

Market Review and Outlook for Irish Poultry

Meat Marketing Seminar 2025

January 17th

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BORD BIA
IRISH FOOD BOARD



Irish Poultry Export Performance 2024

Primary Poultry Exports by-value

€138 million (-3%)

65,000 Tonnes (-4%)

Value-added poultry:
€190 million

United Kingdom: 62%
NI: €51m
GB: €35m

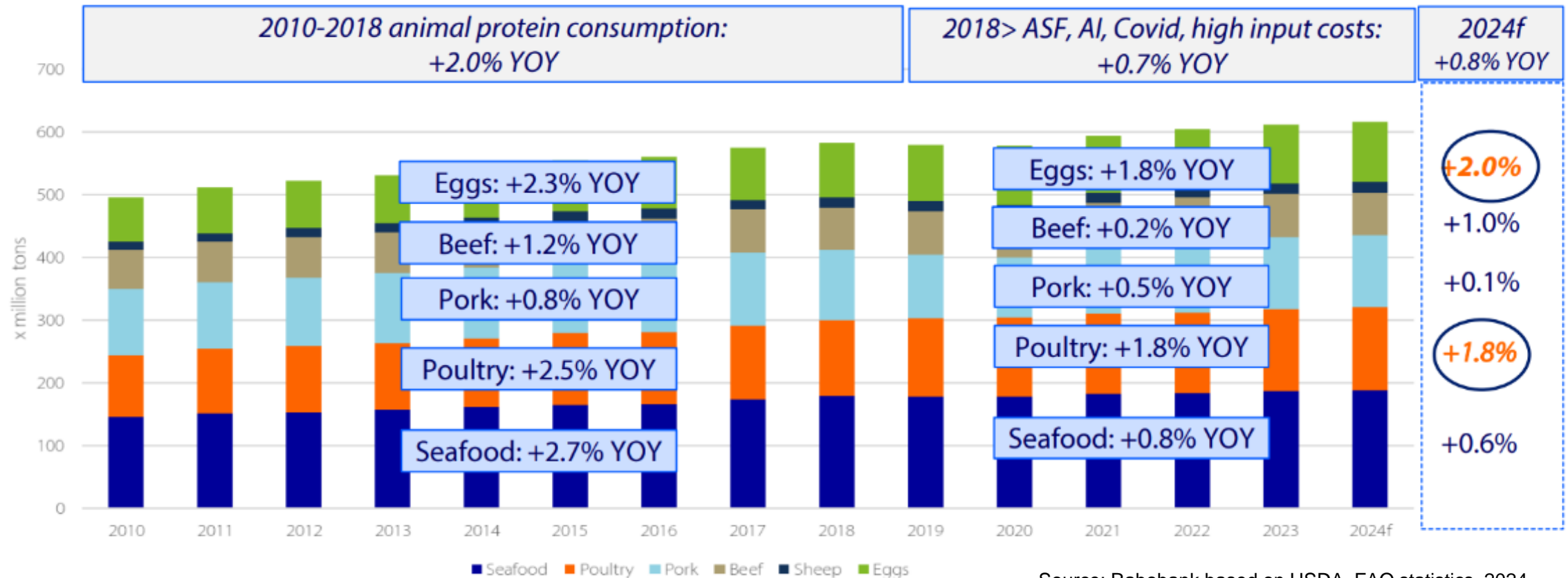
Continental Europe:
€34m (-22%)

