

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

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### **Report description:**

The Qatar Poultry Meat Market size is estimated at 439 million USD in 2025, and is expected to reach 460.9 million USD by 2030, growing at a CAGR of 0.98% during the forecast period (2025-2030).

The availability of a wide range of products in supermarkets is driving the market

- The on-trade channel was the major distribution channel in the poultry meat market in Qatar in 2022. It registered a CAGR value growth of 1.78% from 2018 to 2022. Poultry meat sales are increasing due to a rise in the number of foodservice businesses and consumers' demand for the consumption of restaurant food. Foodservice businesses primarily stock frozen and processed poultry meat due to their high quality.
- In Qatar, the sales value of poultry through off-trade channels increased by 8.83% from 2019 to 2022, as the sales of food products, including poultry products, witnessed a surge through e-commerce channels. The online channel is the fastest-growing segment of the off-trade distribution channel for poultry meat. It is projected to record a CAGR of 10.40% during the forecast period. Online channels play an important role in offering a variety of poultry options to cater to specific needs and preferences, such as organic, free-range, or halal-certified poultry, which enables consumers to find products that align with their dietary requirements.
- In 2022, supermarkets and hypermarkets were the largest off-trade distribution channels for the consumption of poultry meat in Qatar, representing 50.47% of the total consumption value. In recent years, consumers have become more cautious and conscious of their critical purchases, which has led many to go from their local butchers to supermarkets to acquire fresh poultry meat because these off-trade channels offer superior hygienic conditions, packaging, and a comfortable purchasing experience. Moreover, the availability of a wide range of frozen and processed meat products in supermarkets, such as chicken bites, chicken

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chips, nuggets, tenderloins, and chicken wings, is also fuelling the growth.

## Qatar Poultry Meat Market Trends

### Increased domestic production is driving market growth

- The poultry production in Qatar increased by 31.01% from 2019 to 2021, reaching 35,373 tons in 2021. Poultry meat production observed a favorable growth rate of 1.68% in 2021 compared to the previous year. The government is also taking initiatives to increase domestic poultry production, as the country's per capita consumption of poultry meat is high. This has resulted in an increased demand for organic and free-range products in Qatar.
- However, the production of poultry declined by 27.35% in 2022 compared to the previous year. Because the number of animals slaughtered for poultry production in Qatar declined drastically. Although Qatar's meat processing industry is well developed overall, from the fattening and slaughter of sheep and cattle to the production and distribution of meat products, it is underdeveloped in animal feed, breeding, and fattening across all animal categories. Qatar imports most of its animal feed because the inputs and feedstock needed to manufacture animal feed are not readily available locally. Since Qatar cannot compete on price for frozen poultry, it must be imported from nations like Australia, Brazil, the United States, India, etc.
- Qatar Meat Production Co., Freshmeat Factory, and Al Quisaimi Meat Co. were the major companies with an annual production of 6,000, 4,000, and 3,000 metric tons, respectively, in Qatar, as of 2022. Qatar's government is investing in research and development in poultry production to enhance productivity, disease prevention, and animal welfare. Partnerships with foreign agricultural institutions and universities are frequently sought to maximize experience and knowledge.

### Changes in global trade patterns and import regulations affected the poultry price

- The price of poultry meat in Qatar increased by 1.77% in 2022 compared to the previous year. Poultry meat price is primarily driven by increasing poultry production and imports. Qatar heavily relies on poultry meat imports to meet its demand. Changes in global trade patterns, import regulations, and exchange rates also affected the availability and prices of imported poultry meat. Chicken meat, with a high regional consumption, is popular in Qatar and constitutes a major dish in the locals' meals. The local Qatari government has assisted poultry producers by providing them with feed and land subsidies and some veterinary services, owing to the demand for poultry.
- The price increase in 2022 is also attributed to the Russian-Ukrainian conflict, with some poultry producers upping their prices in response to increased feed costs. Other feeds, like soy, vitamins, and salts, are not covered by the Qatari government assistance, and their prices have increased globally. In March 2022, the price of a ton of soy surged significantly, going from USD 450 to USD 900 in just one month. As a result, these elements have increased the cost of poultry in the area.
- In 2021, Qatar imported USD 199 million in poultry meat, becoming the world's 40th-largest importer of poultry meat. In the same year, poultry meat was Qatar's 30th most imported product. Turkey (USD 544k), Belgium (USD 261k), the United Kingdom (USD 183k), the Netherlands (USD 161k), and Cape Verde (USD 36.9k) are the main poultry suppliers to Qatar in 2021. On September 29, 2022, Qatar's Ministry of Public Health published updated precautionary requirements for some imported foodstuffs, lifting a ban on US poultry and poultry products from all US states

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## Qatar Poultry Meat Industry Overview

The Qatar Poultry Meat Market is fragmented, with the top five companies occupying 7.74%. The major players in this market are A'Saffa Food S.A.O.G, Americana Group, BRF S.A., Hassad Food Company and Mazzraty (sorted alphabetically).

### Additional Benefits:

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

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