

Poultry - US - 2023

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This report looks at the following areas:

- Poultry consumption by type and by cut
- Poultry consumption changes and reasons for change
- Premium indicators in poultry
- Consumer willingness to trade up with poultry products/features
- Interest in poultry concepts/innovation
- Poultry attitudes and behaviors

Chicken continues to drive the poultry market, with 93% of consumers indicating consumption. Health connotations, particularly around white meat have solidified chicken as a staple on many grocery lists. It's both versatile and familiar, and only 8% of consumers indicated eating less poultry this year than the previous year. While poultry prices were at an all-time high, many consumers still chose poultry as a more affordable option than other protein types. Price remains top-of-mind for consumers, and in a shaky economy there is a threat of consumers continually cutting back and looking toward even less-expensive ways to get protein in their diet, however, this highly established market will more likely just stabilize as inflation cools.

Aside from price, consumers look for added value in versatility, healthfulness and convenience. A notable increase in ground poultry consumption since 2021 suggests that formats that can work across and as a substitute in dishes can find success. Interest in premium claims like "grade A" and "pasture raised" have generational nuances; however, interest in broad concepts like "healthier ways to prepare poultry" are easier to grasp. Convenient products that are pre-trimmed rose to the top (51%) in terms of consumer willingness to trade up, followed closely by resealable packaging (46%).



"Poultry dollar sales growth, while highly dependent on inflation also continues to benefit by retaining the reputation as affordable protein. A staple in most households, brands can increase frequency and consumption occasions by offering versatile, convenient and nutritious products that remind consumers of the value of poultry."

– Sydney Riebe, Analyst, US
Food & Drink Reports

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Table of Contents

OVERVIEW

- **What you need to know**
- **This Report looks at the following areas:**
- **Definition**
- **Market context**

EXECUTIVE SUMMARY

- **Top Takeaways**
- **Affordability will keep poultry a staple**
- **Versatility can drive format shifts**
- **Convenience is king – add even more value with BFY and taste**
- **Competitive strategies**
- **BFY and flavor a winning combination to meet consumers’ changing snack needs**

Figure 1: Poultry snacks with BFY features, 2022-23

- **Retailers bring spicy menu trends home**

Figure 2: Poultry products with spicy flavors, 2021-23

- **Market predictions**

Figure 3: Total US sales and fan chart forecast of poultry, at current prices, 2017-27

Figure 4: Category outlook, 2023-28

- **Challenges and Opportunities**

- **Heavy market penetration makes new consumers tough to find**

Figure 5: Trended poultry consumption, by type, 2021-23

- **Versatility drives increased consumer interest in ground poultry**

Figure 6: Trended poultry consumption, by cut, Net, 2021-23

- **Packaging innovation can help extend occasions**

Figure 7: Poultry products with a convenient packaging claim, 2020-23

Figure 8: Poultry products with a convenient packaging claim, 2020-23

- **Poultry and meal prep help consumers budget and plan**

Figure 9: Top topics in “Meal Prep” social media posts, 2020-23

MARKET SIZE AND FORECAST

- **Inflation drives poultry dollar sales**

Figure 10: Total US sales and fan chart forecast of poultry, at current prices, 2017-27

What's included

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Figure 11: Total US sales and forecast of poultry, at current prices, 2017-27

Figure 12: Total US sales and forecast of poultry, at inflation adjusted prices, 2017-27

SEGMENT PERFORMANCE

- Chicken still top of the pecking order**

Figure 13: Sales of poultry, by segment, 2023

Figure 14: Total US retail sales of poultry, by segment, at current prices, 2017-22

- Supermarkets feel the heat from others' private label**

Figure 15: Total US sales of poultry, by channel, at current prices, 2017-22

MARKET DRIVERS

- Poultry is still the affordable meat option, even with higher inflation rate**

Figure 16: Changes in consumer price indexes, select proteins, 2020-22

- Reduction in dining out favors at-home staples**

Figure 17: Ways that consumers save money on food and drink, 2023

- Production innovation aims to improve efficiencies and food safety**

MARKET SHARE/KEY PLAYERS

- Tyson remains on track and on top**

Figure 18: Multi-outlet sales of poultry, by leading companies, 2022 and 2023

- Healthy and convenient product lines keep Tyson winning in chicken**

Figure 19: Multi-outlet sales of chicken, by leading companies and brands, rolling 52 weeks 2022 and 2023

- Premium and private label drive turkey sales**

Figure 20: Multi-outlet sales of other poultry, by leading companies and brands, rolling 52 weeks 2022 and 2023

