supply chain disruptions, food safety concerns, and price volatility of feed. North America, Europe, and Asia-Pacific are key markets with diverse consumer preferences and regulatory frameworks. The processed poultry meat market in 2025 reflects evolving protein consumption patterns balanced with convenience and health.

### Five Trends that will define global Processed Poultry Meat market in 2025 and Beyond

A closer look at the multi-million global market for Processed Poultry Meat identifies rapidly shifting consumer preferences across categories. By focusing on growth and resilience, leading Processed Poultry Meat companies are prioritizing their investments across categories, markets, and geographies. The report analyses the most important market trends shaping the new landscape to support better decisions for the long and short-term future.

What are the biggest opportunities for growth in the Processed Poultry Meat industry?

The Processed Poultry Meat sector demonstrated remarkable resilience over the past year across developed and developing economies. Further, the market presents significant opportunities to leverage the existing momentum towards actions by 2030. On the other hand, recent macroeconomic developments including rising inflation and supply chain disruptions are putting pressure on companies. The chapter assists users to identify growth avenues and address business challenges to make informed commercial decisions with unique insights, data forecasts, and in-depth market analyses.

### Processed Poultry Meat Market Segment Insights

The Processed Poultry Meat industry presents strong offers across categories. The analytical report offers forecasts of Processed Poultry Meat industry performance across segments and countries. Key segments in the industry include By Type (Chicken Meat, Turkey Meat, Duck Meat), Nature (Organic, Regular), Distribution Channel (Online, Offline), Processing Method (Cured, Smoked, Marinated, Others). The largest types, applications, and sales channels, fastest growing segments, and the key factors driving each of the categories are included in the report.

Forecasts of each segment across five regions are provided from 2021 through 2032 for Asia Pacific, North America, Europe, South America, Middle East, and African regions. In addition, Processed Poultry Meat market size outlook is provided for 22 countries across these regions.

### Market Value Chain

The chapter identifies potential companies and their operations across the global Processed Poultry Meat industry ecosystem. It assists decision-makers in evaluating global Processed Poultry Meat market fundamentals, market dynamics, and disruptive trends across the value chain segments.

### Scenario Analysis and Forecasts

Strategic decision-making in the Processed Poultry Meat industry is multi-faceted with the increased need for planning across scenarios. The report provides forecasts across three case scenarios: slow growth, reference case, and high growth cases.

### Asia Pacific Processed Poultry Meat Market Analysis: A Promising Growth Arena for Business Expansion

As companies increasingly expand across promising Asia Pacific markets with a combined population of over 4.5 billion, the medium-to-long-term future remains robust. The presence of the fastest-growing economies such as China, India, Thailand, Indonesia, and Vietnam coupled with strengthening middle-class populations and rising disposable incomes drive the market. In particular, China and India are witnessing rapid shifts in consumer purchasing behavior. China is recovering steadily with optimistic forecasts for 2025. Further, Japanese and South Korean markets remain stable with most companies focusing on new product launches and diversification of sales channels.

### The State of Europe Processed Poultry Meat Industry 2025: Focus on Accelerating Competitiveness

As companies opt for an integrated agenda for competitiveness, the year 2025 presents optimistic scenarios for companies across the ecosystem. With signs of economic recovery across markets, companies are increasing their investments. Europe is one of the largest markets for Processed Poultry Meat with demand from both Western Europe

and Eastern European regions increasing over the medium to long-term future. Increasing omnichannel shopping amidst robust consumer demand for value purchases shapes the market outlook. The report analyses the key Processed Poultry Meat market drivers and opportunities across Germany, France, the United Kingdom, Spain, Italy, Russia, and other Europe.

The US Processed Poultry Meat market Insights Executives are most excited about opportunities for the US Processed Poultry Meat industry.

Easing inflation coupled with strengthening consumer sentiment is encouraging aggressive actions from the US Processed Poultry Meat companies. Market players consistently focusing on innovation and pursuing new ways to create value are set to excel in 2025. In addition, the Canadian and Mexican markets offer lucrative growth pockets for manufacturers and vendors. Focus on private-brand offerings and promotions, diversified sales channels, expansion into niche segments, adoption of advanced technologies, and sustainability are widely observed across the North American Processed Poultry Meat market.

