



Poultry Outlook

Poultry products are the world's most valuable animal protein production sector and global consumption is growing strongly as a result of changing dietary preferences, increasing household income and population growth.

The poultry healthcare market is critical to many animal health companies and is forecast to be amongst the fastest growing species sector in the next decade. Poultry Outlook examines the impact of growing poultry products consumption on poultry production, trade and the poultry healthcare market and presents 10-year forecasts by key country, region and world.

Poultry Outlook is the first global study to deliver:

- Poultry products consumption, production and trade forecasts
- Poultry healthcare market forecasts
- Profiles of the poultry sector and poultry healthcare market in nine key countries: Brazil, China, France, Germany, Japan, Russia, Spain, UK and USA
- Profiles of the seven leading poultry healthcare companies' poultry business

Poultry Outlook delivers unique insight, which has important implications for the global poultry healthcare market and the companies that compete in the sector.



Methodology

Vetnosis combined its proprietary market simulation tool (STORM) with extensive secondary research to generate unique insights and intelligence on the poultry sector and poultry healthcare market.

We forecast poultry products consumption by country and simulated poultry products production, productivity and trade, which is a growing factor in balancing regional asymmetry between poultry products supply and demand.

Our poultry healthcare market model simulated the two critical drivers: 1) the number of breeding birds, layers and slaughter numbers with access to healthcare in each country and; 2) healthcare investment per bird.

Deliverable

Poultry Outlook is a 225-slide Report delivered as a written report in electronic PDF format and was published in November 2010.

Section Headings

- Executive Summary
- Poultry Sector Benchmarking
- Poultry Products Supply & Demand
- Poultry Disease Issues & Trends
- Poultry Healthcare Market Forecasts
- Key Poultry Healthcare Markets
- Poultry Sector Opportunities, Challenges & Risks
- Competitor Analysis

Who Will Benefit from Poultry Outlook

Any company competing in the poultry healthcare market will benefit from Poultry Outlook. If you are involved in poultry healthcare globally, regionally or within one of the nine countries we profile, you will find Poultry Outlook and invaluable source of poultry sector and poultry healthcare market data, analysis and comment.

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