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POULTRY MEAT
SUMMARY REPORT
GLOBAL POULTRY MARKET ANALYSIS, TRENDS, AND PROJECTIONS



2025

POULTRY MEAT



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The global poultry market is mature in developed regions but holds substantial growth potential in emerging economies. Success will be determined by the ability to manage biosecurity risks, navigate volatile input costs, and adapt to evolving consumer demands for sustainability and transparency. Vertical integration and strategic control of the supply chain remain critical competitive advantages. This report provides a detailed analysis of the global poultry market.

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EXECUTIVE SUMMARY

ROBUST GROWTH

The global poultry market continues an upward trajectory, with production expected to reach 105.8 million metric tons (MMT) in 2025, a 2% increase from 2024.[1] The 2025 market value is estimated to be worth approximately USD 350.2 bn.[2]

PROTEIN MARKET SHARE

Poultry remains the world's most consumed meat. It is projected to account for 45% of all meat-based protein that will be consumed over the next decade.[3]



TRADE DYNAMICS

Brazil and the US continue to dominate global exports, capitalising on their scale and production efficiencies. Key import markets include China, the Middle East, and Mexico. Growth in these markets has been driven by a combination of population growth and limited domestic production capacity.

PERSISTENT CHALLENGES

The industry faces significant headwinds from epizootic diseases, primarily Highly Pathogenic Avian Influenza (HPAI), which regularly disrupts production and trade flows.

STRATEGIC OPPORTUNITIES

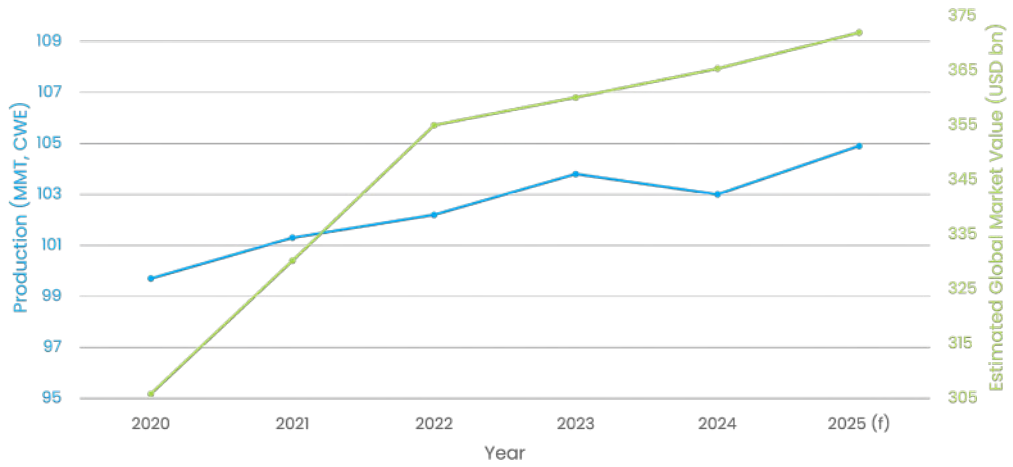
Significant opportunities exist in value-added processing, targeting high-growth regions like Africa and Southeast Asia, and meeting the rising demand for sustainably and ethically produced poultry. At the same time, technological innovations have the potential to boost efficiency and decrease biosecurity risks.

GLOBAL MARKET OVERVIEW & DYNAMICS

MARKET SIZE AND VALUE

The global poultry market has demonstrated consistent growth over the past decade. Global broiler meat production has expanded from 90.9 MMT in 2018 to an estimated 103.6 MMT in 2024.[4] This growth reflects poultry's competitive pricing relative to other meats and its favourable health profile among consumers.

CHART 1: GLOBAL BROILER MEAT VOLUME & ESTIMATED MARKET VALUE[5,6]



