

Poultry - US - November 2016

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"Despite being a staple product for many consumers, the total sales of poultry are down due to decreases in both poultry prices and total volume sold due to the rapidly falling price of beef."

- Caleb Bryant, Foodservice Analyst

This report looks at the following areas:

- Poultry sales are stagnant
- The price of beef is falling fast
- Young consumers need education

Despite being a staple product for many consumers, the total sales of poultry are down due to decreases in both poultry prices and total volume sold due to the rapidly falling price of beef. Poultry manufacturers need to focus on the many benefits poultry has over other proteins and develop products that appeal to both experienced and inexperienced home cooks. Additionally, today's consumer is on the lookout for simple foods with sustainable claims and poultry manufacturers can position themselves as the leaders in the "clean food" protein category.

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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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