International:
S.Africa: €14m
Ghana: €6m

UK: 86%
NL & FR: 14%

Global Consumption Trends

Positive growth for Poultry and Eggs

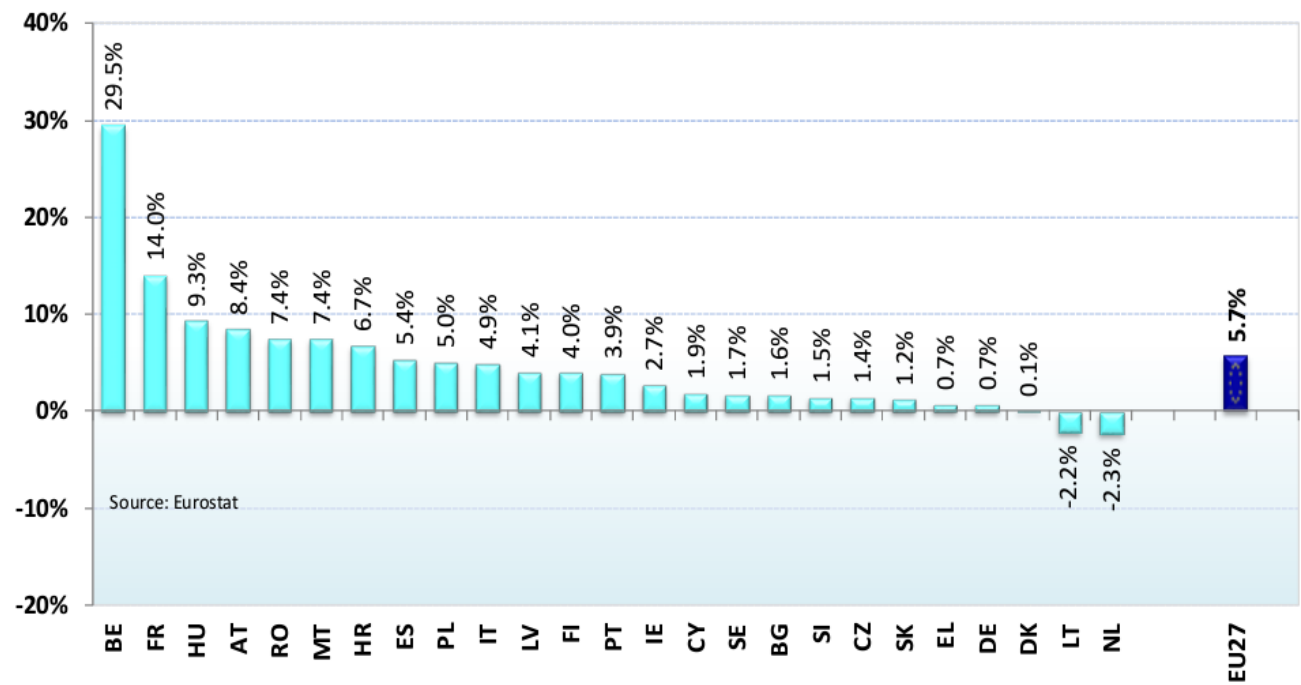


Source: Rabobank based on USDA, FAO statistics, 2024

Poultry Trade into Europe

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

% Change in Poultry Meat Production 2023 & 2024