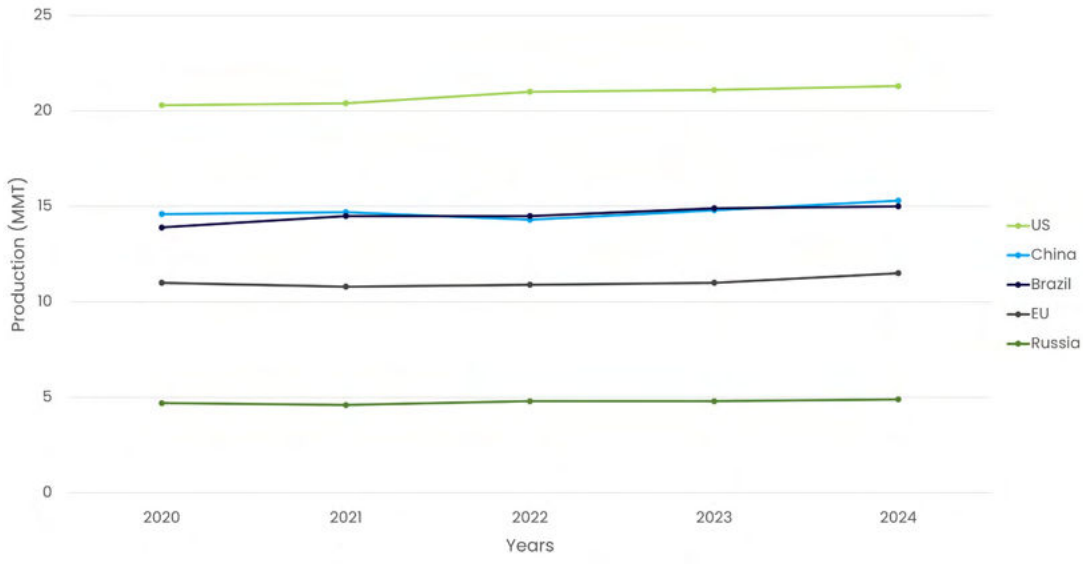
Value data is estimated based on composite global prices and production volumes.
(f) = forecast, (MMT) = Million Metric Ton, (CWE) = Carcass Weight Equivalent

SUPPLY & PRODUCTION ANALYSIS

MAJOR PRODUCING REGIONS/COUNTRIES

Production is concentrated in a few key countries. The US, China, and Brazil collectively account for 50% of the world's broiler meat supply.

CHART 2: TOP BROILER MEAT PRODUCING COUNTRIES (2020-2024)[4]



(MMT) = Million Metric Ton



KEY FACTORS INFLUENCING PRODUCTION

- **INPUT COSTS:**
  Feed represents 60-70% of production costs. Prices of corn and soybean meal can significantly impact profitability. The 2022 - 2023 surge in grain prices following geopolitical events significantly squeezed producer margins globally.[7]

- **GENETIC ADVANCEMENTS:**
  Advances in genetics have led to broilers with improved feed conversion ratios (FCRs). A modern broiler can achieve an FCR of 1.5 - 1.6 (meaning 1.5 kg of feed produces 1 kg of live weight), a significant improvement from FCRs above 2.0 two decades ago.[8] Automation in processing plants is crucial for managing labour shortages and improving hygiene.

- **DISEASE OUTBREAKS:**
  HPAI is the most significant production risk. Outbreaks in 2022-2024 led to the culling of millions of birds in North America, Europe, and Japan, causing localised supply shortages and triggering widespread trade restrictions.[9]

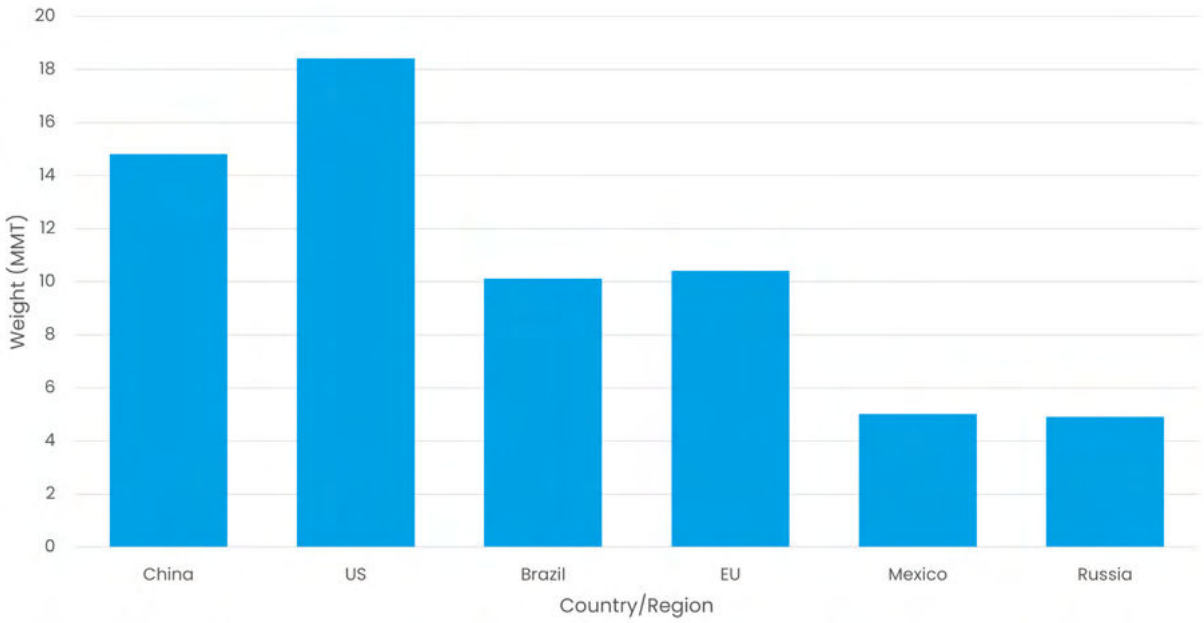
- **POLICY CHANGES:**
  Environmental regulations such as the EU's Farm to Fork strategy are increasing compliance costs related to waste management and emissions. Government policies promoting self-sufficiency, such as those in Saudi Arabia, are driving investment in domestic production.[10]

