

Poultry - US - November 2013

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“Consumers are on high alert regarding the safety of poultry. Additionally, health concerns related to high cholesterol and fat intake from consuming meat has Americans seeking alternate protein options. Manufacturers must focus on implementing transparent manufacturing and animal welfare policies, as well as highlighting the positive health of eating poultry.”
 – Amanda Topper, Food Analyst

This report looks at the following areas:

- How will concerns about food safety impact consumer purchases?
- Will the trend in meat reduction and healthy eating hurt the category?
- Is there relief in sight from high poultry costs?

The \$32.8-billion poultry market has grown 22% from 2008-13, as increased affordability due to lower feed costs and preferences for leaner animal proteins increased. Some 94% of US consumers eat poultry at least once per month, and 40% indicate they are eating more poultry this year than last, more than those who indicate increased consumption of red meat, pork, fish, or shellfish. Concerns about poultry safety continue to play a role in the category; however, an increasing number of manufacturers are building consumer trust of their products by communicating transparent manufacturing processes and animal-welfare policies. The poultry category is predicted to grow an additional 22% from 2013-18 to reach \$39.9 billion as production increases and innovation is driven by the consumer need for convenient, pre-cooked, and healthy options.

Mintel here provides a comprehensive analysis of the following factors that have the greatest potential to impact the category's performance:

- How different poultry segments have been performing in recent years, and how new product innovation (including foodservice) is impacting sales trends for the category as a whole and in each of its segments
- Rates of poultry consumption, usage, and purchases
- Reasons for using poultry
- Consumer attitudes toward poultry
- Current product positioning and what marketing strategies make the most sense given the various target audiences that manufacturers are trying to connect with to maximize sales opportunities
- Exploration of the increased use of other types of poultry including turkey, duck, and Cornish hens
- Which brands are gaining, which are losing, and why, within the market

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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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