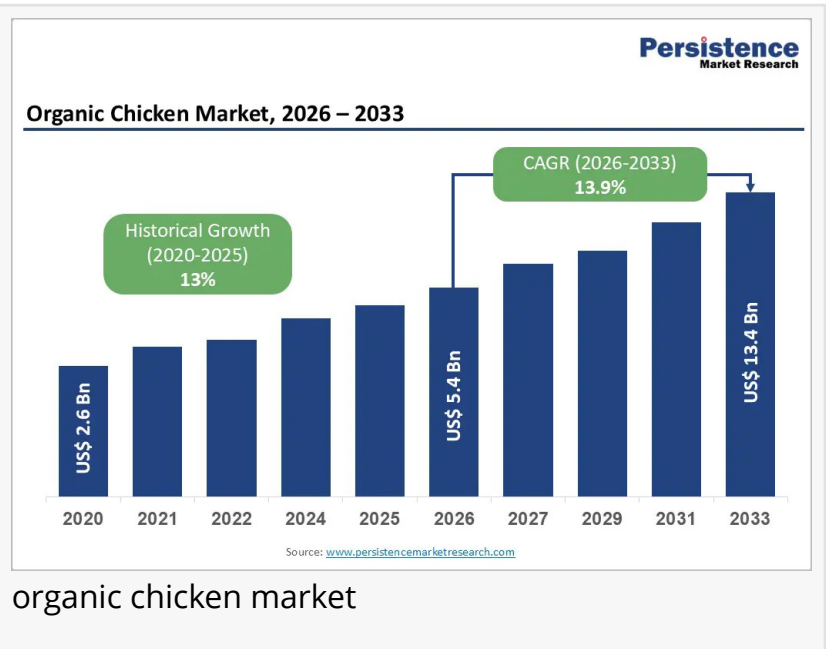


Organic Chicken Market Set to Reach US\$13.4 Billion by 2033 Amid Rising Demand for Clean-Label Protein

The organic chicken market is expanding as consumers seek healthier, antibiotic-free poultry supported by innovation, retail growth, and sustainability.

LONDON, UNITED KINGDOM, June 29, 2026 /EINPresswire.com/ -- The global [organic chicken market](#) is poised for remarkable expansion as consumers increasingly prioritize healthier food choices and sustainable farming practices. The market is estimated to be valued at US\$5.4 billion in 2026 and is projected to reach US\$13.4 billion by 2033, growing at a CAGR of 13.9% during the forecast period. Rising awareness regarding the harmful effects of antibiotics, synthetic additives, and hormones used in conventional poultry farming is encouraging consumers to shift toward certified organic chicken products.



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Health-Conscious Consumers Drive Market Expansion

Growing health awareness remains one of the strongest factors supporting the organic chicken market. Consumers are becoming more selective about food quality and are increasingly choosing poultry products that are free from antibiotics and artificial growth promoters. Organic chicken is widely viewed as a healthier and safer protein source, encouraging repeat purchases across households. The growing focus on nutrition, food safety, and transparency continues to strengthen market demand.

Certification Standards Strengthen Consumer Confidence

Strict certification systems are playing a significant role in expanding the market. Standards such as USDA Organic and similar regional certifications assure consumers that poultry is produced following rigorous organic farming guidelines. These certifications improve product transparency, enhance brand credibility, and reduce uncertainty regarding production practices, helping retailers and manufacturers build long-term consumer trust.

North America Leads the Global Market

North America is expected to account for nearly 46% of the global organic chicken market in 2026. The region benefits from an established organic food industry, advanced cold-chain infrastructure, and widespread consumer awareness regarding sustainable food production. Strong retail networks, premium grocery chains, and expanding private-label organic products continue supporting market leadership across the region.

Asia Pacific Emerges as the Fastest-Growing Region

Asia Pacific is projected to register the highest growth rate through 2033. Rapid urbanization, rising disposable incomes, and increasing awareness of food safety are encouraging consumers to adopt premium organic protein products. Expanding supermarket chains, modern grocery outlets, and online shopping platforms are making certified organic chicken more accessible across developing economies, creating substantial growth opportunities.

