

# 2021 global Poultrymeat market outlook

Highlights from the Gira Meat Club

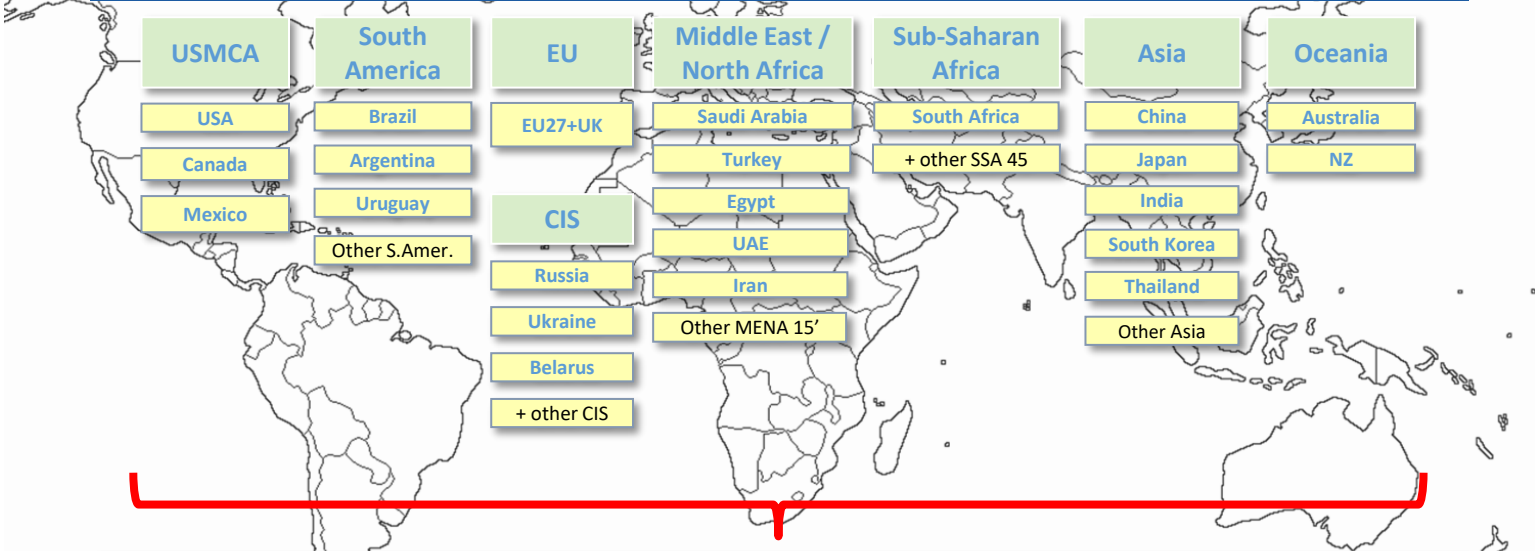
by

Dóra Pogácsás

**European Commission Poultrymeat Working Group**

**3 May 2021**

REGIONAL MARKET INSIGHTS, DATA & FORECASTS BY SPECIES  
Socio-economic assumptions – Pig – Poultry – Beef – Sheepmeat



GLOBAL SYNTHESIS  
Socio-economics – **Production** – **Consumption** – **Trade** – **Prices** – Industrial developments

Total Meat    Global Pigmeat    Global Poultry    Global Beef    Global Sheepmeat

# Key current Gira multi-client research projects in meat

*In the meantime, what's new at Gira?*

## 🌿 **The EU Meat Companies Panorama 2020**

- EU's Top 100 Slaughter Companies
- Published Nov 2020

Available Now

## 🌿 **Chinese Protein Alternative Market**

- The next front in alternative proteins
- Meat & dairy

Available April'21

## 🌿 **European Processed Meat Market Outlook**

- The major EU Further Processed Red Meat Markets
- Volumes, Products, Forecasts, Key Processors, Trend Changes

