

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

Market Report | 2023-01-23 | 150 pages | Mordor Intelligence

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Report description:

The United Arab Emirates Poultry Meat Market is projected to register a CAGR of 1.41%

Key Highlights

Largest Segment by Distribution Channel - On-Trade : The demand for various chicken parts for the on-trade channel increased due to the rise of the food catering business and the number of restaurants in the nation.

Largest Segment by Form - Fresh / Chilled : Fresh meats are considered to be of higher quality. The relaxation of the lockdown allowed customers to immediately purchase freshly cut meat through an offline channel.

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 - Frozen / Canned : The consumption value of frozen/canned poultry is led by the on-trade distribution in the country. This is due to its extended shelf life and better distribution bandwidth.

UAE Poultry Meat Market Trends

On-Trade is the largest segment by Distribution Channel.

The distribution channel in the UAE poultry meat market is dominated by the on-trade channel, accounting for nearly two-thirds of the poultry meat consumed in the region. During the pandemic, consumers shifted toward online platforms for their purchases due to the lockdown limitation and social restrictions. The forceful closure of commercial centers, including restaurants and other

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physical food service formats, boosted the demand for online channels. In 2020, food delivery revenue in the United Arab Emirates increased significantly, with a growth rate of 61%.

The off-trade channel is projected to be the fastest-growing distribution channel for the consumption of poultry meat in the United Arab Emirates. It is anticipated to register a CAGR of 1.85% by value during the forecast period (2022-2028). With the relaxation in restrictions post-COVID, most retail channels began converting to a hybrid model to broaden their geographic reach in the area. The growth of this segment is fueled by the expansion of e-commerce channels in the region, coupled with 100% internet penetration. As of March 2022, the total number of broadband internet subscriptions in the United Arab Emirates is 3 million. When compared to red meat, poultry meat has a lower calorie content and is one of the leanest forms of protein. The growing trend toward flexitarianism and vegetarianism has raised the region's demand for white, leaner meats. The import value for 942 kiloton of chicken in 2021 was USD 845 million, registering a growth rate of 18.97% by sales value during 2020-2021. Thus, the increased consumer demand for poultry meat is anticipated to propel the market throughout the forecast period.

UAE Poultry Meat Market Competitor Analysis

The United Arab Emirates Poultry Meat Market is fragmented, with the top five companies occupying 31.51%. The major players in this market are Al Ain Farms, Al Islami Foods, BRF S.A., Golden Dunes General Trading (LLC) and Siniora Food Industries Company (sorted alphabetically).

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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