

2 EXECUTIVE SUMMARY

The **global processed poultry meat market** has grown exponentially in the last decade and this growth is expected to continue. Factors such as increasing demand for protein rich convenience food, busy lifestyles of two-income middle class families of developing countries of the Asia-Pacific and South American regions is driving the market for processed Poultry meat. The ever-growing population, especially in developing nations, and their increasing income are expected to result into rise in the demand for food both fresh and processed. As a result, the processing of meat is expected to increase in the near future.

R&D activities carried out across all the regions, especially in Europe, to develop low-cost production techniques are expected to add pace to the growth rate of the poultry meat processing equipment market. The major restraint of this market is the small and medium organizations in Asia-Pacific, Latin America, and South African countries catering to the demands of local market, which cannot afford the costly poultry meat processing equipment. Lack of awareness among the processors about the technological advancement in the industry is another restraining factor of the market.

TABLE 1

PROCESSED POULTRY MEAT & POULTRY PROCESSING EQUIPMENT: MARKET VALUE, BY SEGMENT 2011–2018 (\$MILLION)

Segment	2011	20 12	2013-e	2018-p	CAGR% (2013-2018)
Processed Poultry Meat Market	174,700.7	179,551.2	188,298.0	250,949.5	5.9
Poultry Processing Equipment Market	2,540.0	2,667.0	2,880.4	3,974.9	6.7

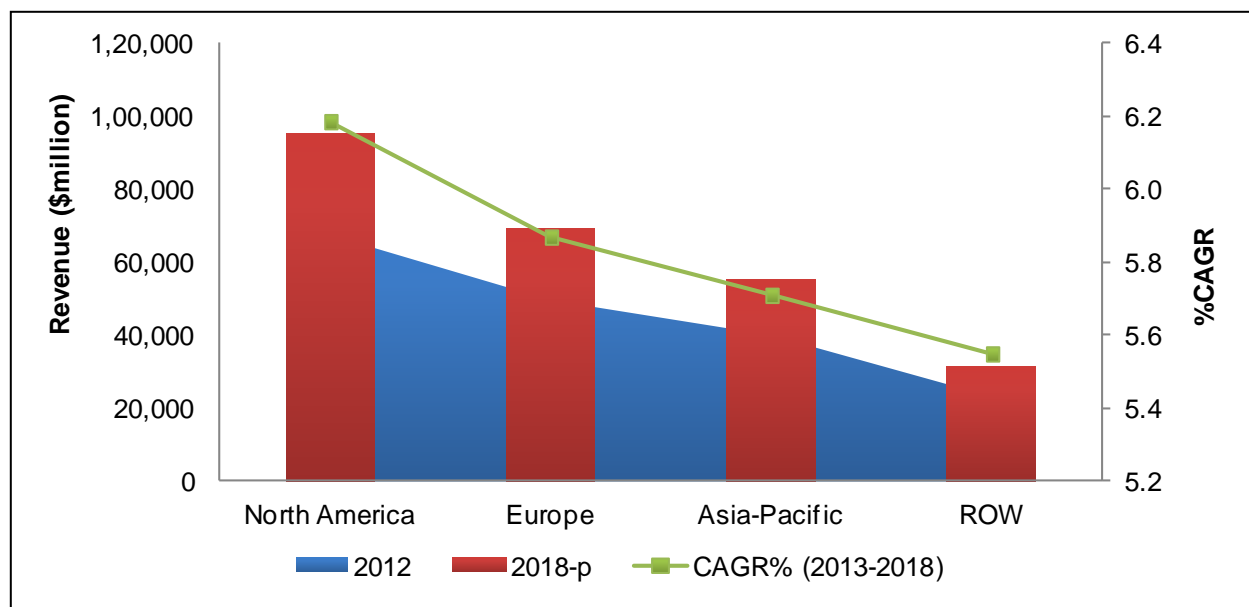
e- estimated, p-projected

Source: MarketsandMarkets Analysis

Global processed poultry meat market was valued at \$179,551.2 million in 2012 and projected to reach the value at \$2,50,949.5 million by 2018. Poultry processing equipment market is projected to grow at a CAGR of 6.7% from 2013 to 2018.

FIGURE 4

GLOBAL PROCESSED POULTRY MEAT MARKET VALUE, 2013 VS 2018 (\$MILLION)



Source: MarketsandMarkets Analysis

In terms of revenue, the processed poultry meat market is estimated to grow at a CAGR of 5.9% from 2013 to 2018. The Asia-Pacific market is projected to grow at a CAGR of 5.7% in terms of revenues to reach the value \$55,210.8 million by 2018. ROW region is anticipated to grow at a CAGR of 5.5% for the forecasted period.