

Poultry - US - November 2014

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“Consumers continue to view poultry as an affordable and healthy protein option. Though variety of flavors and formats to consumers, they remain concerned about the safety of the products. There is an opportunity for manufacturers to provide more information about how and where they raise their poultry, as well as tips for helping consumers properly handle their products.”
 – Amanda Topper, Food Analyst

This report looks at the following areas:

- What impact do food safety issues have on the category?
- What factors are most influential on consumer poultry purchases?
- Where is there opportunity to help sustain future category growth?

The poultry category is expected to grow an additional 19% over the next five years. Despite consumer concerns about how safe poultry is to eat, in light of recent salmonella outbreaks, the category continues to grow. Poultry remains an affordable and healthy protein alternative to red meat, especially as red meat prices continue to rise, and consumers value its versatility.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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