

Poultry - US - November 2017

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"Poultry is a household staple, offering something to everyone and every situation. The category's success is driven by the dominance of chicken, the most frequently eaten animal protein and poultry's highest selling segment. The already high penetration coupled with falling prices of poultry and other competitive proteins has made growth in the category harder to come by."

- **Michael Averbook, Food & Drink Analyst**

This report looks at the following areas:

- Modest growth in category
- Sales of processed poultry fall
- Competition from other proteins
- Engagement in the category already nearly universal

Focusing on the many advantages that poultry has over other proteins according to consumers – affordability, versatility, variety, and healthfulness – are likely drivers for future success. Poultry brands can strengthen these already strong attributes with product development that allows for a variety of convenient uses across dayparts and by highlighting simple recipes, health benefits, and free-from claims on packaging, online, and/or in advertisements.

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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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