

Poultry - US - 2021

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the poultry market
- Factors driving both increased and decreased consumption of poultry
- Attitudes toward poultry's healthfulness, taste and utility
- Interest in conceptual poultry new product areas



"The retail poultry market received a substantial boost during the pandemic as consumers turned to home meal prep, but in the long run sales are likely to return to their historic slow-growth pattern. Poultry is a familiar staple in most households, and a key to accelerating growth may lie in ideas that make it exciting and even a little less familiar."

– John Owen, Associate Director – Food and Retail

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