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Report Highlights:

Mexico's poultry sector is expected to maintain momentum in 2027, with chicken meat product forecasted to rise 2 percent to 4.4 million metric tons. This growth is supported by continued capital investment, improved production efficiency, and consumer demand. Consumption is forecast to increase alongside population growth, urbanization, and continued demand for affordable, convenient protein options across traditional markets, foodservice outlets, and modern retail channels. Exports from the United States to Mexico are expected to remain strong, supported by established commercial relationships, supplier networks, and continued demand from Mexico's processing and foodservice sectors.

Chicken Meat

Table 1: Chicken Meat – Production, Supply, and Distribution (PSD)

Meat, Chicken	2025		2026		2027	
Market Year Begins	Jan 2025		Jan 2026		Jan 2027	
Mexico	USDA Official	New Post	USDA Official	New Post	USDA Official	New Post
Beginning Stocks (1000 MT)	0	0	0	0	0	0
Production (1000 MT)	4,153	4,153	4,285	4,260	0	4,365
Total Imports (1000 MT)	1,031	1,020	1,050	1,050	0	1,090
Total Supply (1000 MT)	5,184	5,173	5,335	5,310	0	5,455
Total Exports (1000 MT)	9	9	9	9	0	9
Human Consumption (1000 MT)	5,175	5,164	5,326	5,301	0	5,446
Other Use, Losses (1000 MT)	0	0	0	0	0	0
Total Dom. Consumption (1000 MT)	5,175	5,164	5,326	5,301	0	5,446
Total Use (1000 MT)	5,184	5,173	5,335	5,310	0	5,455
Ending Stocks (1000 MT)	0	0	0	0	0	0
Total Distribution (1000 MT)	5,184	5,173	5,335	5,310	0	5,455
(1000 MT)						
OFFICIAL DATA CAN BE ACCESSED AT: PSD Online Advanced Query						

Note: Not official USDA data.

Production

2027

Chicken meat production in 2027 is forecasted to rise 2 percent to 4.4 million metric tons (MMT). This growth is supported largely by the modernization of supply chains and capital investments in Mexico initiated in late 2025 and throughout 2026 by major companies that are expected to reach operational maturity in 2027.

In early 2026, Pilgrim's announced a five-year, USD 1.3 billion investment program focused on capacity expansion and technological upgrades, with key projects expected to come online through 2027. Bachoco's investments are focused on expanding production into new geographic regions to reduce animal disease risks. Additionally, highly automated hatcheries and processing facilities in the Yucatán Peninsula and expanding production areas of Veracruz are expected to become fully operational by 2027. This geographic diversification beyond traditional poultry-producing states such as Jalisco and Puebla reduces transportation costs and positions production closer to rapidly growing secondary consumer markets.

2026

Chicken meat production in 2026 is estimated to increase 3 percent to 4.3 MMT. Continued industry consolidation and geographic expansion have resulted in large, vertically integrated operations now accounting for over 75 percent of Mexico’s poultry production. These production chains contain more than 100,000 birds per site.

Additionally, relatively low disease pressure during early 2026 provided producers with favorable operating conditions. Combined with warmer weather and timely rainfall during the first half of the year, these conditions supported production gains alongside recent investments in climate-controlled housing and automated feeding systems. These technologies improve environmental control, stabilize feed conversion ratios, and help reduce hatchling mortality in commercial operations.

Lower global grain prices are expected to improve profitability for Mexican poultry integrators in 2026. As feed represents the largest component of broiler production costs, lower input prices are estimated to continue to support margins and facilitate continued investment by major integrators.

Consumption

2027

Chicken meat consumption in 2027 is forecast to increase 3 percent to 5.5 MMT, supported by evolving consumer purchasing patterns across diverse distribution channels. The broad market availability of chicken meat in Mexico allows consumers across socioeconomic groups to access poultry in a variety of formats and price points.

Continued urban migration is reshaping how consumers access poultry products. As more households move into urban and semi-urban areas, consumers increasingly rely on diverse distribution networks that accommodate different income levels and purchasing preferences. Pollerías and tianguis remain the dominant outlets for fresh poultry purchases, providing flexible purchasing options through customized cuts and smaller-volume transactions that align with household budgets. The rosticería segment also remains an important market channel, supporting whole-bird consumption by providing an affordable, convenient, ready-to-eat meal option for households seeking value and convenience.

Supermarkets represent a smaller but growing segment, primarily serving urban consumers with increasing demand for packaged and portioned products such as boneless breasts and wings. The continued expansion of modern retail alongside traditional channels, including the growth of major chains into smaller and mid-sized cities, is forecast to improve consumer access to poultry products and support additional consumption growth.