DEMAND & CONSUMPTION ANALYSIS

» MAJOR CONSUMING REGIONS/ COUNTRIES

Consumption patterns often mirror production, with high domestic consumption in major producing nations.

CHART 3: CONSUMPTION (MMT, RTC)[5]



(MMT) = Million Metric Ton, (RTC) = Ready-to-Cook

KEY DEMAND DRIVERS

» **AFFORDABILITY AND VERSATILITY:**
Poultry remains the most affordable terrestrial protein, making it accessible to consumers across all income levels.

» **DIETARY SHIFTS:**
A global trend towards healthier eating favours poultry which is perceived as a leaner protein source compared to red meat.[9]

» **POPULATION AND INCOME GROWTH:**
In emerging economies in Asia and Africa, rising disposable incomes and urbanisation are driving increased meat consumption, with poultry being the first preference for many new consumers.

» **PER CAPITA CONSUMPTION TRENDS:**
Per capita consumption varies dramatically, with developed and major exporting nations showing the highest levels.



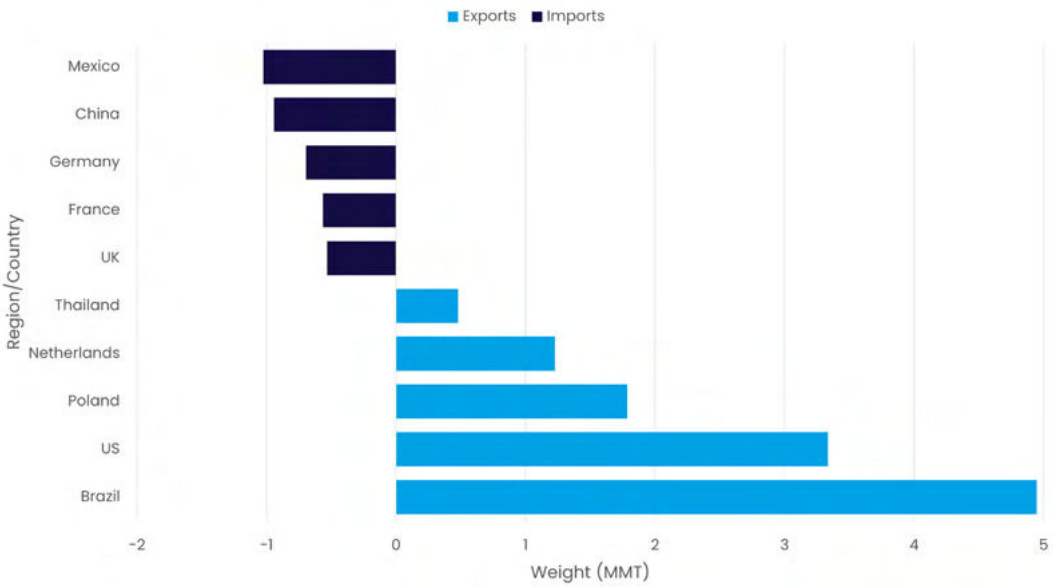
CHART 4: PER CAPITA BROILER MEAT CONSUMPTION SELECTED COUNTRIES (KG/YEAR)[5]

TRADE FLOWS & LOGISTICS

» MAJOR IMPORTING & EXPORTING COUNTRIES:

Global poultry trade is robust, valued at over USD 35 bn annually.[11] The export market is highly concentrated, with Brazil and the US commanding nearly 49% of global poultry exports. Import demand is much more dispersed, with import markets being characterised by either insufficient domestic production capacity or strong consumer preferences for specific cuts that complement local production.

CHART 5: TOP BROILER MEAT EXPORTERS & IMPORTERS FORECAST 2024[11]



(MMT) = Million Metric Ton



KEY TRADE ROUTES & BARRIERS

» **BRAZIL TO CHINA/MIDDLE EAST:**
This is the world's largest poultry trade artery. Brazil's ability to provide large volumes of Halal-certified poultry is critical for the MENA market.[12]

» **USA TO MEXICO:**
Most US poultry exports to Mexico are transported overland by truck or rail and facilitated by the USMCA trade agreement. Mexican consumers have a culinary preference for chicken leg quarters (the thigh and drumstick portion) over other cuts like breast meat. This creates a mutually beneficial trade relationship as American consumers generally prefer white meat, and this allows both regions to export to each other.

