



**Euromonitor
International**

Global Market Overview of Poultry and Chicken

March 2024

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INTRODUCTION

Scope

Key findings

Key trends impacting chicken market in 2024

GLOBAL SUPPLY OF POULTRY AND CHICKEN

Asia Pacific remains the major driver behind the global growth in poultry production

The US, Brazil and China continue to dominate global chicken production

Production of white broilers in China to be limited due to lower imports of avian genetics

Poultry production in the US to see moderate growth, despite foreign trade headwinds

Brazil's production to continue growing on the back of robust international demand

Weaker cost pressures and ample supply help to limit chicken price growth

Global economic slowdown and weaker input costs to cap chicken prices

GLOBAL DEMAND FOR POULTRY AND CHICKEN

Chicken consumption to remain robust thanks to its lower price and nutritional value

Demand for chicken across key buyer industries to remain robust

Meat products: Rising consumer demand for convenience to support poultry processing

Retail: Despite economic headwinds, retail demand for chicken to remain strong

Restaurants and bars: Demand for poultry to continue growing supported by lower costs

COUNTRY SNAPSHOTS

Top 10 country profile: China

Top 10 country profile: USA

Top 10 country profile: Brazil

Top 10 country profile: Russia

Top 10 country profile: India

Top 10 country profile: Indonesia

Top 10 country profile: Mexico

Top 10 country profile: Poland

Top 10 country profile: Egypt

Top 10 country profile: Turkey

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