Launched; Available-Mid'21

## 🌿 **Gira Meat Club (GMC): Annual**

- Gira Asia Meat Club (GAMC): Annual – end February in Asia

Dec 7<sup>th</sup> & 8<sup>th</sup> 2021, Geneva

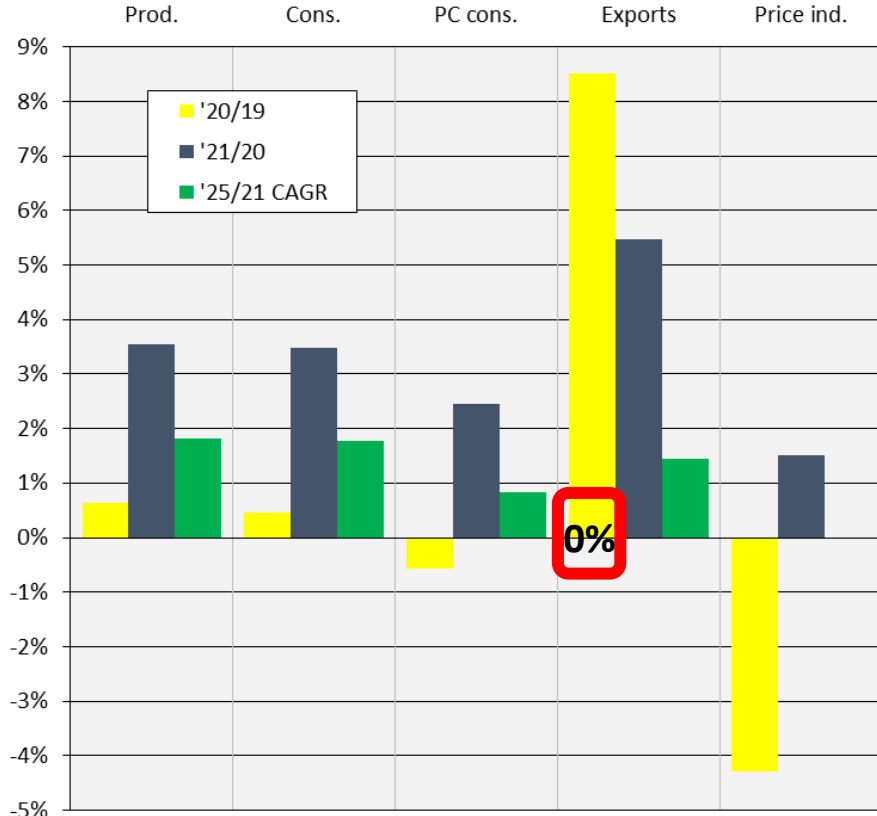
**Gira also carries out a number of direct consultancy project throughout the year, can we help on yours?**

## Global Poultrymeat Highlights

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# 2020-21f-25f poultrymeat headlines

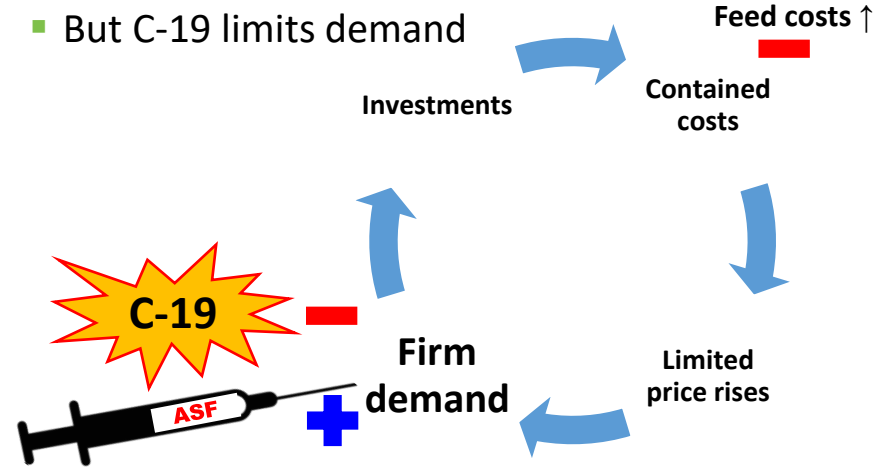
2020 C-19 brake; 21 recovery; 25 declining growth rates on all indicators



