

Chicken Meat Market



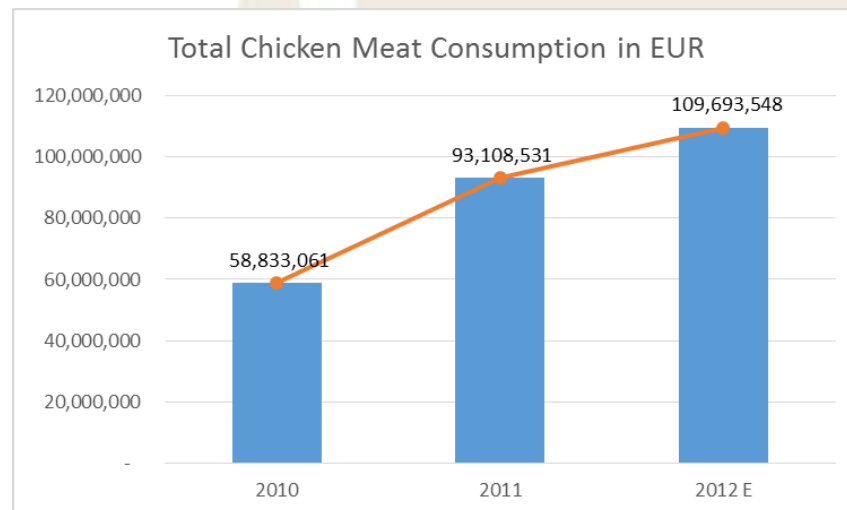
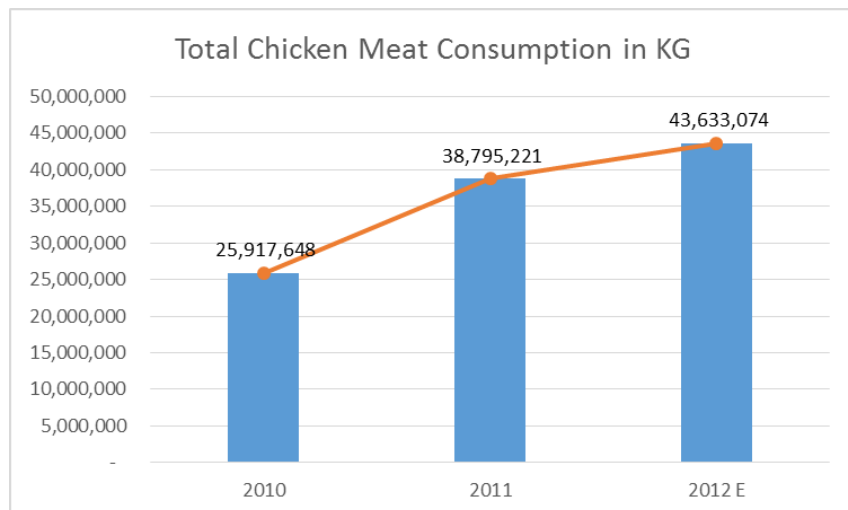
Chicken Meat Market

- Chicken meat is an important source of food for Kosovo's households. Unprocessed meat constitutes an average of 8.11% of total household spending according to the results of Household Budget Survey 2011 from the Statistical Office of Kosovo. We estimated that around 30% of meat consumption is spent for unprocessed chicken meat in 2012, which includes frozen, fresh, cut and uncut chicken meat but excludes mechanically selected meat (MSM), chicken salami, chicken pates, chicken sausage and related chicken products. Hence, the chicken meat market in Kosovo is estimated to be around 110 Million Euros in 2012.
- The estimation of the market size has been based on a number of factors which include: 1) sub-categorized import data, 2) macro-economic data from the Ministry of Finance, 3) pricing data from the Statistical Office, 4) reports related to domestic broilers and chicken meat from USAID and Ministry of Agriculture.

