

Kuwait Poultry Meat - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Kuwait Poultry Meat Market size is estimated at 520.1 million USD in 2025, and is expected to reach 546.8 million USD by 2030, growing at a CAGR of 1.01% during the forecast period (2025-2030).

The demand for poultry meat surges as separate counters captivate consumers, thus driving the market

- The on-trade channel holds the major share among distribution channels in the market. It is projected to register a growth rate of 0.82% by value in the forecast period. Kuwait's tourism industry attracts visitors from different parts of the world, leading to increased demand for diverse culinary experiences, some of which include poultry dishes. Tourist arrivals in Kuwait averaged 6.32 million in 2022. The poultry dishes offered include a wide range of products, such as chicken wings, steaks, and ethnic-inspired meat preparations, which help drive the market's growth.
- Among off-trade channels, the supermarkets and hypermarkets segment emerged as the largest distribution channel throughout the study period. It registered a market share of 43.06% by value in 2022. This was primarily because supermarkets have separate poultry meat counters to keep red meat products fresh, which further attracts consumers. Moreover, in Kuwait, approximately 45% of the population is in the 20 to 39 age bracket, and these young consumers have a high inclination toward spending in retail malls and purchasing international brands. The top supermarkets in Kuwait are Carrefour, LuLu Hypermarket, The Sultan Center, and Saveco.
- Online channels are anticipated to be the fastest-growing distribution channel, registering a CAGR of 7.90% by value during the forecast period, primarily due to the increasing preference for online shopping in the country. Kuwait's internet penetration rate stood at 99% of the total population at the start of 2023. Consumers choose online grocery shopping in terms of convenience, discounts, and time-saving. The growth of e-commerce platforms and online marketplaces has facilitated the availability of poultry

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meat products.

Kuwait Poultry Meat Market Trends

Increased domestic poultry production is driving the market growth

- Poultry production accounted for the highest share of 54% by volume of total meat production in the country. However, in order to meet consumer demand, the country still depends more on imports, due to which around 0.13 million tons of poultry meat was imported in 2022. Due to high import prices and increasing demand for fresh/chilled poultry meat, the government is investing in increasing domestic production. The government is also taking initiatives to increase domestic poultry production, as the rate of domestic consumption has expanded and is expected to grow gradually in the upcoming years, thus creating an opportunity for international poultry producers to enter the market.
- In 2022, there were 25 poultry production companies in Kuwait, including six major companies in this field. Collectively, they produced 35,000 metric tons of frozen, fresh, and live chicken annually, covering 30% of the local market's needs. The poultry crisis is looming on the horizon after the rise in feed prices globally. The government is expected to either offer subsidies to poultry and meat producers to face those conditions or allow them to raise prices to cover their losses and preserve the local production of poultry.
- Kuwait imports poultry meat primarily from Brazil, Saudi Arabia, the United Arab Emirates, Turkey, and Ukraine. Overall, the Kuwait poultry meat market is driven by increasing demand for poultry meat and eggs, and the government's support for domestic production through subsidies and other initiatives. However, the market is also facing challenges such as rising feed prices and competition from imports.

Rising production costs are impacting poultry prices

- Poultry meat prices in Kuwait are primarily driven by increasing poultry production and imports. The country's climate also plays a major part in affecting the poultry meat prices in the country. Chicken meat is popular in Kuwait and constitutes a major dish in daily diets. Due to the high demand for poultry meat and eggs, the government has granted assistance to poultry producers by providing them with feed and land subsidies, in addition to some veterinary services. The price of poultry meat in Kuwait was observed to have increased by 1.94% from 2021 to 2022.
- Feed constitutes a major cost for poultry producers in Kuwait. Most of the feed ration ingredients are imported from other countries. This represents a challenge for local producers in terms of fluctuating prices and quality, but subsidy programs significantly affect the industry. Corn, an important ingredient in chicken feed, was imported with a worth of USD 27.2 million by the country in 2021. However, the government-owned Kuwait Flour Mills Company sells imported corn to farmers at a subsidized price, easing the ingredient procurement process for small and mid-scale producers. Other ingredients, such as soybean meal, concentrates, and pre-mixes, are imported by private companies and sold to poultry farms at market rates.
- Although the expansion of the poultry farming industry is a source of optimism for market participants, it poses some obstacles to the country's chicken meat output. Because of its arid environment and low rainfall, Kuwait is unsuitable for most sorts of agriculture. The average annual rainfall is roughly 112 mm/year and ranges from 75 to 150 mm/year. Clinical studies have

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revealed that a hot, arid climate can limit grilled chicken production and increase carcass shrinkage following chilling.

Kuwait Poultry Meat Industry Overview

The Kuwait Poultry Meat Market is fragmented, with the top five companies occupying 18.14%. The major players in this market are Almarai Food Company, Americana Group, BRF S.A., Kuwait United Poultry Company (KUPCO) and The Savola Group (sorted alphabetically).

Additional Benefits:

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

Table of Contents:

1 EXECUTIVE SUMMARY & KEY FINDINGS

2 INTRODUCTION

2.1 Study Assumptions & Market Definition

2.2 Scope of the Study?

2.3 Research Methodology

3 KEY INDUSTRY TRENDS

3.1 Price Trends

3.1.1 Poultry

3.2 Production Trends

3.2.1 Poultry

3.3 Regulatory Framework

3.3.1 Kuwait

3.4 Value Chain & Distribution Channel Analysis

4 MARKET SEGMENTATION (includes market size in Value in USD, Forecasts up to 2030 and analysis of growth prospects)

4.1 Form

4.1.1 Canned

4.1.2 Fresh / Chilled

4.1.3 Frozen

4.1.4 Processed

4.1.4.1 By Processed Types

4.1.4.1.1 Deli Meats

4.1.4.1.2 Marinated/ Tenders

4.1.4.1.3 Meatballs

4.1.4.1.4 Nuggets

4.1.4.1.5 Sausages

4.1.4.1.6 Other Processed Poultry

4.2 Distribution Channel

4.2.1 Off-Trade

4.2.1.1 Convenience Stores

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- 4.2.1.2 Online Channel
- 4.2.1.3 Supermarkets and Hypermarkets
- 4.2.1.4 Others
- 4.2.2 On-Trade

5 COMPETITIVE LANDSCAPE

- 5.1 Key Strategic Moves
- 5.2 Market Share Analysis
- 5.3 Company Landscape
- 5.4 Company Profiles (includes Global level Overview, Market level overview, Core Business Segments, Financials, Headcount, Key Information, Market Rank, Market Share, Products and Services, and analysis of Recent Developments)
 - 5.4.1 Almarai Food Company
 - 5.4.2 Americana Group
 - 5.4.3 BRF S.A.
 - 5.4.4 JBS SA
 - 5.4.5 Kuwait United Poultry Company (KUPCO)
 - 5.4.6 Lulu International Group
 - 5.4.7 Sunbulah Group
 - 5.4.8 The Savola Group

6 KEY STRATEGIC QUESTIONS FOR MEAT INDUSTRY CEOS

7 APPENDIX

- 7.1 Global Overview
 - 7.1.1 Overview
 - 7.1.2 Porter's Five Forces Framework
 - 7.1.3 Global Value Chain Analysis
 - 7.1.4 Market Dynamics (DROs)
- 7.2 Sources & References
- 7.3 List of Tables & Figures
- 7.4 Primary Insights
- 7.5 Data Pack
- 7.6 Glossary of Terms

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