Source: Gira forecasts. No n+5 price forecasts

## A demand story

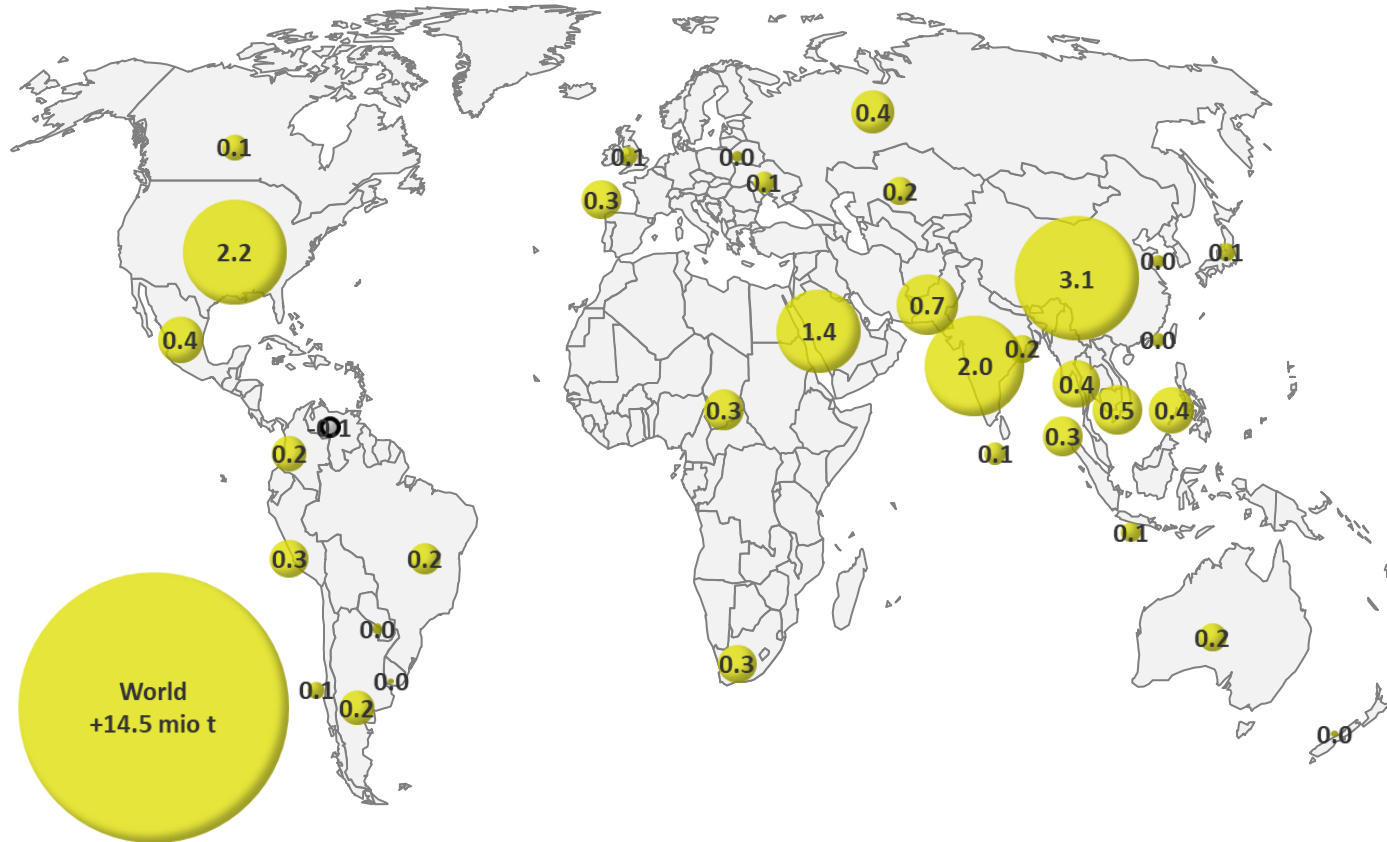
- Ctd Py advantages over red meats
- But C-19 limits demand



- Trade stalls in 2020
- Rising feed costs limit profitability
- Renewed AI threats
- 2021 recovery
  - But medium-term declining growth rates

