

Project Summary

Future market insights for Australia's chicken meat industry

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Summary

An understanding of the current and future opportunities and barriers to the continuation of consumer demands for chicken meat can help inform the planning and development of the industry, its companies and their products. This project aims to use a variety of new and previous techniques to surveying Australian consumers, to provide insights into decision-making behaviour related to chicken meat.

Future market demand and barriers for the chicken industry will be assessed by comparing recent and past surveys to provide a deep understanding of the drivers of chicken meat consumption, which will inform projections of chicken meat consumption. The outcomes of these various surveys will be compiled into a report for the use of Australian chicken meat companies in identifying opportunities to add value to their businesses now, and in the future.



Related research

PRJ-002977: Chicken Meat Usage and Attitude Survey

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