

Market Review and Outlook for Irish Poultry

Meat Marketing Seminar 2025

January 17th

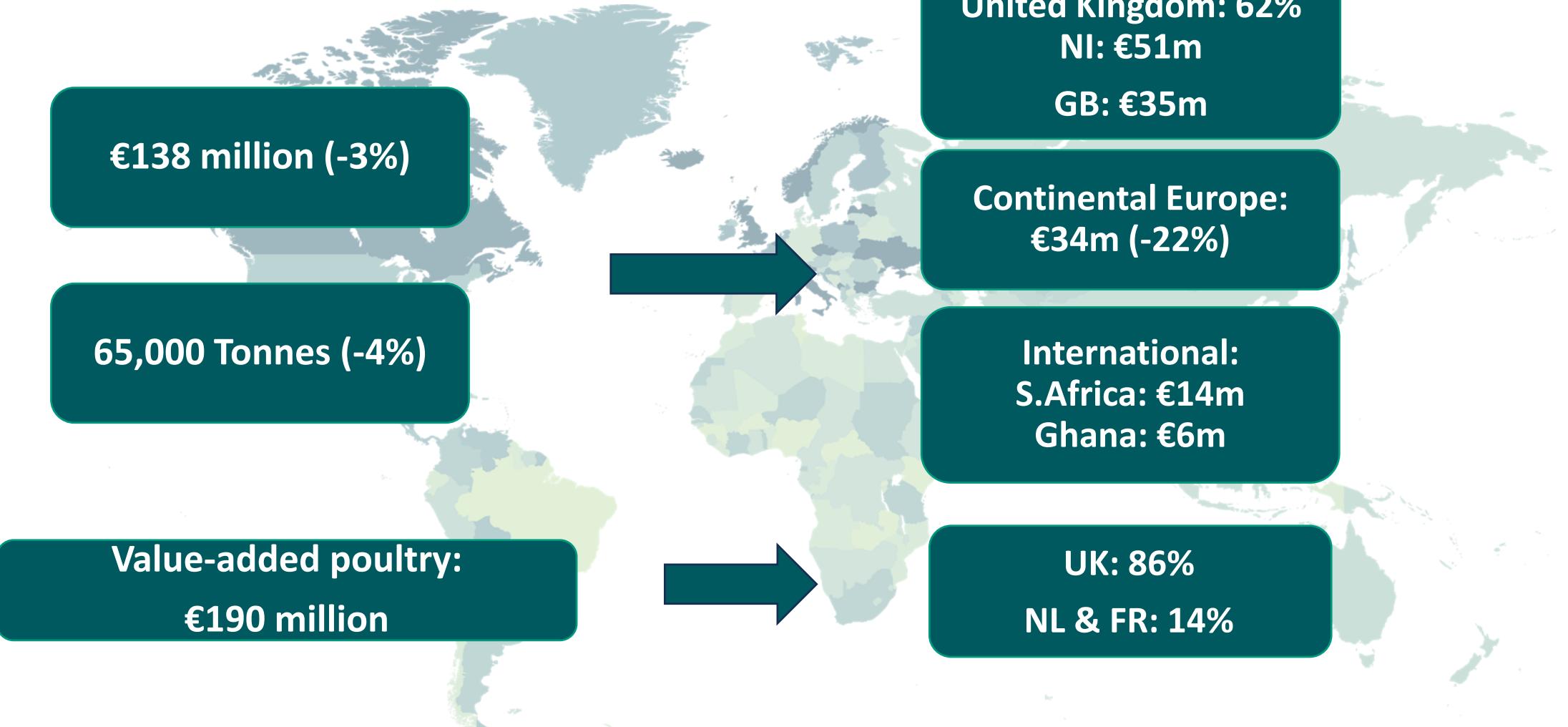
Shauna Jager

BORD BIA
IRISH FOOD BOARD