# Poultrymeat production changes, 2020-25f

*Growth prospects in all countries ← domestic demand + exports*

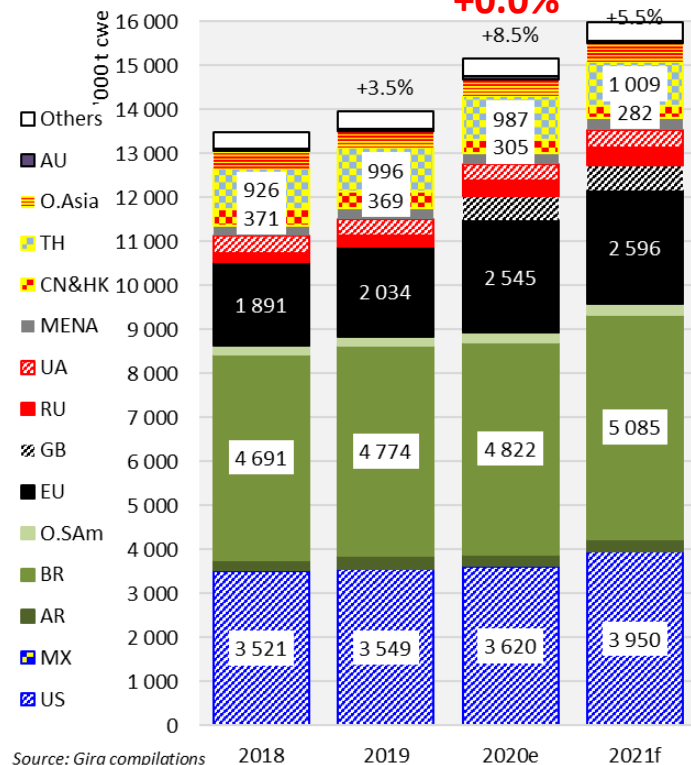


# Global poultry traders, 2018-21f

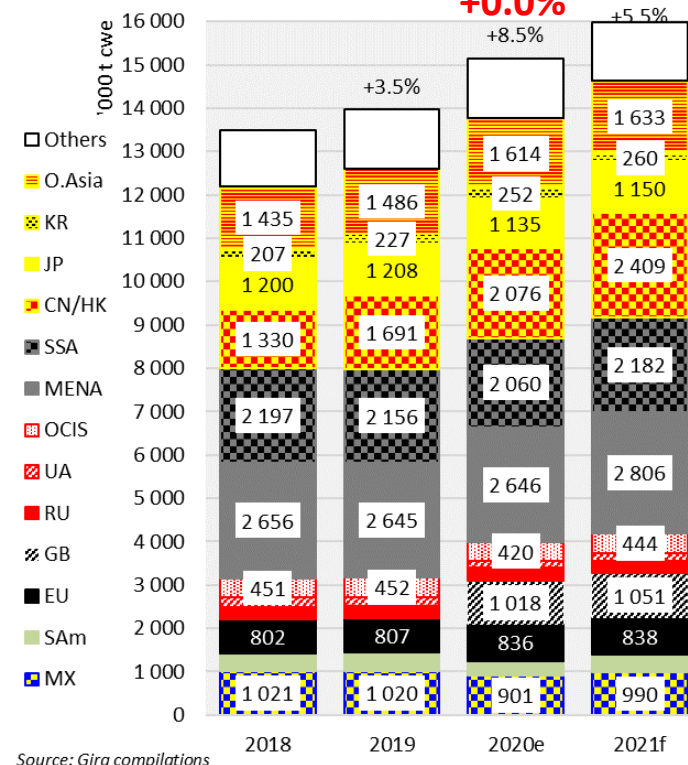
No 2020 growth; but Brexit impact → +8.5% in calculations. 21 rebound