» **LOGISTICS:**
Recent disruptions in global shipping have highlighted the vulnerability of long-distance supply chains. Most international trade relies on refrigerated containers (reefers) meaning that port efficiency, cold chain integrity, and shipping costs are critical variables.

» **TARIFFS:**
While many bilateral agreements reduce tariffs, they can still be significant with some markets invoking high tariffs on high-value cuts, like breast meat, to protect local processors.

» **NON-TARIFF BARRIERS (NTBS):**
Sanitary and Phytosanitary (SPS) measures are the most impactful NTBs. A single HPAI detection can trigger immediate, country-wide import bans from major partners, causing severe market disruption. These bans are often the most significant impediment to trade.[13]



REGIONAL DEEP DIVE

NORTH AMERICA (US, CANADA, MEXICO)

» **PRODUCTION AND CONSUMPTION:**
Highly integrated and efficient market dominated by the local players. Production is concentrated in the US "Broiler Belt" (Southern states). Per capita consumption is among the highest globally.

» **TRADE DYNAMICS:**
The US is a net exporter, while Mexico is a major net importer, largely of US dark meat. Canada maintains a supply management system that limits production and imports to stabilise domestic prices.

» **KEY PLAYERS:**
Tyson Foods, Pilgrim's Pride (JBS), Koch Foods. The market is highly concentrated.

» **CHALLENGES:**
Labour shortages in processing plants, ongoing HPAI risk, and increasing scrutiny over water usage and environmental impact.

» **OPPORTUNITIES:**
Growth in antibiotic-free (ABF) and organic segments. Strong export potential for value-added products.



EUROPE (EU-27)

» **PRODUCTION AND CONSUMPTION:**

A large, mature market with stable production and consumption. Poland, France, Germany, and Spain are the largest producers.

» **TRADE DYNAMICS:**

The EU is both a major producer and a significant trader. It exports lower-value cuts and imports high-value breast meat from Brazil, Thailand, and Ukraine.

» **REGIONAL SPECIFICS:**

Strong regulatory focus on the Farm to Fork strategy, aiming to reduce antibiotic use, improve animal welfare, and lower the carbon footprint of agriculture. This places stringent requirements on producers.

» **KEY PLAYERS:**

LDC Group (France), Plukon Food Group (Netherlands), Grupa Cedrob (Poland). The market is more fragmented than in the US.

» **CHALLENGES:**

High regulatory burden and costs associated with meeting EU standards. Competition from cheaper imports. HPAI remains a persistent threat.

» **OPPORTUNITIES:**

Leadership in sustainable and high-welfare production models, which can command premium prices.



UK

» PRODUCTION & CONSUMPTION:

A mature market with high per capita consumption. Domestic production covers about 60-65% of consumption, making it a significant net importer.[14]

» TRADE DYNAMICS:

Post-Brexit, the UK has established new trade dynamics. The EU remains the largest supplier, but the UK is pursuing trade deals with major exporters like Brazil. Imports are subject to new border checks and administrative hurdles.

» KEY PLAYERS:

2 Sisters Food Group, Moy Park (JBS). Large supermarket retailers hold significant power in the supply chain.

» CHALLENGES:

Navigating new post-Brexit trade rules, high energy and labor costs, and pressure to uphold high animal welfare standards which can be more costly than those of import origins.

» OPPORTUNITIES:

Branding based on high British welfare and production standards. Growth in demand for convenient, ready-to-cook poultry products.



SUB-SAHARAN AFRICA

» PRODUCTION AND CONSUMPTION:

A region of immense growth potential but facing significant hurdles. South Africa has the most developed and commercialised industry. Nigeria is a massive market with largely informal production.

» TRADE DYNAMICS:

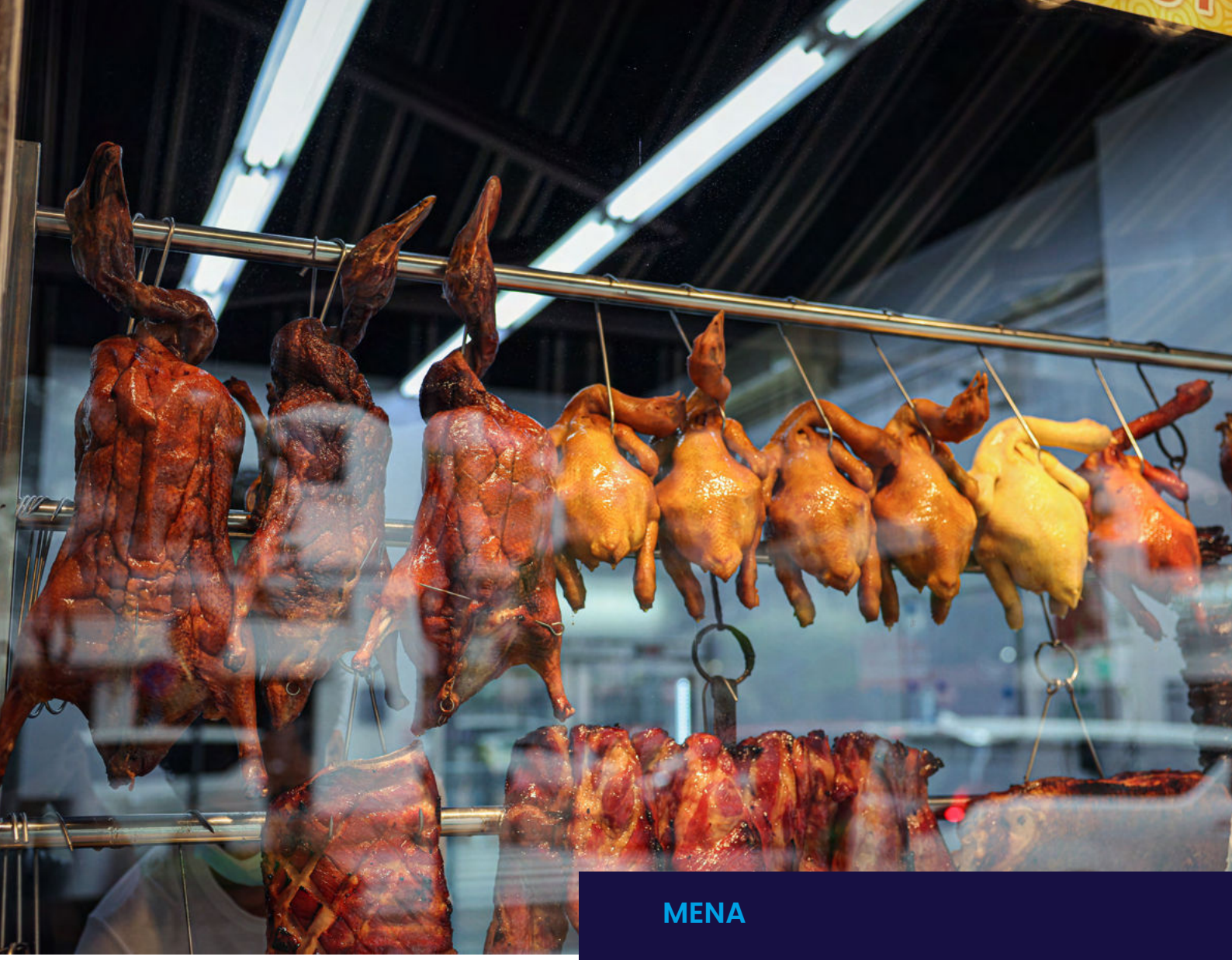
The continent is a net importer of poultry. Smuggled or informal poultry imports are a major issue in West Africa, undermining local production.[15]

» CHALLENGES:

The West African poultry industry faces several significant challenges including: high feed costs, infrastructure deficiencies and outbreaks of diseases.

» OPPORTUNITIES:

Despite the region's challenges substantial opportunities exist in the region owing to it's fast-growing population, rapid urbanisation, and rising income levels.



MENA

» PRODUCTION AND CONSUMPTION:

The region is characterised by very high per capita consumption and significant import dependency. Saudi Arabia is the largest market in the region.

» TRADE DYNAMICS:

Brazil is the dominant supplier due to its leadership in Halal certification. Imports constitute over 65% of consumption in Saudi Arabia and over 70% in the UAE.[11]

» LOCAL SPECIFICS:

Strong government push for food security and self-sufficiency via initiatives like Saudi Vision 2030 are driving massive investment in domestic production facilities, including poultry. Key players include Al-Watania Poultry and Almarai.

» CHALLENGES:

Extreme climate necessitates costly controlled-environment housing. High reliance on imported feed.