COMPETITIVE STRATEGIES AND MARKET OPPORTUNITIES

- Brands target shifting snack needs at the corner of flavor and BFY**

Figure 21: Poultry snacks with BFY features, 2022-23

- Brands, retailers go deeper into menu trends with hot and spicy variety**

Figure 22: Poultry products with spicy flavors, 2021-23

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Executive Summary

Full Report PDF

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Interactive Databook

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- **Enable new occasions and value with packaging upgrades**

Figure 23: Poultry products with a convenient packaging claim, 2020-23

Figure 24: Poultry products with a convenient packaging claim, 2020-23

- **Meal-prepping culture is a valuable match for poultry**

Figure 25: Top topics in "Meal Prep" social media posts, 2020-23

- **Versatile prep methods can boost confidence and fun in the kitchen**

Figure 26: Kitchen appliance current/planned ownership, 2021

Figure 27: Poultry brand social media site featuring cooking methods

THE POULTRY CONSUMER – FAST FACTS

- **Versatility can change consumption habits**
- **Poultry’s affordability continues to benefit the category**
- **Simple product claims reach the broadest audience**
- **Convenience adds value across financial situations**
- **Generational nuances in premium, innovation, price, flavor, ethics**

POULTRY CONSUMPTION BY SPECIES

- **Turkey takes flight**

Figure 28: Trended poultry consumption, by type, 2021-23

- **Millennials driving slow shifts to other species**

Figure 29: Poultry consumption, by generation, 2023

FORMATS/CUTS OF POULTRY CONSUMED

- **Help consumers get more out of the bird...**

Figure 30: poultry consumption, by cut, 2023

Figure 31: Ground poultry consumption, 2023

- **...with more substitutions, please**

Figure 32: Trended poultry consumption, by cut, Net, 2021-23

- **The future of poultry further valued by convenience**

Figure 33: Poultry consumption, by cut, Net, by generation, 2023

CHANGES IN POULTRY CONSUMPTION

- **Financial situations drive consumption change – for better and for worse**

Figure 34: Changes in poultry consumption, by financial situation, 2023

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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- **Poultry can lean on nutrition perceptions**
Figure 35: Reasons for increased consumption, 2023
- **Affordability is relative – but paramount to those struggling financially**
Figure 36: Reasons for decreased consumption, 2023

POULTRY CLAIMS THAT ARE PREMIUM INDICATORS

- **Recognizable claims push premium poultry**
Figure 37: Premium poultry indicators, 2023
Figure 38: TURF Analysis – Premium poultry indicators, 2023
- **Bridge the generational gaps in premium ideals with environmental ethics**
Figure 39: Premium poultry indicators, by generation, 2023

POULTRY FEATURES WORTH HIGHER PRICING

- **Convenience tops reasons to trade up**
Figure 40: Willingness to pay more, by poultry feature, 2023
- **Time is money for the ever-busy consumer**
Figure 41: Willingness to pay more, by poultry feature, by financial situation, 2023

INTEREST IN POULTRY CONCEPTS

- **Help consumers meet BFY and indulgent needs – and everything in between**
Figure 42: Interest in poultry concepts, 2023
- **Larger poultry repertoire = stronger interest in new concepts**
Figure 43: Interest in poultry concepts, by repertoire of poultry type consumption, 2023
- **Connect with younger consumers through continued innovation**
Figure 44: Interest in poultry concepts, by generation, 2023

POULTRY ATTITUDES

- **Quality perceptions can drive increased spend**
Figure 45: Poultry attitudes, 2023
- **Generational attitudes diverge at price, flavor and ethics**
Figure 46: Poultry attitudes, by generation, 2023

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- **Data sources**
- **Sales data**
- **Forecast**
- **Consumer survey data**

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- **Abbreviations and terms**
- **Abbreviations**

APPENDIX – THE MARKET

- Figure 47: Total US retail sales and forecast of poultry, at current prices, 2017-27
- Figure 48: Total US retail sales and forecast of poultry, at inflation-adjusted prices, 2017-27
- Figure 49: Total US retail sales and forecast of chicken, at current prices, 2017-27
- Figure 50: Total US retail sales and forecast of chicken, at inflation-adjusted prices, 2017-27
- Figure 51: Total US retail sales and forecast of other poultry, at current prices, 2017-27
- Figure 52: Total US retail sales and forecast of other poultry, at inflation-adjusted prices, 2017-27

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- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
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