

Poultry - US - October 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"Poultry has enjoyed steady sales increases since 2010 with continued growth through 2020, largely based on consumers' interest in eating better with leaner protein, and due to the increasing cost of beef. Other poultry – including turkey, duck, and other fowl – has had the strongest growth of all poultry segments"

Randy Hofbauer, Food Analyst

This report looks at the following areas:

- Decline in red meat consumption benefits poultry sales
- Natural chicken brands see growth
- Turkey also enjoys growth

Definition

This report builds on the analysis presented in Mintel's *Poultry – US, November 2014*, as well as reports in 2013, 2012, 2010, 2008, 2007, 2006, and 2005 of the same title. It focuses primarily on uncooked poultry, both fresh and frozen, sold through retail channels for consumption at home.

The methodology in the 2014 report was revised for this report; the change involved the incorporation of additional data.

This report includes:

- Fresh and frozen chicken parts, including boneless cuts
- Fresh and frozen whole chickens
- Other poultry, fresh and frozen
 - this segment is primarily turkey, but also includes duck and other specialty birds such as quail

The market size includes fresh, random-weight poultry, poultry sold at "butcher counters," refrigerated/frozen unprocessed poultry, and refrigerated/frozen processed poultry.

Excluded in this report:

- Frozen/refrigerated and shelf-stable prepared meals with poultry
- Poultry-based jerky
- Roasted/roastisserie chicken from supermarkets and related retail channels
- Poultry purchased at foodservice

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

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

Poultry - US - October 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Decline in red meat consumption benefits poultry sales

Figure 1: Choice beef values and spreads and the all-fresh retail value, quarterly averages

Natural chicken brands see growth

Figure 2: Important factors - Any rank, by types purchased, chicken, June 2015

Turkey also enjoys growth

Figure 3: Total US retail sales and forecast of turkey, at current prices, 2010-20

The opportunities

Millennials offer chance to grow store brand poultry

Figure 4: Poultry attitudes, by demographics, any agree, June 2015

Premium poultry is an unmet need

Figure 5: Poultry attitudes, by demographics, June 2015

Poultry brands can benefit by being more transparent

Figure 6: Poultry attitudes, by demographics, any agree, June 2015

What it means

The Market – What You Need to Know

Red meat decline, lower poultry prices help drive poultry sales

Avian flu has mixed effects on chicken, turkey

Convenience factor leads to greater sales of chicken parts

Market Size and Forecast

Lower prices, declining red meat consumption continue poultry's boost

Figure 7: Total US sales and fan chart forecast of poultry, at current prices, 2010-20

Figure 8: Total US retail sales and forecast of poultry, at current prices, 2010-20

Market Breakdown

Convenience and more cooking options to grow chicken parts sales

Figure 9: Total US retail sales and forecast of chicken parts, at current prices, 2010-20

Whole chickens see smallest sales rise

Figure 10: Total US retail sales and forecast of whole chickens, at current prices, 2010-20

Other poultry sees largest growth thanks to turkey

Figure 11: Total US retail sales and forecast of other poultry, at current prices, 2010-20

Market Factors

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Poultry - US - October 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Increased red meat prices to boost poultry sales

Figure 12: Choice beef values and spreads and the all-fresh retail value, quarterly averages

Concerns about red meat and health helps poultry

Figure 13: Age-adjusted geometric mean triglyceride and mean LDL cholesterol levels by sex and race/ethnicity among adults aged 20 years or older, 1988-2010

Avian flu drives down broiler costs

While avian flu negatively impacts turkey supply

Key Players

Tyson, private label hold largest shares in poultry

Figure 14: MULO sales of frozen and refrigerated poultry, by leading companies, rolling 52 weeks 2014 and 2015

Tyson suffers chicken losses, while GNP sees increases

Figure 15: MULO sales of frozen and refrigerated chicken, by leading companies and brands, rolling 52 weeks 2014 and 2015

Hormel, Cargill enjoy turkey sales growth

Figure 16: MULO sales of frozen and refrigerated turkey, by leading companies and brands, rolling 52 weeks 2014 and 2015

Tyson dominates other poultry with Cornish hens

Figure 17: MULO sales of frozen and refrigerated other poultry, by leading companies and brands, rolling 52 weeks 2014 and 2015

What's Working?

Chicken brands winning with natural products

Figure 18: Harvestland frozen/refrigerated chicken

Versatility message boosts turkey sales

Figure 19: Jennie-O Taco Ride commercial

Figure 20: Butterball Turketarian commercial

Figure 21: Butterball Everyday turkey products

What's Next?