» OPPORTUNITIES:

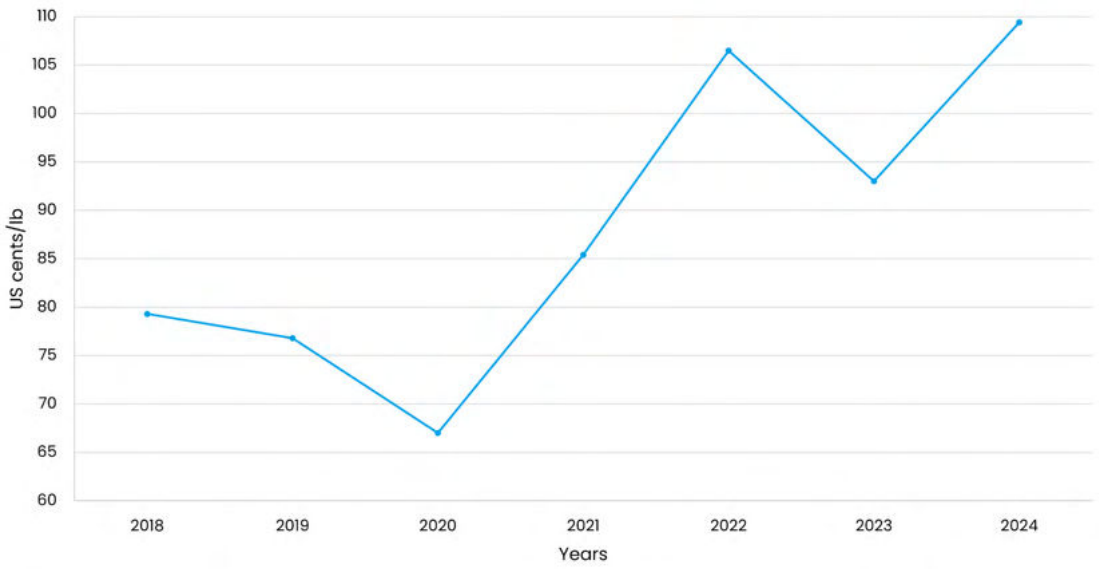
Huge potential for growth in local production, backed by government subsidies and investment. Development of vertically integrated projects.

PRICE ANALYSIS

» HISTORICAL PRICE TRENDS

Poultry prices exhibit cyclicality tied to feed costs and supply shocks. The period from 2021-2023 saw significant price inflation due to high feed costs and HPAI-related supply reductions.

CHART 6: ANNUAL AVERAGE PRICE PER POUND[16]





FACTORS INFLUENCING PRICE VOLATILITY

» **FEED COSTS:**
The strongest correlator. Changes in corn (CBOT: ZC) and soybean meal (CBOT: ZM) futures prices directly impact production costs and, with a lag, wholesale poultry prices.

» **SUPPLY SHOCKS:**
HPAI outbreaks are the most acute factor, causing immediate price spikes in affected regions due to culling and trade bans.

» **GEOPOLITICAL EVENTS:**
Events like the war in Ukraine impact global grain supplies, driving up feed costs worldwide.

» **CURRENCY FLUCTUATIONS:**
A strong US dollar has made US exports more expensive and benefited competitors with weaker local currencies. In particular, a weakened Brazilian Real (BRL/USD) has lowered the cost of Brazilian poultry and encouraged exports from the region.



KEY CHALLENGES & OPPORTUNITIES

» **BIOSECURITY AND DISEASE RISK:**
HPAI remains the most critical challenge, regularly disrupting production and trade flows. Preventing outbreaks requires significant biosecurity investment and contingency planning, with disease-resistant genetics and advanced monitoring emerging as essential long-term solutions.

» **COST PRESSURES AND SUPPLY CHAIN RESILIENCE:**
Feed and energy price volatility, labour shortages, and logistics disruptions create pressures on profit margins. Firms that integrate supply chains, manage costs strategically, and hedge against shocks will likely improve resilience and long-term competitiveness.

» **SHIFTING REGULATIONS AND CONSUMER BEHAVIOUR:**
Growing demand for improved animal welfare, and environmentally responsible production along with tightening regulatory oversight means producers must balance compliance with consumer willingness to pay a premium for more sustainably produced produce.

» **OPPORTUNITIES IN PRODUCTS AND MARKETS:**
Emerging markets, particularly in Africa and Southeast Asia, represent the strongest growth prospects. At the same time, expanding value-added segments such as marinated, prepared, and ready-to-eat poultry offers higher margins and deeper market penetration in both mature and developing economies.

» **TECHNOLOGICAL ADAPTATION:**
Technological innovation, including automation, AI-driven health monitoring, and gene editing, is likely to continuing improving efficiency and resilience. Producers that invest early, scale adoption, and closely align innovations with strategic requirements will be best positioned to unlock new sources of value.



COMPETITIVE LANDSCAPE

The global poultry industry is dominated by a few large, vertically integrated multinational corporations. The US market is highly concentrated, with the top four firms controlling over 50% of the market.[17] The EU market is more fragmented. Brazil's export market is dominated by JBS and BRF. This concentration gives major players significant pricing power and control over the supply chain.