## Exporters

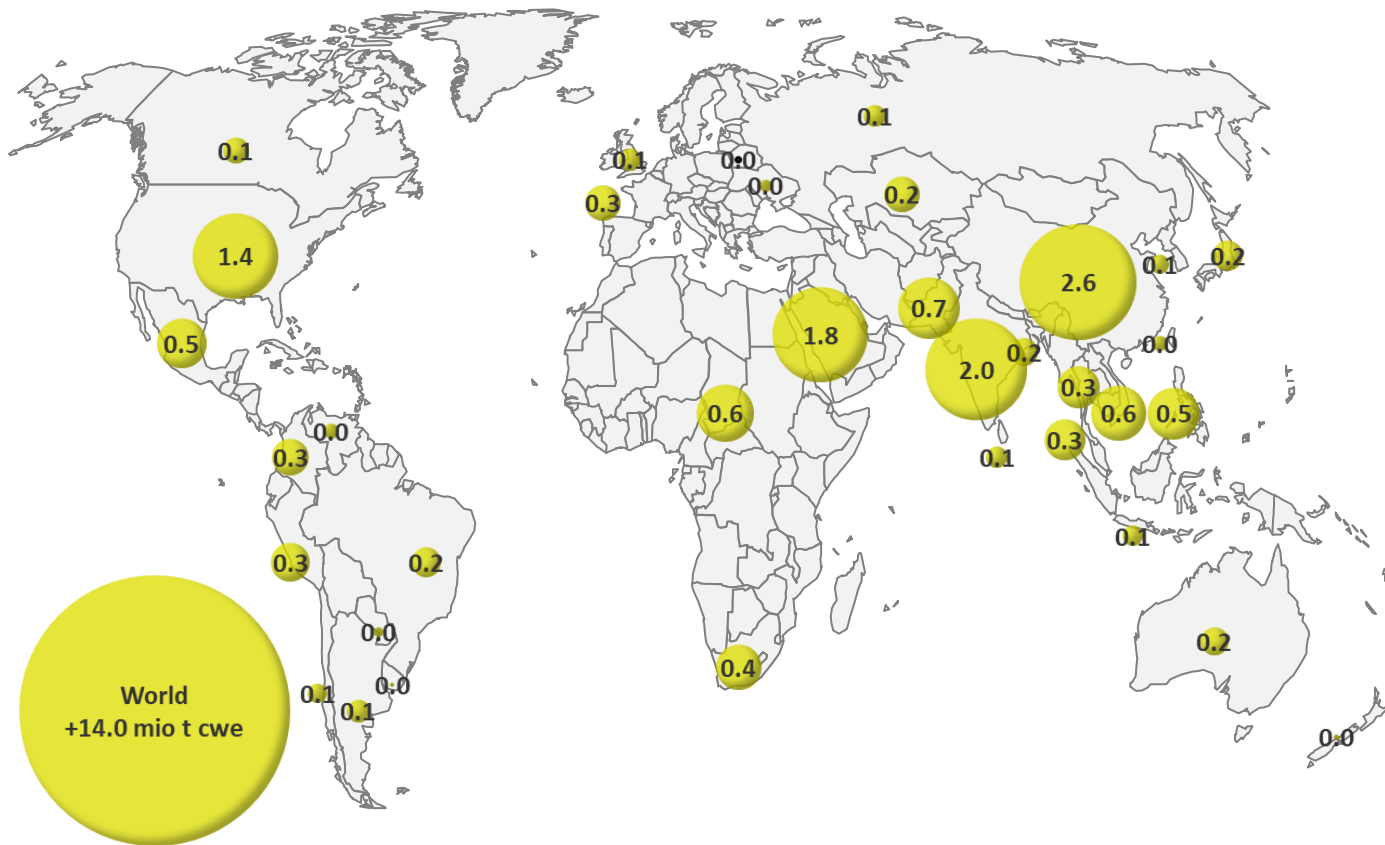


## Importers



# Poultrymeat consumption changes, 2020-25f

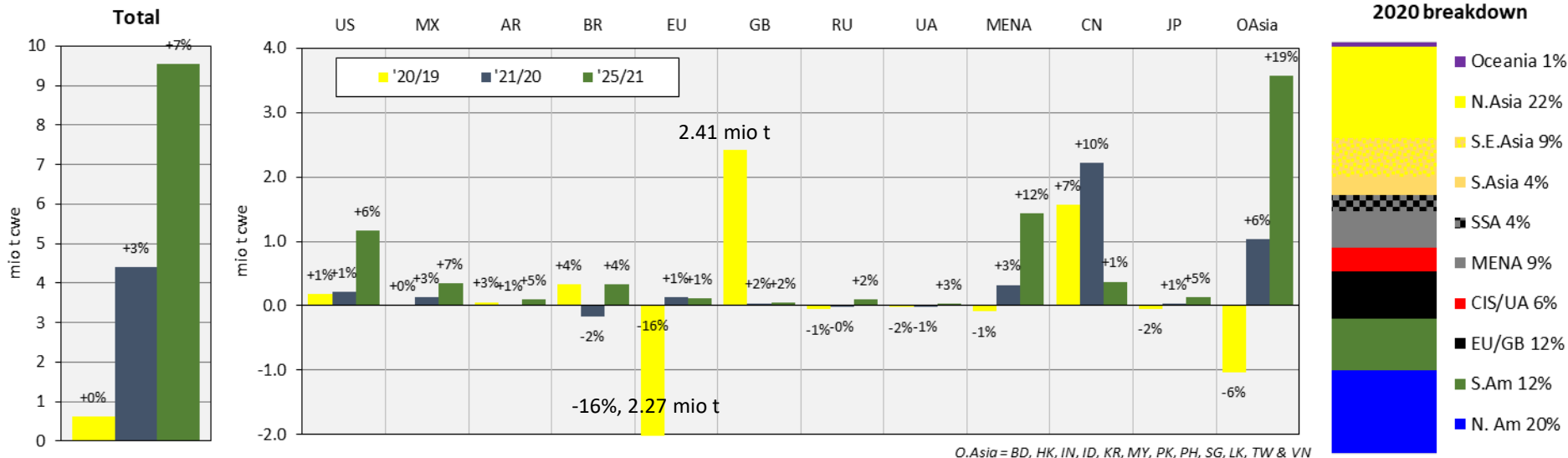
*A continued favourable scenario for poultry meat*