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Fresh Organic Chicken Continues to Dominate Sales

Fresh organic chicken is expected to generate approximately 52% of total market revenue in 2026. Consumers continue to favor minimally processed meat because it offers freshness, superior nutritional value, and greater confidence in product quality. Efficient cold-chain logistics and organized retail distribution ensure consistent availability of fresh organic poultry across supermarkets and specialty food stores.

Processed Organic Chicken Gains Strong Momentum

Processed organic chicken is forecast to become the fastest-growing product segment during the forecast period. Demand for ready-to-cook and ready-to-eat meals is increasing as consumers seek convenient food options that align with healthy lifestyles. Manufacturers are expanding product portfolios with marinated cuts, portion-controlled packs, and innovative flavors to attract busy consumers while maintaining organic certification standards.

Retail Stores Maintain Market Leadership

Retail stores are expected to contribute nearly 58% of market revenue in 2026. Supermarkets, hypermarkets, and specialty organic retailers continue to dominate because consumers prefer physically verifying product quality and certification before purchase. Attractive promotional campaigns, loyalty programs, and expanding private-label offerings further strengthen the retail segment's position.

Online Platforms Experience Rapid Growth

Online grocery platforms are anticipated to witness the fastest growth through 2033. Consumers increasingly appreciate the convenience of home delivery, wider product selections, and access to detailed product descriptions and customer reviews. Improvements in refrigerated logistics and digital marketing strategies are further accelerating online sales of organic poultry products.

Household Consumers Generate the Largest Revenue Share

Household consumers are projected to account for nearly 64% of market revenue in 2026. Families are increasingly incorporating organic chicken into regular meal planning as they seek healthier protein sources for daily consumption. Rising disposable incomes and greater awareness of clean-label products continue supporting steady household demand across both developed and emerging markets.

Supply Chain Challenges Continue to Impact Growth

Despite positive market prospects, several operational challenges remain. Organic poultry production requires certified feed, extended production cycles, lower stocking densities, and strict animal welfare standards, resulting in higher production costs.

Product Innovation Creates New Opportunities

Manufacturers are responding to evolving consumer preferences by introducing value-added organic chicken products. Ready-to-cook meals, organic sausages, seasoned cuts, and protein-focused meal solutions are attracting a broader customer base. Enhanced packaging, improved traceability technologies, and sustainability-focused branding are helping companies strengthen customer loyalty while supporting premium pricing strategies.

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Market Segmentation

By Product Type

Fresh
Frozen
Processed

By Distribution Channel

Retail Stores
Online
Food Service Centers
B2B

By End-User

Household
Food Service & Institutional

By Region

North America
Europe
East Asia
South Asia & Oceania
Latin America

Recent Product Launches Highlight Industry Innovation

Recent product launches demonstrate the industry's commitment to innovation and clean-label offerings. Applegate Farms introduced gluten-free APPLEGATE NATURALS Lightly Breaded Chicken Tenders and Popcorn Chicken in April 2025. Farmer Focus launched its Chicken for Good campaign in August 2025 to improve product traceability, while Tyson Foods introduced simplified ingredient chicken nuggets in July 2025. Amylu Foods also expanded its organic portfolio with certified organic chicken sausages available in multiple flavors.

Competitive Landscape

The global organic chicken market remains moderately consolidated, with major companies investing heavily in sustainable production, product innovation, and distribution expansion. Leading industry participants include Perdue Farms, Tyson Foods Inc., Applegate Farms LLC, Organic Valley, Bell & Evans, Mary's Chickens, Plukon Food Group, and Amylu Foods. These companies continue strengthening their market presence by expanding premium product offerings, improving processing capabilities, and meeting the growing global demand for organic poultry.

Read Related Reports:

[Grass Based Dairy Products Market](#): The Grass-based dairy market valued at US\$17.7 Bn in 2026 is projected to reach US\$30.0 Bn by 2033, growing at a CAGR of 7.8% during forecast period.

[Poultry Feed Additives Market](#): Poultry Feed Additives Market valued US\$21.6 Bn in 2026, expected US\$32.2 Bn by 2033 with 5.9% CAGR showing steady expansion across global market.

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