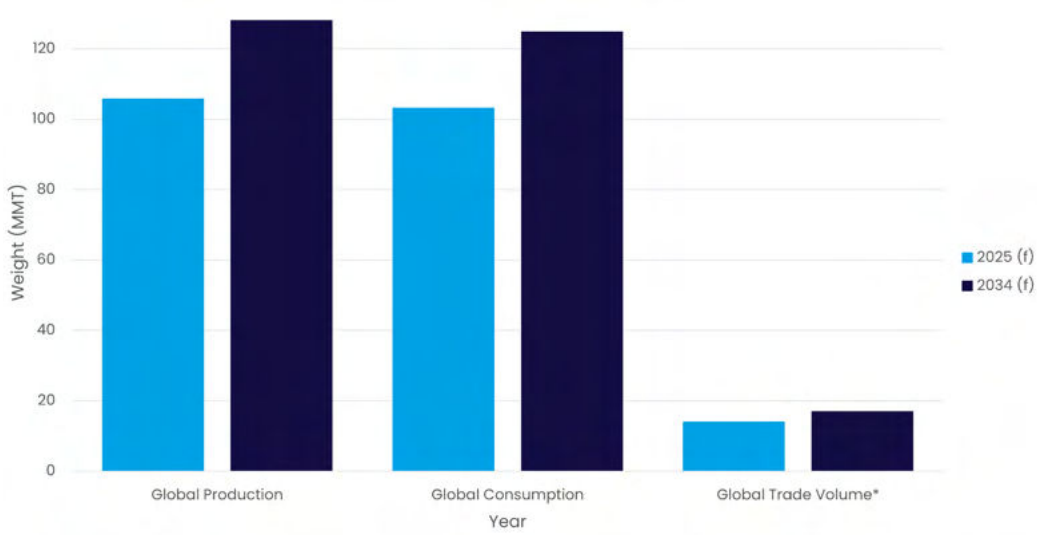
KEY PLAYERS:

- **JBS S.A. (BRAZIL):**
  The world's largest meat processor. Owns Pilgrim's Pride (USA) and Moy Park (UK), giving it a commanding presence in North America, South America, and Europe.
- **TYSON FOODS, INC. (USA):**
  The largest U.S. poultry producer, with significant operations in prepared foods and international markets.
- **BRF S.A. (BRAZIL):**
  A major global exporter, particularly strong in the Middle East Halal market with its Sadia brand.
- **CARGILL, INC. (US):**
  A major player in poultry processing in North America, Europe, and Asia, alongside its core business in agricultural commodities.
- **CHAROEN POKPHAND FOODS (CPF) (THAILAND):**
  A dominant force in Asia, with integrated operations spanning from feed to farm to food.

FUTURE OUTLOOK & PROJECTIONS

The outlook for the global poultry sector is one of continued, steady growth, outpacing other meat proteins.

CHART 7: GLOBAL FORECAST 2025 VS 2034[5,7]



**Exports, (MMT) = Million Metric Ton, (f) = forecast*

Metric	2025 (f)	2034 (f)
Global Production (MMT)	105.82	128.04
Global Consumption (MMT)	103.17	124.84
Global Trade Volume (MMT)	14.02	16.96



EMERGING TRENDS & POTENTIAL DISRUPTORS

- **SUSTAINABILITY:**
  Carbon footprinting, water usage metrics, and sustainable feed sourcing will become standard requirements from retailers and investors.

- **DIGITALISATION & AI:**
  The “smart farm” concept will gain traction, with sensors and AI monitoring bird health, welfare, and environmental conditions in real-time.

- **GENE EDITING:**
  Potential for breakthroughs in disease resistance could fundamentally alter risk management in the industry, though consumer acceptance remains a hurdle.

- **GEOPOLITICAL REALIGNMENT:**
  A continued shift away from globalisation towards regional trade blocs could alter trade flows, favoring producers within specific economic or political alliances.

