

United States Poultry Meat Market - Size, Share, Covid-19 Impact & Forecasts Up To 2028

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Report description:

The United States Poultry Meat Market is projected to register a CAGR of 0.57%

Key Highlights

Largest Segment by Distribution Channel - On-Trade : On-trade distribution channel purchases of poultry meat are aligned with the country's growing foodservice sector, as poultry is mostly preferred for on-premise consumption.

Largest Segment by Form - Frozen / Canned : Frozen and canned poultry meats have a larger shelf life with all nutrition intact. This makes them a highly preferred meat form in both the on-trade and off-trade segments.

Fastest-growing Segment by Distribution Channel - Off-Trade : The purchases through online channels, supermarkets, and hypermarkets are driving the segmental growth, with innovations in poultry meat delivery and self-checkouts.

Fastest-growing Segment by Form - Processed : The increasing popularity of ready-to-eat and ready-to-cook meat to match the fast-paced lifestyle is projected to drive the demand for processed poultry meat in the country.

US Poultry Meat Market Trends

On-Trade is the largest segment by Distribution Channel.

In 2020, the poultry market witnessed a growth of 6.73%, by value, compared to the previous year. Consumers' panic buying during the COVID-19 pandemic resulted in increased sales of frozen and processed poultry through off-trade channels and a significant decline in demand in the foodservice market. Retail sales of frozen poultry rose during lockdowns, and demand

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increased due to more people wanting to stock up on non-perishable foods at home.

The off-trade distribution channel is expected to be the fastest-growing channel in the forecast period and register a growth of around 1.01%, by value. New strategies from poultry integrators, such as setting up integrator-owned or franchised chilled/frozen poultry shops, putting sales counters in already-existing food stores, and offering home delivery services, are encouraging growth in the retail market. Supermarkets and online stores are also supporting growth in chilled and frozen poultry products' retail.

These modern retailers' investments in the cold chain are creating channels for the growth of processed poultry.

Frozen poultry is a major market segment for the off-trade distribution channels. In the forecast period, it is expected to register a CAGR of 1.09%, by value. The key players are focused on expansion and product innovation. For instance, in 2019, Bell & Evans launched a line of uncooked, frozen chicken meatballs. Flavors included parmesan breaded with mozzarella, buffalo seasoned, and a traditional, savory chicken meatball. All three varieties are made from a blend of dark meat chicken and skin for full flavor and are uncooked and nitrogen chilled to lock in freshness and natural juices.

US Poultry Meat Market Competitor Analysis

The United States Poultry Meat Market is moderately consolidated, with the top five companies occupying 46.74%. The major players in this market are Cargill, Incorporated, Hormel Foods Corporation, JBS SA, Sysco Corporation and Tyson Foods, Inc. (sorted alphabetically).

Additional Benefits:

The market estimate (ME) sheet in Excel format

3 months of analyst support

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