# Poultrymeat consumption changes, 2020-21f-25f

*Weak 2020 demand... with some declines. Slow 2021 recovery*



FS closure not offset by higher retail sales in many markets

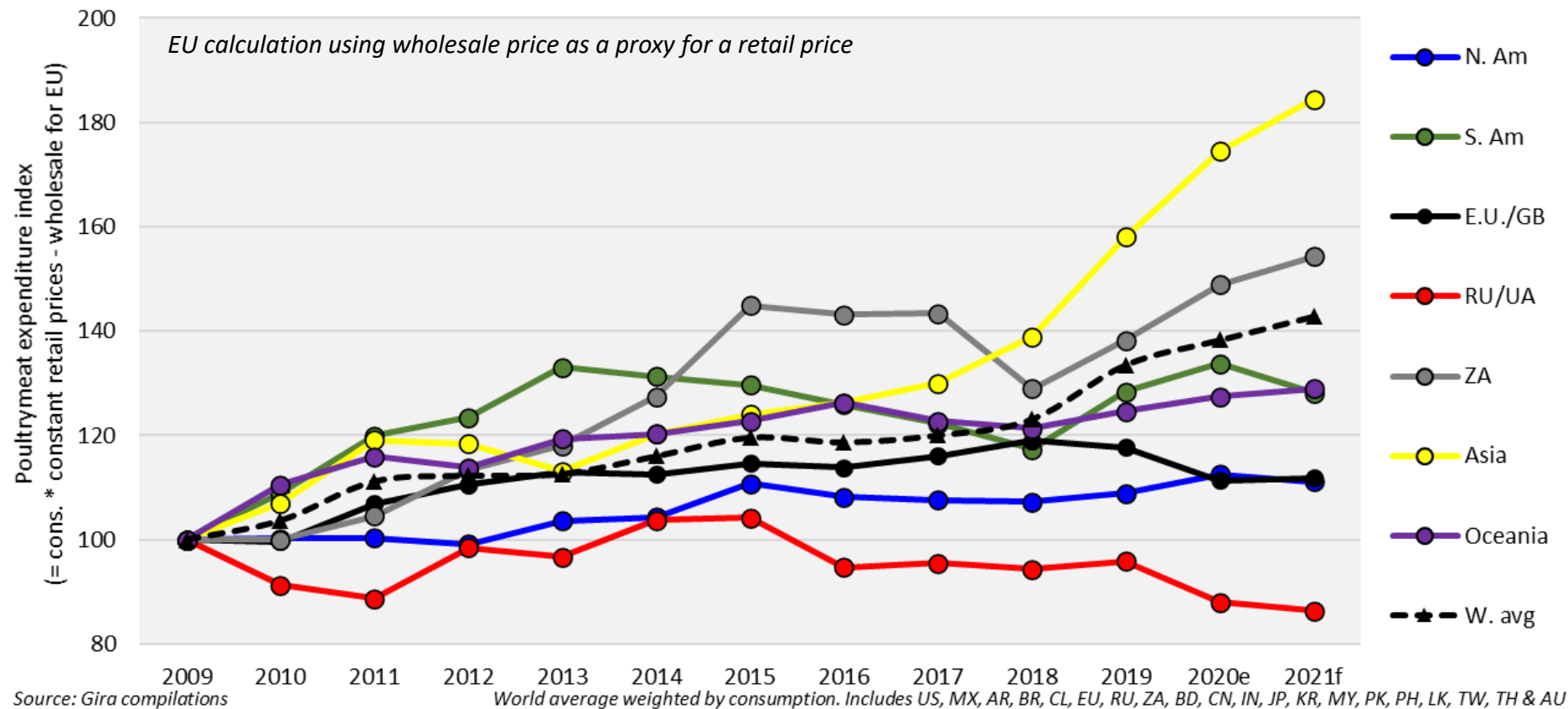
- Sharp demand weakening in S. Asia ← lockdown, meat shops closure & rumours linking C-19 with livestock products

CN ctd growth ← ASF-led meat gap

Generally less affected than red meats

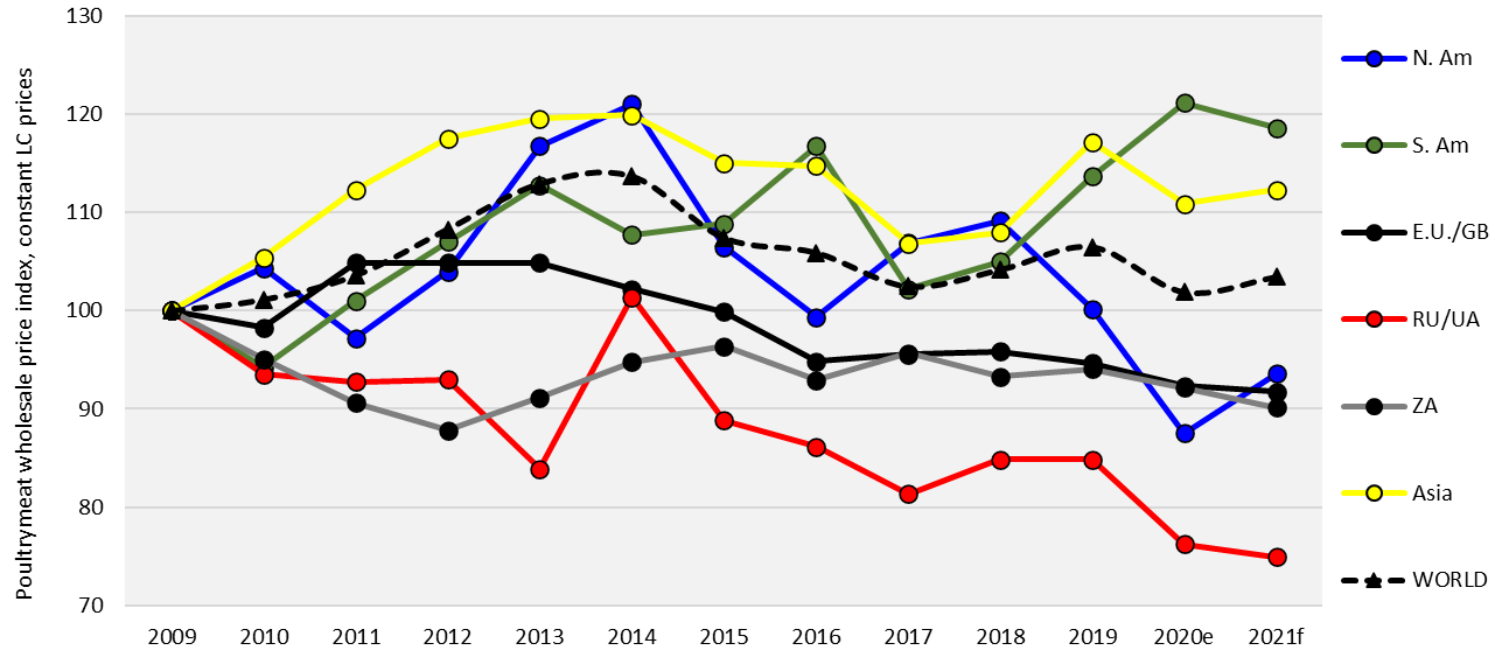
# Poultrymeat expenditure indices, 2009-21f

