

Poultry - US - August 2004 (\$2995.00)

The years from 1999 to 2004 have been very positive for the poultry market, with the total market growing nearly 7% in constant dollar terms to reach \$17.5 billion (2004 estimate). Several factors contributed to this growth, many of which are still in place and should help the category keep growing in the future. Consumers are looking for fast, easy, healthful meal centers, and in a period when beef and pork prices are being driven up by a tight supply, convenience cuts like boneless, skinless breasts have proved very popular.

Though declining cooking skills are having a negative effect on many food products that require cooking, consumers' desire to have fresh meats at the center of most meals has helped blunt this trend. At the same time, the increase of semi-prepared and pre-marinated varieties of poultry products from leading processors have impacted this industry somewhat. Low-carbohydrate diets and a popular conception of chicken as a low-fat meat are also benefiting sales.

Pilgrim's Pride, formerly the third-largest processor, acquired ConAgra's poultry holdings in 2003, making it a closer rival to industry leader Tyson Foods. In a category where nearly half of sales are made by the top three sellers, even more consolidation is expected. These mergers and the rise in the competitive climate should accelerate the branding of the meat case; increase spending on research, development and marketing; and add to the number of products specifically tailored to particular consumer needs. The result could be an increase in dollar sales as more value-added products appear. As consumers turn increasingly to organic or natural poultry, the premium prices commanded by these products will also boost sales, and gourmet poultry like duck may do so as well.

Other Mintel reports of relevance include:

- Packaged Breakfast and Sandwich Meats - US - August 2002
- Breakfast Foods: Volume 1 - The Consumer - US - October 2002
- Breakfast Foods: Volume 2 - The Marketplace - US - October 2002
- Kosher Foods - US - February 2003
- FDA-Approved Health Claims - US - April 2003
- Meat Snacks - US - May 2003
- Frozen Meals - US - September 2003
- Hispanics and Food: Volume 1 - US - September 2003
- Slimming Meals - US - October 2003
- Store Brand Foods - US - November 2003
- Outdoor Barbecue - US - November 2003
- Vegetarian Foods - US - November 2003
- Meal Kits - US - May 2004
- Low Carb - US - May 2004
- Eggs & Egg Substitutes - US - June 2004
- Kids' and Teens' Eating Habits - US - June 2004
- Eating Habits - US - July 2004
- Fish and Seafood - US - September 2004
- Red Meat - US - October 2004