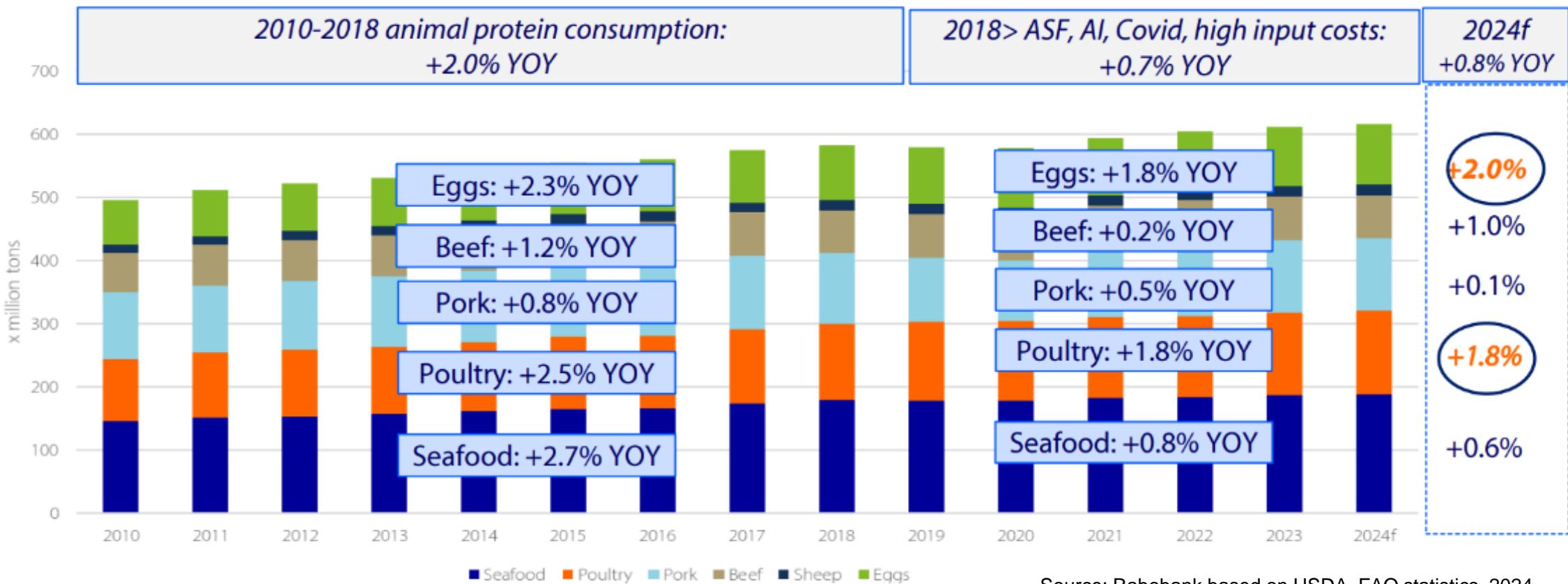
Irish Poultry Export Performance 2024

Primary Poultry Exports by-value



Global Consumption Trends