*C-19 slowed the growing trend*



# Poultrymeat wholesale constant price indices, 2009-21f

*Significantly falling world avg. Only slightly better in 2021*



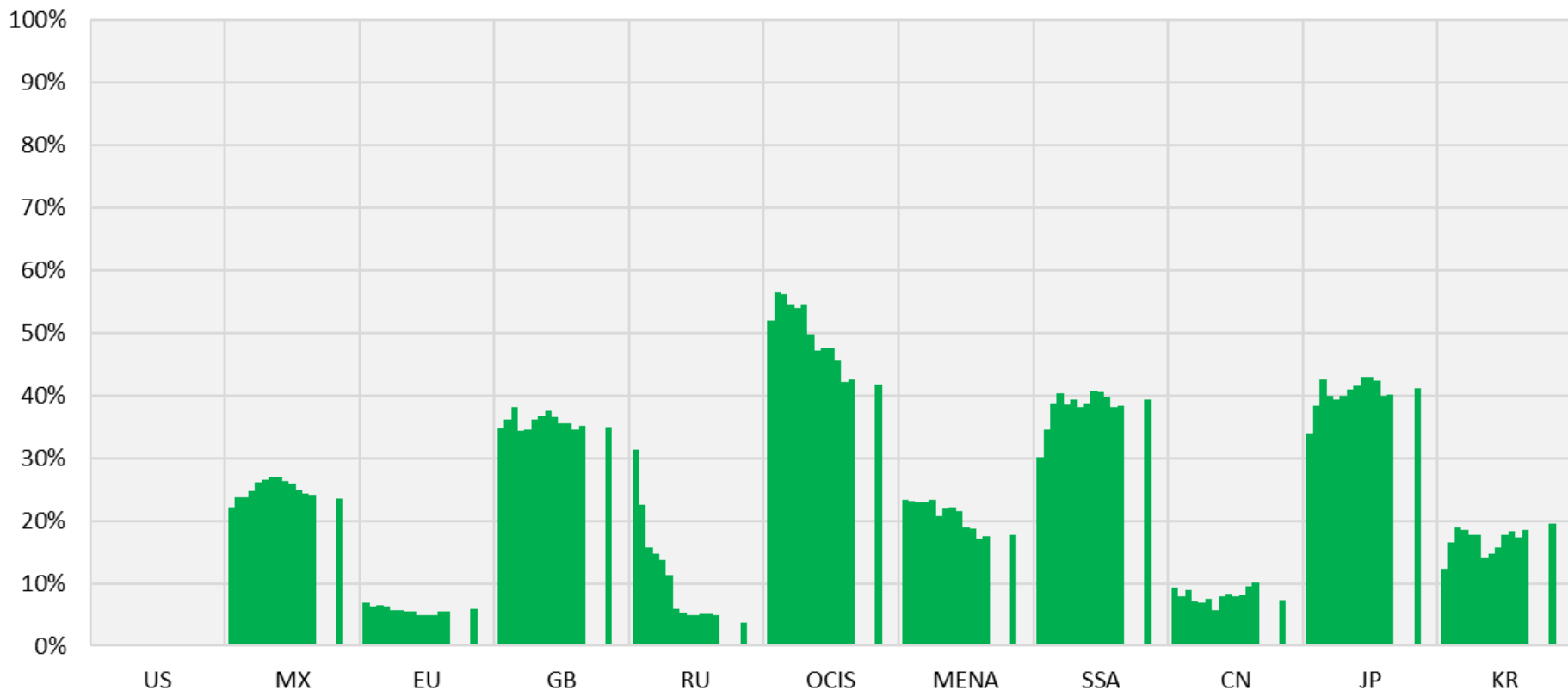
Source: Gira compilations

World average weighted by production. Includes CA, US, MX, AR, BR, CL, CO, PE, UY, EU, RU, UA, ZA, CN, ID, JP, KR, MY, PH, TH, TW, VN & NZ