Latin American Processed Poultry Meat market outlook rebounds in line with economic growth.

Underlying demand remains higher among urban consumers with an optimistic economic outlook across Brazil, Argentina, Chile, and other South and Central American countries. Increased consumer spending has been reported since H2-2024 and the prospects remain strong for 2025. Aggressive ecosystem moves to create new sources of income are widely observed across markets in the region. Marketing activities focused on customer insights, operations, and support functions are quickly gaining business growth in the region.

Middle East and Africa Processed Poultry Meat Markets New Opportunities for Companies Harnessing Diversity

Rapid growth in burgeoning urban locations coupled with a young and fast-growing population base is attracting new investments in the Middle East and African Processed Poultry Meat markets. Designing expansion and marketing strategies to cater to the local consumer base supports the market prospects. In addition to Nigeria, Algeria, South Africa, and other markets, steady growth markets in Ethiopia, Rwanda, Ghana, Tanzania, the Democratic Republic of Congo, and others present significant prospects for companies. On the other hand, Middle Eastern Processed Poultry Meat markets

including the UAE, Saudi Arabia, Qatar, and Oman continue to offer lucrative pockets of growth.

## Competitive Landscape How Processed Poultry Meat companies outcompete in 2025?

The ability to respond quickly to evolving consumer preferences and adapt businesses to niche consumer segments remains a key growth factor. The report identifies the leading companies in the industry and provides their revenue for 2024. The market shares of each company are also included in the report. Further, business profiles, SWOT analysis, and financial analysis of each company are provided in detail. Key companies analyzed in the report include Sanderson Farms, Inc., Tyson Foods, Inc., JBS S.A., NH Foods Ltd., Marfrig Global Foods S.A., Cherkizovo Group Public Joint-Stock Company, Cargill, Incorporated, Hormel Foods Corporation, Ronsard S.A.S., V H Group, Inghams Group Limited, Delightful Gourmet Private Limited.

## Processed Poultry Meat Market Scope

### Leading Segments

#### By Type

Chicken Meat

Turkey Meat

Duck Meat

#### By Nature

Organic

Regular

#### By Distribution Channel

Online

Offline

## By Processing Method

Cured

Smoked

Marinated

Others

## Leading Companies

Sanderson Farms, Inc.

Tyson Foods, Inc.

JBS S.A.

NH Foods Ltd.

Marfrig Global Foods S.A.

Cherkizovo Group Public Joint-Stock Company

Cargill, Incorporated

Hormel Foods Corporation

Ronsard S.A.S.

V H Group

Inghams Group Limited

Delightful Gourmet Private Limited

## Geographies

North AmericaUS, Canada, Mexico

Europe Germany, France, UK, Spain, Italy, Nordics, BeNeLux, Others

Asia Pacific China, India, Japan, South Korea, Australia, South East Asia, Others

Latin America Brazil, Argentina, Others

Middle East and Africa Saudi Arabia, UAE, Other Middle East, South Africa, Other Africa

### Reasons to Buy the report

Make informed decisions through long and short-term forecasts across 22 countries and segments.

Evaluate market fundamentals, dynamics, and disrupting trends set to shape 2025 and beyond.

Gain a clear understanding of the competitive landscape, with product portfolio and growth strategies.

Get an integrated understanding of the entire market ecosystem and companies.

Stay ahead of the competition through plans for growth in a changing environment for your geographic expansion.

Assess the impact of advanced technologies and identify growth opportunities based on actionable data and insights.

Get free Excel spreadsheet and PPT versions along with the report PDF.