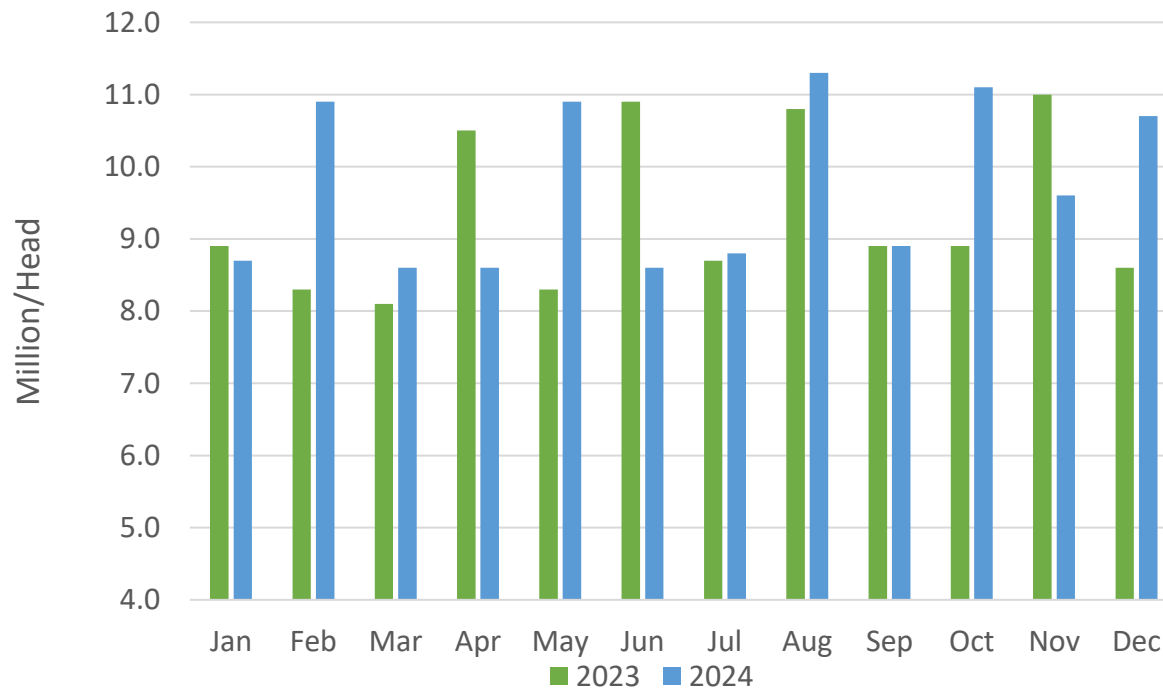
EU Imports (Main partners in 2024/2023)			
POULTRY Meat (Tonnes carcase weight)			
Period:	Jan-Sep		
	2023	2024	% Chg
Brazil	224,302	201,305	- 10.3 %
Ukraine	186,419	155,372	- 16.7 %
United Kingdom	121,726	146,229	+ 20.1 %
Thailand	119,762	116,907	- 2.4 %
China	28,594	32,780	+ 14.6 %
Other destinations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