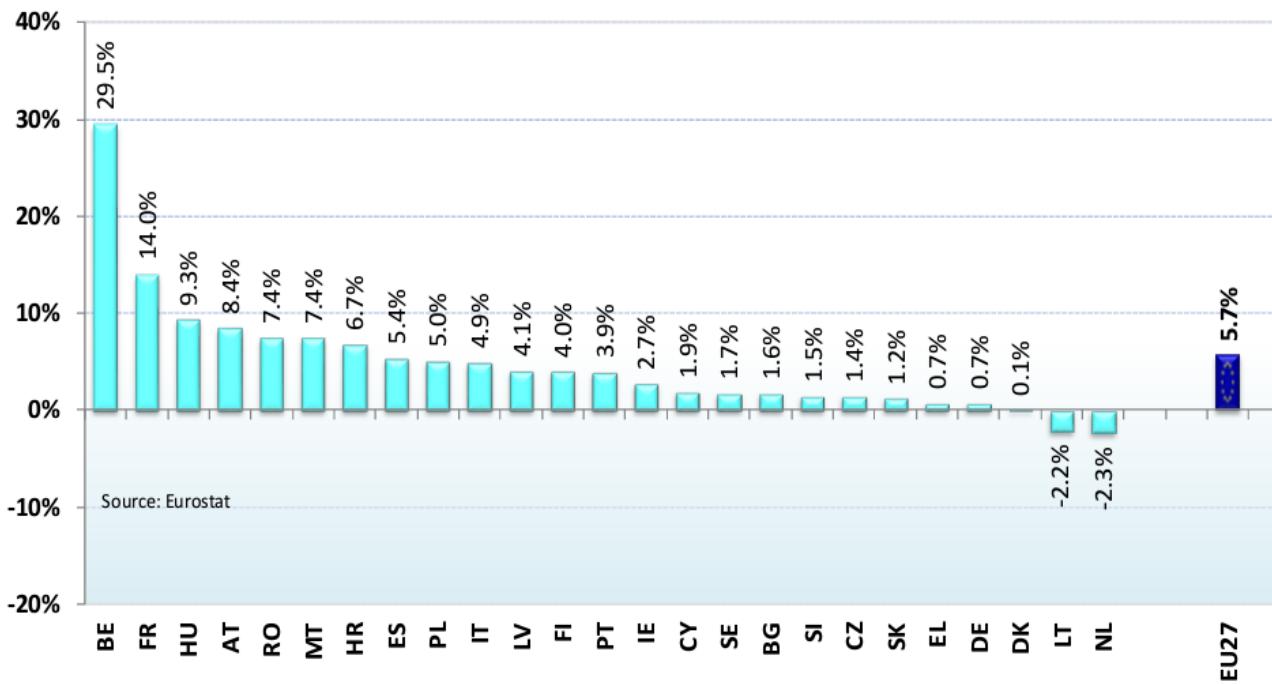
Positive growth for Poultry and Eggs



Poultry Trade into Europe

Increasing significance of the UK as a trading partner to the EU