## Contents

### 1. TABLE OF CONTENTS

List of Figures and Tables

### 2. EXECUTIVE SUMMARY

#### 2.1 Key Highlights

2.1.1 Processed Poultry Meat Market Size Outlook, 2018-2024 and 2025-2032

2.1.2 Largest Processed Poultry Meat Market Types and Applications

2.1.3 Fastest Growing Segments

2.1.4 Potential Markets

2.1.5 Market Concentration

#### 2.2 Market Scope and Segmentation

2.2.1 Market Scope- Segments

2.2.2 Market Scope- Countries

2.2.3 Macroeconomic and Demographic Outlook

2.2.4 Abbreviations

2.2.5 Units and Currency Conversions

### 3. RESEARCH METHODOLOGY

#### 3.1 Primary Research Surveys

#### 3.2 Secondary Data Sources

#### 3.3 Data Triangulation

#### 3.4 Forecast Methodology

#### 3.5 Assumptions and Limitations

### 4. INTRODUCTION TO GLOBAL PROCESSED POULTRY MEAT MARKET IN 2025

#### 4.1 Industry Panorama

#### 4.2 Leading Companies Profiled in the Study

#### 4.3 Asia Pacific Markets offer Robust Market Prospects for New Entrants

#### 4.4 Market Dynamics

4.4.1 Market Dynamics- Trends and Drivers

4.4.2 Market Dynamics- Opportunities and Challenges

#### 4.5 Regional Analysis

#### 4.6 Porter's Five Force Analysis

- 4.6.1 Intensity of Competitive Rivalry
- 4.6.2 Threat of New Entrants
- 4.6.3 Threat of Substitutes
- 4.6.4 Bargaining Power of Buyers
- 4.6.5 Bargaining Power of Suppliers
- 4.7 Processed Poultry Meat Industry Value Chain Analysis
  - 4.7.1 Stage of Value Chain
  - 4.7.2 Key Activities of Companies
  - 4.7.3 Companies Included in Each Stage
  - 4.7.4 Key Insights

## **5. PROCESSED POULTRY MEAT MARKET OUTLOOK TO 2032**

- 5.1 Market Size Forecast by Type, 2021-2024 and 2025-2032
- 5.2 Market Size Forecast by Application, 2021-2024 and 2024-2032
- 5.3 Market Size Forecast by Geography, 2021-2024 and 2024-2032
- By Type
  - Chicken Meat
  - Turkey Meat
  - Duck Meat
- By Nature
  - Organic
  - Regular
- By Distribution Channel
  - Online
  - Offline
- By Processing Method
  - Cured
  - Smoked
  - Marinated
  - Others

## **6. GLOBAL PROCESSED POULTRY MEAT MARKET OUTLOOK ACROSS GROWTH SCENARIOS**

- 6.1 Low Growth Scenario
- 6.2 Base/Reference Case
- 6.3 High Growth Scenario

## **6. NORTH AMERICA PROCESSED POULTRY MEAT MARKET SIZE OUTLOOK**

- 6.1 Key Market Statistics, 2024
- 6.2 North America Processed Poultry Meat Market Trends and Growth Opportunities
  - 6.2.1 North America Processed Poultry Meat Market Outlook by Type
  - 6.2.2 North America Processed Poultry Meat Market Outlook by Application
- 6.3 North America Processed Poultry Meat Market Outlook by Country
  - 6.3.1 The US Processed Poultry Meat Market Outlook, 2021- 2032
  - 6.3.2 Canada Processed Poultry Meat Market Outlook, 2021- 2032
  - 6.3.3 Mexico Processed Poultry Meat Market Outlook, 2021- 2032

## **7. EUROPE PROCESSED POULTRY MEAT MARKET SIZE OUTLOOK**

- 7.1 Key Market Statistics, 2024
- 7.2 Europe Processed Poultry Meat Market Trends and Growth Opportunities
  - 7.2.1 Europe Processed Poultry Meat Market Outlook by Type
  - 7.2.2 Europe Processed Poultry Meat Market Outlook by Application
- 7.3 Europe Processed Poultry Meat Market Outlook by Country
  - 7.3.2 Germany Processed Poultry Meat Market Outlook, 2021- 2032
  - 7.3.3 France Processed Poultry Meat Market Outlook, 2021- 2032
  - 7.3.4 The UK Processed Poultry Meat Market Outlook, 2021- 2032
  - 7.3.5 Spain Processed Poultry Meat Market Outlook, 2021- 2032
  - 7.3.6 Italy Processed Poultry Meat Market Outlook, 2021- 2032
  - 7.3.7 Russia Processed Poultry Meat Market Outlook, 2021- 2032
  - 7.3.8 Rest of Europe Processed Poultry Meat Market Outlook, 2021- 2032