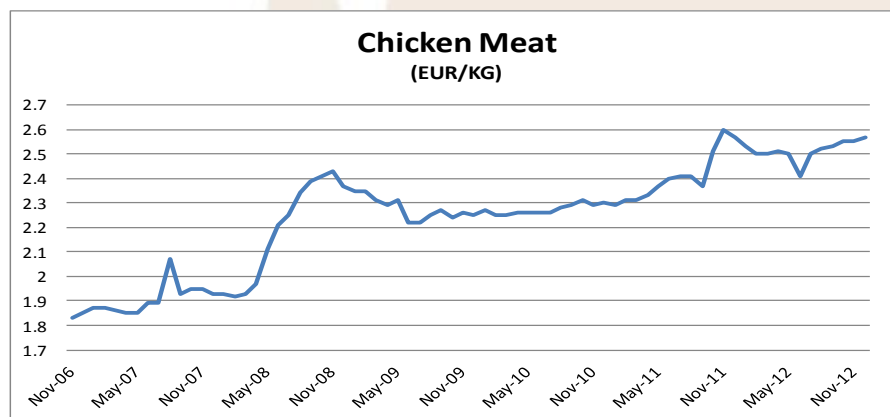
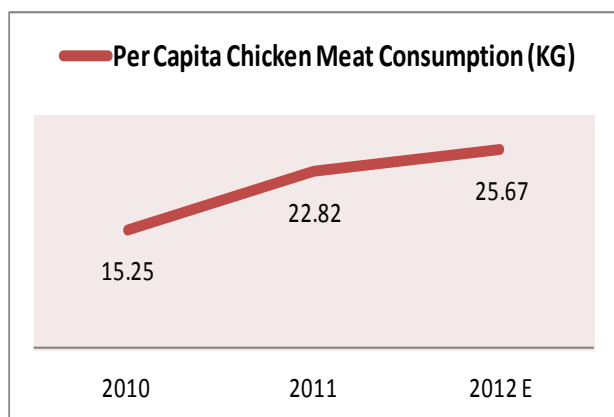


- Consumption of chicken meat in particular is presented in the following table:

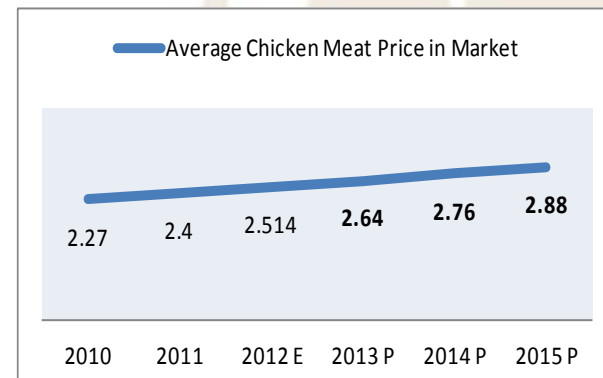
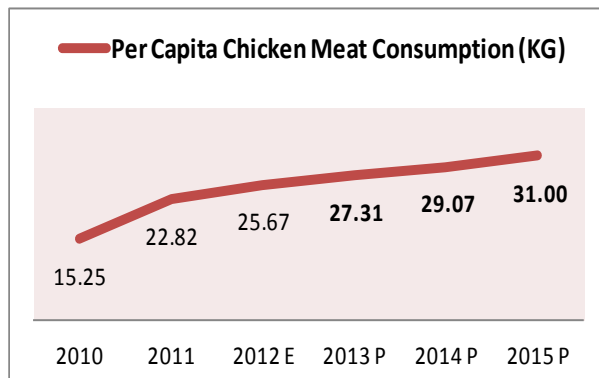
Chicken Meat Market	2010	2011	2012 E
Total Chicken Meat Consumption in KG	25,917,648	38,795,221	43,633,074
Average Chicken Meat Price in Market	2.27	2.40	2.51
Total Chicken Meat Consumption in EUR €	58,833,061	€ 93,108,531	€ 109,693,548



- Chicken meat consumption has increased from 26,000 tons in 2010 to around 44,000 tons in 2012, an increase of around 70% during this period. The consumption in monetary value has increase by around 87%, where among other factors; import and price have contributed the most. The following table presents the average price of chicken meat in the market in Kosovo.



- The projections for the trends are based on the forecasts of the Ministry of Finance for the macro-economic aggregates and on linearization of the three-year trends from the historical data. The following major assumptions are taken to achieve the forecasts.



- The following table presents the top 3 international brands in the market together with the top domestic producer.

BRAND	COMPANY	EXPORTING COUNTRY	DISTRIBUTORS
	SADIA WELLAX FOOD	BRASIL	DELFIN LTD KAJMAK SHPK SOLE KOSOVA SHPK DELTA-M MERIDIAN
	DOUX FRANGOSUL	BRASIL	MC FOODS MERIDIAN SOLE KOSOVA SHPK DELFIN LTD
	BRF BRASIL FOODS	BRASIL	MC FOODS AGRONI
	KONSONI		



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