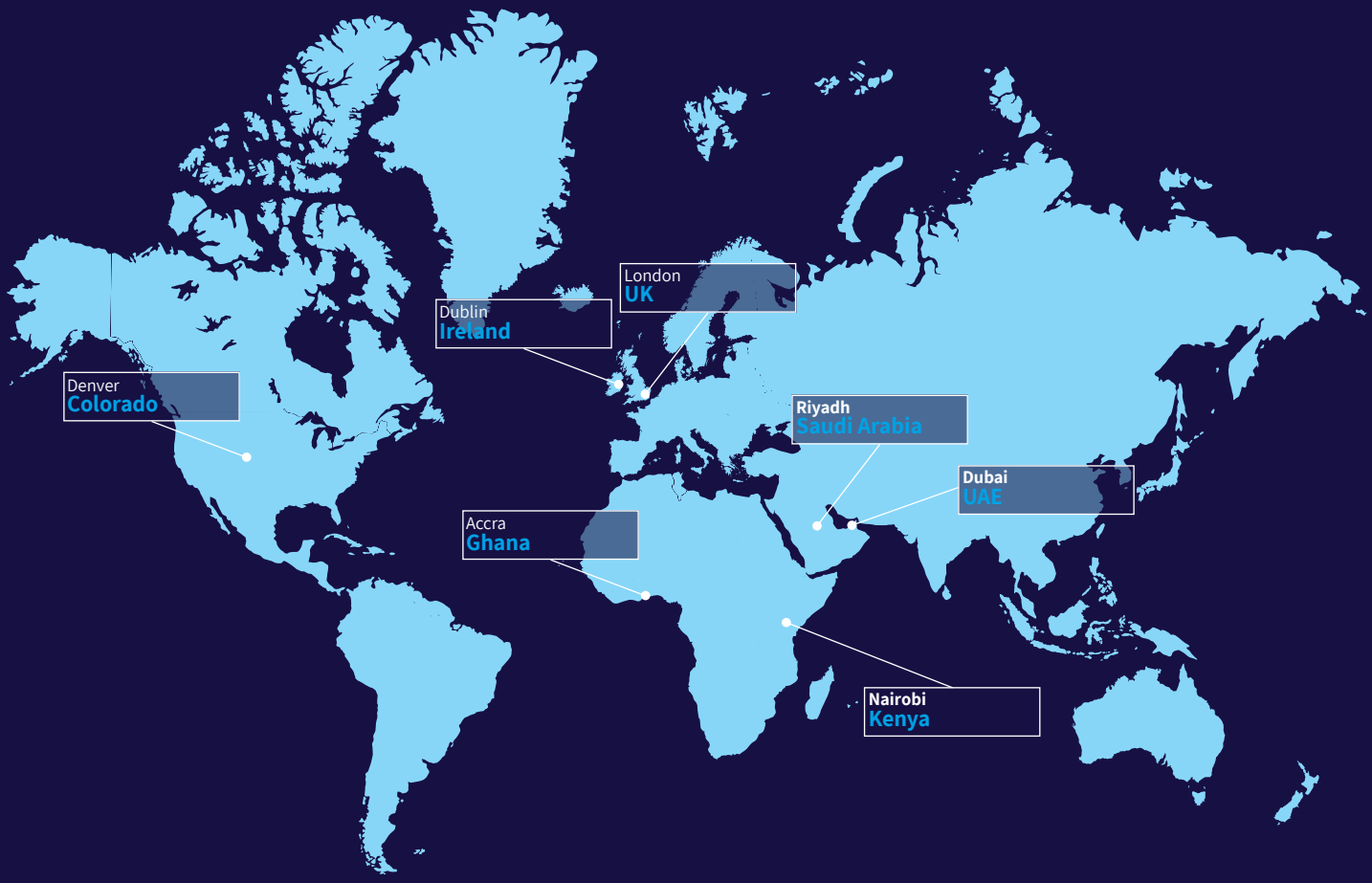
SCENARIO ANALYSIS



- **PESSIMISTIC SCENARIO (FEED COST CRISIS OR CATASTROPHIC DISEASE OUTBREAK):**
  Crop failures, weather events, or supply chain disruptions could adversely affect corn, soy, and other grain yields significantly increasing production costs (>10% price). A widespread outbreak of HPAI could trigger an unprecedented level of culling, crippling global supply for 12-24 months. In either case poultry prices would skyrocket, and severe protein shortages would emerge in import-dependent nations.

- **OPTIMISTIC SCENARIO (TECH BREAKTHROUGH):**
  The rapid adoption of low GHG feed additives and AI driven farm optimisers dramatically cuts costs (>5%) lowering the cost of production and solidifying poultry's price advantage.

- **BASELINE SCENARIO (CURRENT TRAJECTORY):**
  The industry continues on its current path of ~1-2% annual growth, punctuated by periodic, regional disruptions from HPAI. Feed costs trend down 0.8% CAGR. The competitive landscape remains dominated by large, integrated players.



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We understand that every agrifood project presents its own unique set of commercial, economic, and environmental challenges, and our global presence enables us to address these challenges effectively, taking regional and local contexts into careful consideration.

Our consultants hold deep knowledge of the entire agricultural value chain, from farm to fork. With this, we can support clients throughout the industry as they look to optimise supply chains, build better safety and monitoring mechanisms, and adopt more responsible and sustainable practices that align with the best industry standards. To discover how we can help your organisation deliver measurable results speak to our team today.



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