% Change in Poultry Meat Production 2023 & 2024



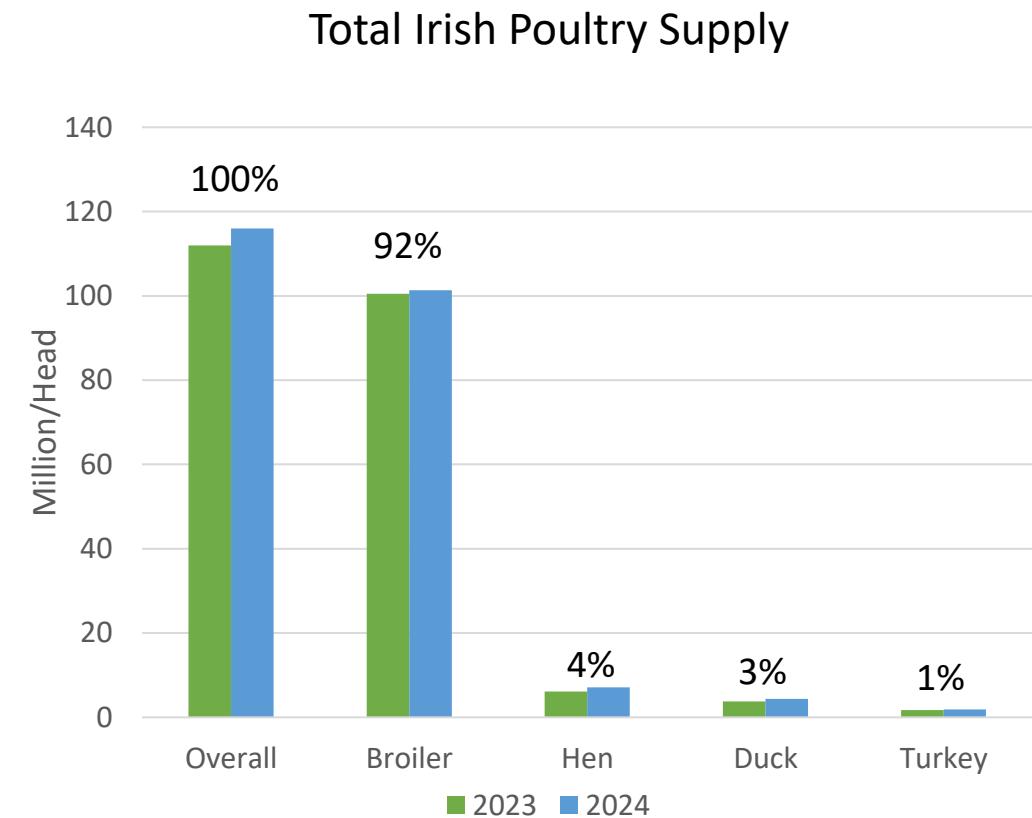
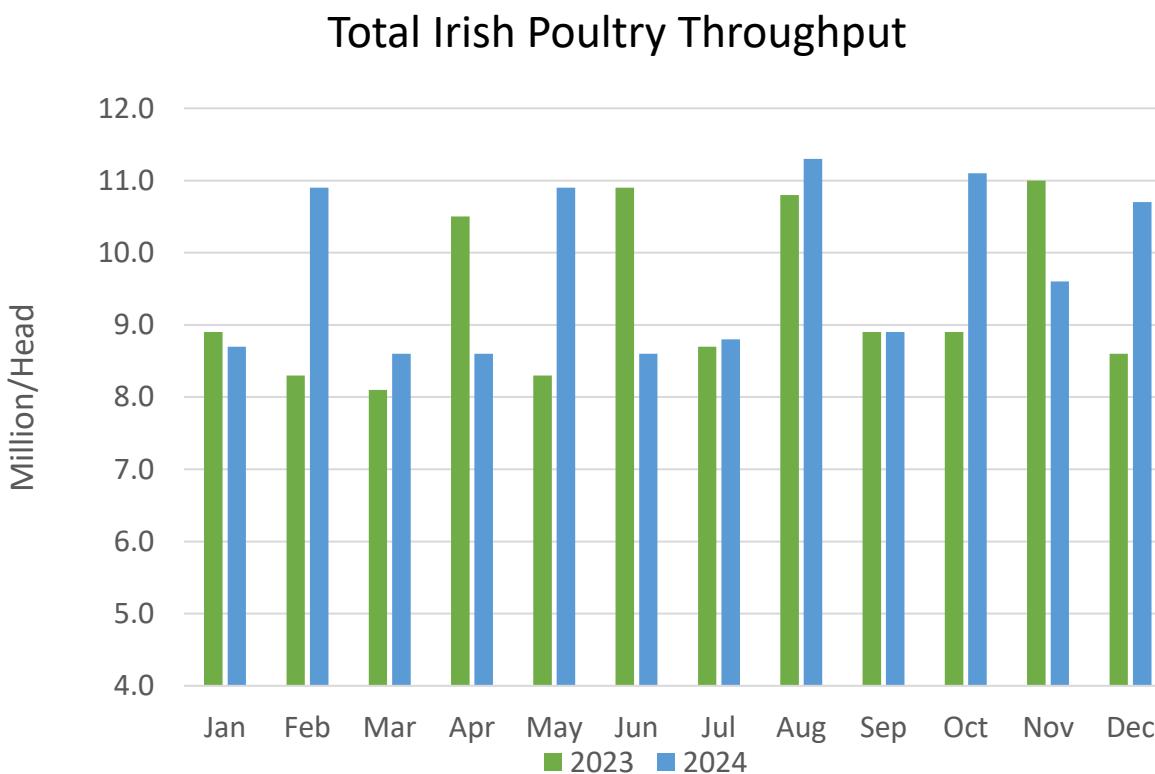
EU Imports (Main partners in 2024/2023)