## **8. ASIA PACIFIC PROCESSED POULTRY MEAT MARKET SIZE OUTLOOK**

- 8.1 Key Market Statistics, 2024
- 8.2 Asia Pacific Processed Poultry Meat Market Trends and Growth Opportunities
  - 8.2.1 Asia Pacific Processed Poultry Meat Market Outlook by Type
  - 8.2.2 Asia Pacific Processed Poultry Meat Market Outlook by Application
- 8.3 Asia Pacific Processed Poultry Meat Market Outlook by Country
  - 8.3.1 China Processed Poultry Meat Market Outlook, 2021- 2032
  - 8.3.2 India Processed Poultry Meat Market Outlook, 2021- 2032
  - 8.3.3 Japan Processed Poultry Meat Market Outlook, 2021- 2032
  - 8.3.4 South Korea Processed Poultry Meat Market Outlook, 2021- 2032
  - 8.3.5 Australia Processed Poultry Meat Market Outlook, 2021- 2032
  - 8.3.6 South East Asia Processed Poultry Meat Market Outlook, 2021- 2032

### 8.3.7 Rest of Asia Pacific Processed Poultry Meat Market Outlook, 2021- 2032

## **9. SOUTH AMERICA PROCESSED POULTRY MEAT MARKET SIZE OUTLOOK**

### 9.1 Key Market Statistics, 2024

### 9.2 South America Processed Poultry Meat Market Trends and Growth Opportunities

#### 9.2.1 South America Processed Poultry Meat Market Outlook by Type

#### 9.2.2 South America Processed Poultry Meat Market Outlook by Application

### 9.3 South America Processed Poultry Meat Market Outlook by Country

#### 9.3.1 Brazil Processed Poultry Meat Market Outlook, 2021- 2032

#### 9.3.2 Argentina Processed Poultry Meat Market Outlook, 2021- 2032

#### 9.3.3 Rest of South and Central America Processed Poultry Meat Market Outlook, 2021- 2032

## **10. MIDDLE EAST AND AFRICA PROCESSED POULTRY MEAT MARKET SIZE OUTLOOK**

### 10.1 Key Market Statistics, 2024

### 10.2 Middle East and Africa Processed Poultry Meat Market Trends and Growth Opportunities

#### 10.2.1 Middle East and Africa Processed Poultry Meat Market Outlook by Type

#### 10.2.2 Middle East and Africa Processed Poultry Meat Market Outlook by Application

### 10.3 Middle East and Africa Processed Poultry Meat Market Outlook by Country

#### 10.3.1 Saudi Arabia Processed Poultry Meat Market Outlook, 2021- 2032

#### 10.3.2 The UAE Processed Poultry Meat Market Outlook, 2021- 2032

#### 10.3.3 Rest of Middle East Processed Poultry Meat Market Outlook, 2021- 2032

#### 10.3.4 South Africa Processed Poultry Meat Market Outlook, 2021- 2032

#### 10.3.5 Egypt Processed Poultry Meat Market Outlook, 2021- 2032

#### 10.3.6 Rest of Africa Processed Poultry Meat Market Outlook, 2021- 2032

## **11. COMPANY PROFILES**

### 11.1 Leading 10 Companies

Sanderson Farms, Inc.

Tyson Foods, Inc.

JBS S.A.

NH Foods Ltd.

Marfrig Global Foods S.A.

Cherkizovo Group Public Joint-Stock Company

Cargill, Incorporated  
Hormel Foods Corporation  
Ronsard S.A.S.  
V H Group  
Inghams Group Limited  
Delightful Gourmet Private Limited  
11.2 Overview  
11.3 Products and Services  
11.4 SWOT Profile

## **12. APPENDIX**

12.1 Subscription Options  
12.2 Customization Options  
12.3 Publisher Details

## I would like to order

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