- Regularly rising output + low feed costs helped maintain constant wholesale prices at a low level
- Rising prices following ASF

# % of imports in total supplies, 2009-21-25f

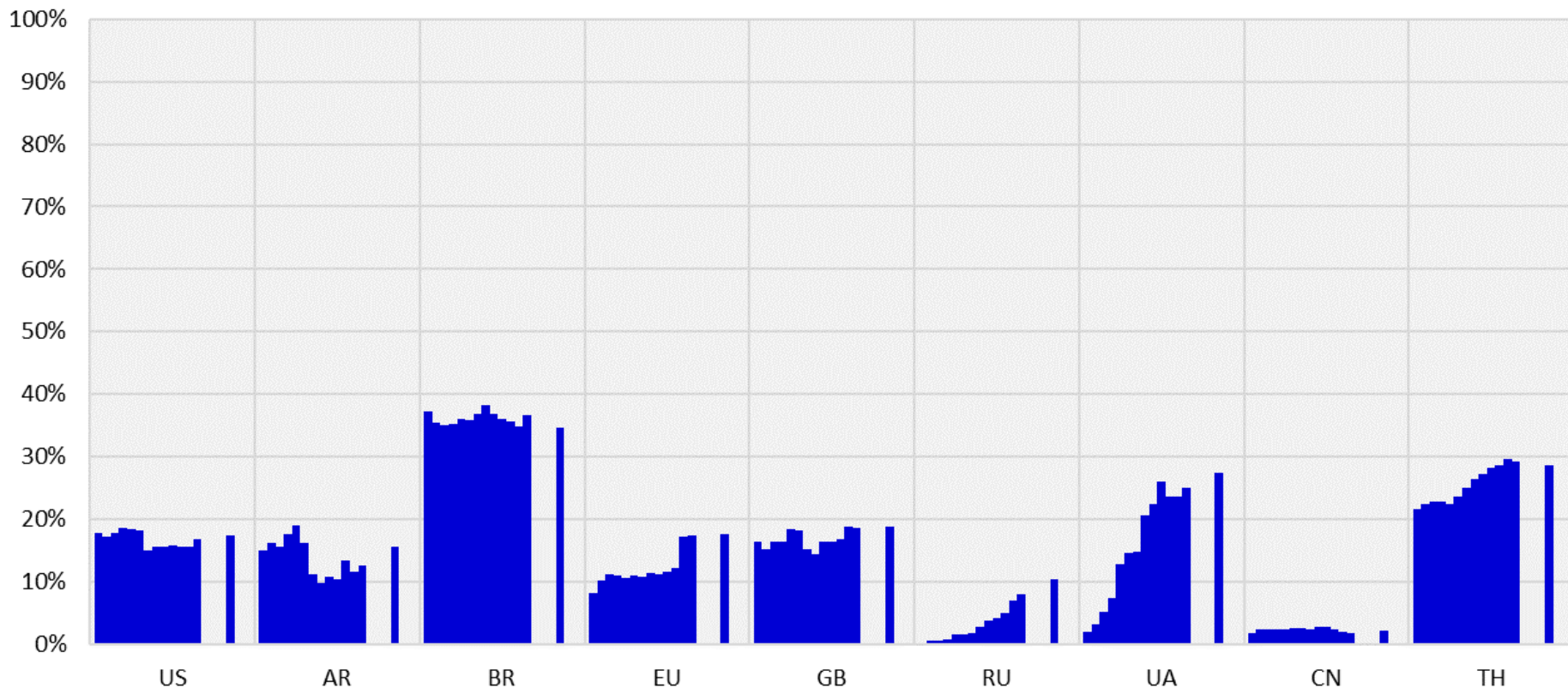
*Targeting a smaller import dependency...*



Source: Gira compilations

# % of exports in total demand, 2009-21-25f

*Rapid growth in some '2<sup>nd</sup> players' increasingly competing with the big 3*



Source: Gira compilations

Thank you for your attention

Dóra Pogácsás  
[dpogacsas@girafood.com](mailto:dpogacsas@girafood.com)