Source: EU Commission, Euro Stat 2024

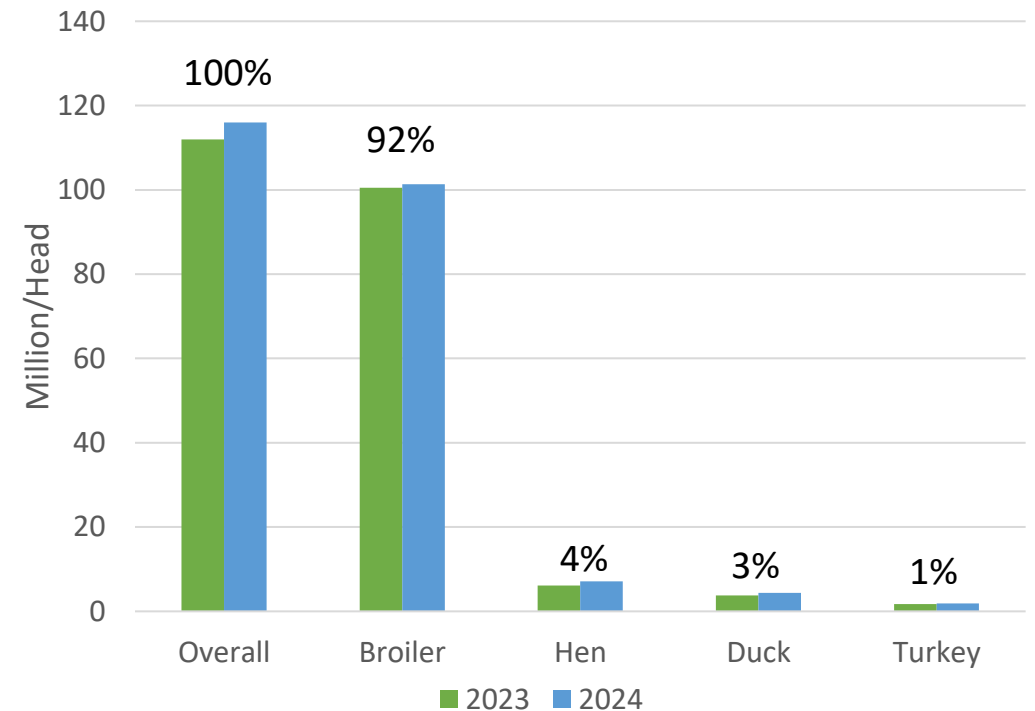
Domestic Production

3% Growth in supply in 2024

Total Irish Poultry Throughput



Total Irish Poultry Supply



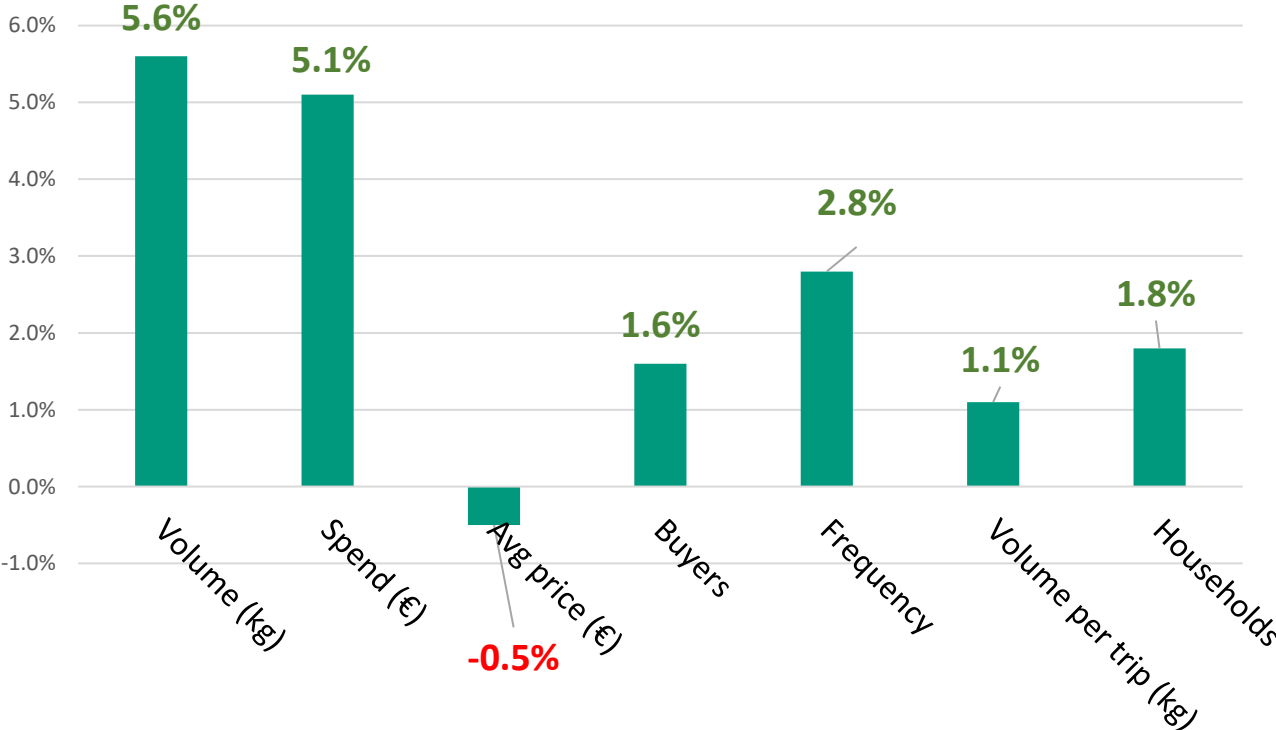
Source: Department of Agriculture, Food and the Marine

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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