Period:	POULTRY Meat (Tonnes carcase weight)		
	2023	2024	% Chg
Brazil	224,302	201,305	- 10.3 %
Ukraine	186,419	155,372	- 16.7 %
United Kingdom	121,726	146,229	+ 20.1 %
Thailand	119,762	116,907	- 2.4 %
China	28,594	32,780	+ 14.6 %
Other destinations	11,742	15,194	+ 29.4 %
Extra-EU	692,545	667,787	- 3.6 %

Source: EU Commission, Euro Stat 2024

Domestic Production

3% Growth in supply in 2024

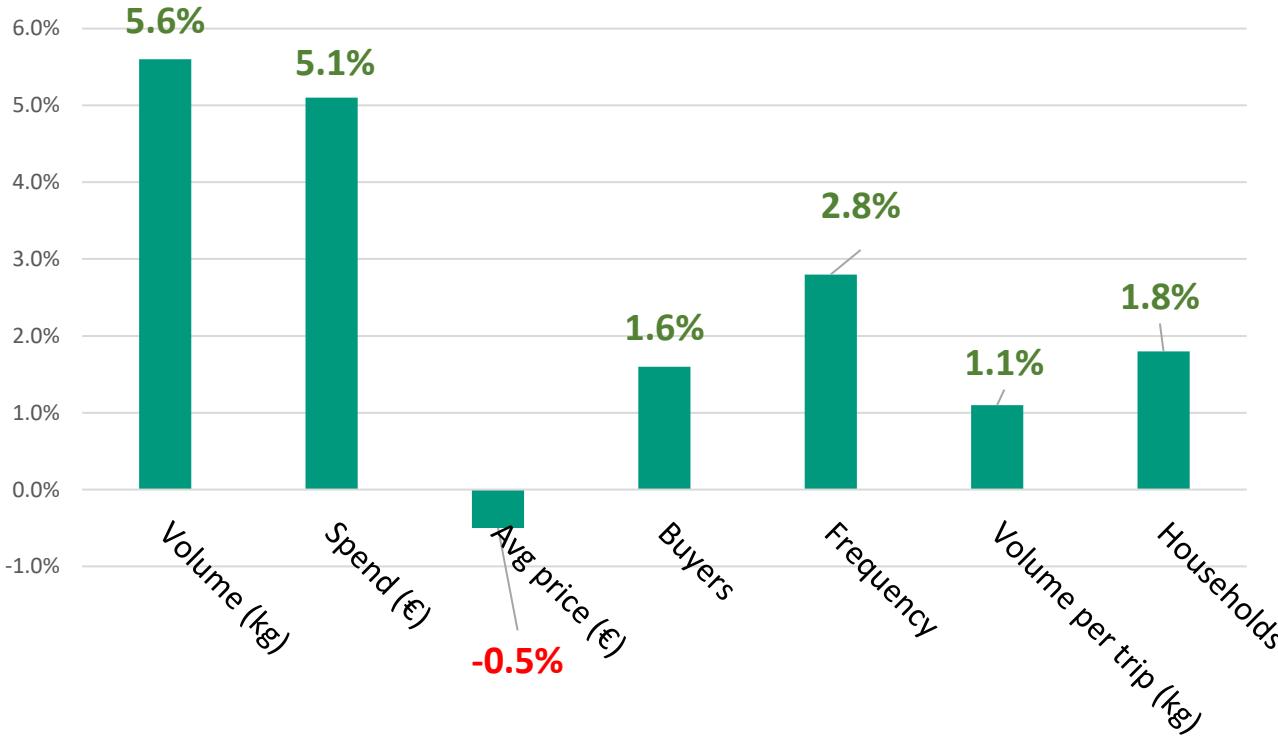


Source: Department of Agriculture, Food and the Marine

Domestic Market

Ongoing growth in the category

Irish Retail Sales- w/e – 29th December 2024



Digital Audio, Radio,
YouTube and Social Media



2025 Prospects

- Further EU Production Growth +1%
- Increasing trade between UK and EU
- On-going Avian Influenza threat
- Global trade negotiations will be a significant factor
- Positive consumer perception expected to support future growth across Europe and on the Home Market



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