

Poultry - US - December 2018

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"Poultry maintained its position as the most widely consumed animal protein with nearly total household penetration. Category sales topped \$26.2 billion in 2018, a modest 2% gain from 2017. The universal appeal of poultry comes from its healthy reputation, versatility, and affordability."

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

This report looks at the following areas:

With consumer interest in protein at a high, poultry is not only poised for success but also charged with defending its position.

- **Is marginal growth a precursor of a category plateau?**

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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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