



Euromonitor  
International

# Global Market Overview of Chicken

August 2022

Table of Contents

## INTRODUCTION

Scope

Key findings

Key trends impacting the chicken market in 2022

## GLOBAL SUPPLY OF CHICKEN

Asia Pacific to remain a major poultry producer

Chicken prices on the rise fuelled by soaring input costs and solid demand

Quarterly price analysis table

The US and China continue to dominate global production of poultry

China sees the largest growth in poultry output in absolute terms over the past five years

The US: Broiler output to grow, yet producers continue to face headwinds

China: Near-term outlook clouded by COVID-19 restrictions and falling yellow-feather output

Brazil: Chicken output to increase driven by growing foreign demand

## GLOBAL CONSUMPTION OF MEAT AND MEAT PRODUCTS

High demand from its vast population makes China the largest market for meat

China: Slower economic growth and COVID-19 restrictions to limit chicken consumption

The US: Chicken consumption to remain robust, due to its nutrition, value and versatility

Russia: Consumption of meat to be dragged down by plunging consumer incomes

Recovering foodservice sector contributes to growth in global chicken demand

Restaurants and bars: Recovering social activities to support the sector's demand for chicken

Coffee, tea, spices and ready meals: Industry turnover growth to slow down

Hospitals, medical and dental services: Sector expansion to support demand for poultry

Public administration, defence and social security: Sector to witness steady future growth

## COUNTRY SNAPSHOTS

Top 10 country profile: USA

Top 10 country profile: China

Top 10 country profile: Brazil

Top 10 country profile: Russia

Top 10 country profile: Indonesia

Top 10 country profile: Mexico

Top 10 country profile: India

Top 10 country profile: Poland

Top 10 country profile: Japan

Top 10 country profile: Argentina

## CONCLUSION

Key challenges and opportunities

Economic forecasts

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus

of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/global-market-overview-of-chicken/report](http://www.euromonitor.com/global-market-overview-of-chicken/report).