More chicken to go antibiotic-free, turkey to follow

Turkey brands to continue growth through Millennials

The Consumer – What You Need to Know

Chicken seen as an everyday protein; turkey a red meat substitute

Millennials willing to pay more for value-added poultry

Poultry transparency important to Millennials, Hispanics

Millennial parents more likely to purchase natural, organic poultry

The Chicken Buyer

Chicken seen as an everyday protein

Figure 22: Types purchased, chicken, June 2015

Chicken seen as a versatile, creative option

Figure 23: Poultry purchasing reasons - Any rank, by types purchased, June 2015

Figure 24: Poultry attitudes, by types purchased, June 2015

Chicken preferred as value-priced, healthy option

Figure 25: Poultry purchasing reasons - Any rank, by types purchased, June 2015

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Poultry - US - October 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Brand is most important factor in chicken purchase; natural/free-from also key

Figure 26: Important factors - Any rank, by types purchased, June 2015

The Turkey Buyer

Turkey seen as special occasion meat, chicken alternative

Figure 27: Types purchased, turkey, June 2015

Turkey's versatility inspires creativity

Figure 28: Poultry purchasing reasons - Any rank, by types purchased, June 2015

Poultry safety, transparency is important; buyers willing to pay more for turkey "upgrades"

Figure 29: Poultry attitudes, by types purchased, any agree, June 2015

The Other Poultry Buyer

Other poultry is a specialty purchase

Figure 30: Types Purchased, other poultry, June 2015

Other poultry seen as premium indulgence

Figure 31: Poultry attitudes, by types purchased, any agree, June 2015

Millennials and Poultry

Millennials more likely than Boomers to purchase turkey

Figure 32: Important factors - Any rank, by demographics, June 2015

Millennials want safe, transparent poultry

Figure 33: Poultry attitudes, by demographics, any agree, June 2015

Store brand poultry appeals to Millennials

Figure 34: Poultry attitudes, by demographics, any agree, June 2015

Older Millennials most likely to pay more for BFY, premium poultry

Figure 35: Poultry attitudes, by demographics, any agree, June 2015

Convenient packaging a plus with Millennials

Figure 36: Important factors - Any rank, by demographics, June 2015

Hispanics and Poultry

Hispanic Millennials more likely to purchase turkey

Figure 37: Any purchase of turkey (fresh or frozen), by demographics, June 2015

Hispanic Millennials particularly want to learn more about their poultry

Figure 38: Poultry attitudes, by demographics, any agree, June 2015

Hispanic Millennials willing to pay for BFY, premium poultry

Figure 39: Poultry attitudes, by demographics, any agree, June 2015

Hispanics enjoy poultry variety

Figure 40: Reasons for purchasing poultry - Any rank, by demographics, June 2015

Parents and Poultry

Millennial parents want natural, organic poultry

Figure 41: Desirable characteristics, by demographics, June 2015

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Poultry - US - October 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Baby Boomers and Poultry

Low price important to Boomers purchasing poultry

Figure 42: Desirable characteristics, by demographics, June 2015

Boomers purchase poultry for variety, versatility reasons

Figure 43: Reasons for eating less red meat, by demographics, December 2014

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Abbreviations and terms

Abbreviations

Terms

Appendix – Market

Figure 44: Total US retail sales and forecast of poultry, at inflation-adjusted prices, 2010-20

Figure 45: Total US retail sales of poultry, by segment, at current prices, 2013 and 2015

Figure 46: Total US retail sales and forecast of chicken parts, at inflation-adjusted prices, 2010-20

Figure 47: Total US retail sales and forecast of whole chickens, at inflation-adjusted prices, 2010-20

Figure 48: Total US retail sales and forecast of other poultry, at inflation-adjusted prices, 2010-20

Figure 49: Total US retail sales of poultry, by channel, at current prices, 2013 and 2015

Figure 50: Natural supermarket sales of frozen and refrigerated poultry, at current prices, rolling 52 weeks July 2013-July 2015

Figure 51: Natural supermarket sales of frozen and refrigerated poultry, by type, at current prices, rolling 52 weeks ending 7/14/13 and 7/12/15

Figure 52: Share of natural supermarket sales of frozen and refrigerated poultry making specific label claims, at current prices, rolling 52 weeks ending 7/14/13 and 7/12/15

Appendix – Consumer

Figure 53: Household usage, by type – Fresh chicken, frozen chicken, fresh turkey, frozen turkey, used in the last 6 months, January 2007-December 2014

Figure 54: Household usage, by type – Fresh chicken, frozen chicken, fresh turkey, frozen turkey, used in the last 7 days, January 2007-December 2014

Figure 55: Household usage, by type, by demographic – Fresh chicken, frozen chicken, fresh turkey, frozen turkey, fresh/frozen Cornish game hen used in the last 7 days, November 2013-December 2014

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com