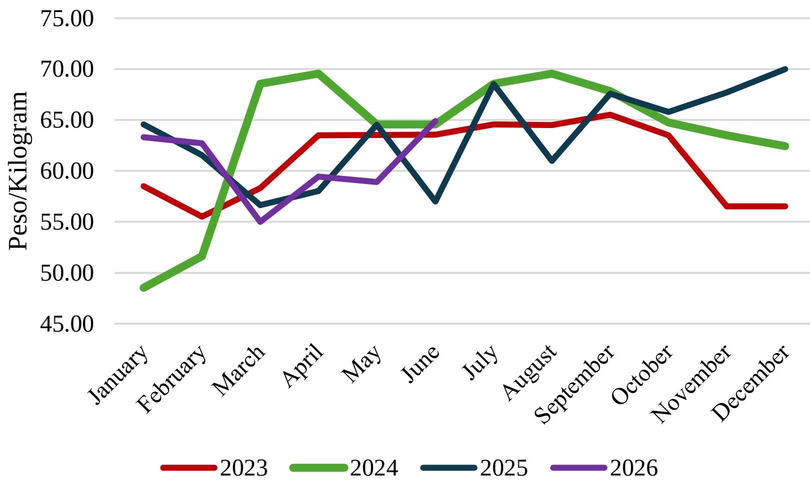
Food service, processing, and delivery platforms represent another growing segment of the poultry market. Urbanization, expanding quick-service restaurants, and app-based delivery platforms such as DiDi Food and Uber Eats are forecast to support additional demand for prepared poultry products, particularly in major metropolitan areas. Industrial processors utilize domestic and imported poultry inputs, including mechanically deboned meat (MDM) and chicken leg quarters (CLQs), for products such as deli meats, sausages, and cold cuts, while restaurants and delivery platforms continue expanding demand for ready-to-eat chicken products such as wings, tenders, and prepared meals.

2026

Chicken meat consumption in 2026 is estimated to increase 3 percent to 5.3 MMT, supported by price competitiveness and easing inflation. Continued supply consistency and lower feed costs have contributed to more favorable pricing conditions, reinforcing chicken’s position as Mexico’s most affordable animal protein.

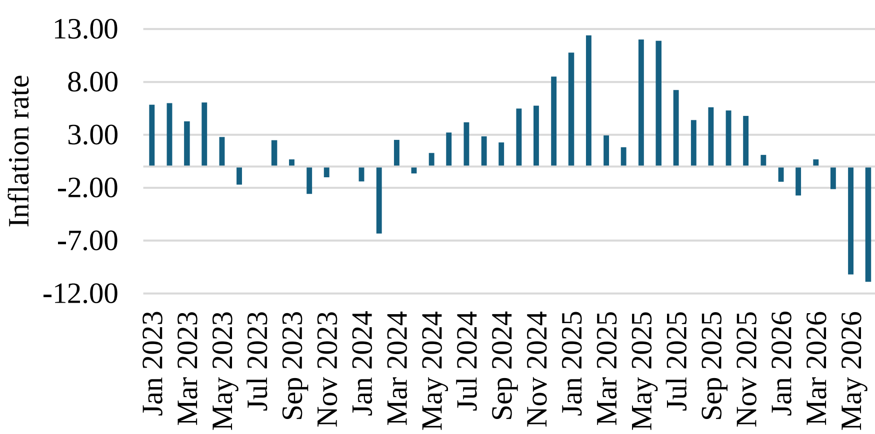
Strong supply conditions have contributed to significant price declines in 2026. According to industry analysts, June farm-gate chicken prices were 31.4 percent below the previous year, while carcass prices declined 23 percent and processing plant cut prices decreased 14.2 percent. Retail supermarket chicken prices also declined 10.9 percent nationwide, supporting continued consumer access and strengthening poultry demand.

Figure 1: Mexico's Whole Chicken Prices (Pesos/kilogram)



Note: 2026 data January – June
Source: Post and SNIIM/Economia data

Figure 2: Mexico's Chicken Meat Inflation Rate (%)



Source: National Institute of Statistics and Geography (INEGI)

Chicken prices vary regionally due to differences in production concentration, transportation costs, market infrastructure, and local supply conditions:

• **High-Price Zone (Central Mexico and Mexico City/Valley of Mexico):** Mexico City represents a major consumption center but has limited local poultry production, requiring supply from regions such as Veracruz and the Bajío. Transportation costs and reliance on external supply sources contribute to higher wholesale and retail prices, with whole retail chickens often exceeding 80 MXN/kg.

• **Production Hubs (Veracruz and Jalisco):** Veracruz has emerged as a leading broiler production region, while Jalisco maintains one of the largest overall poultry inventories, including broilers and layers. These regions generally benefit from proximity to farms and integrated processing facilities, contributing to lower farm-gate prices, which industry sources estimate at approximately 30–32 MXN/kg.

• **Southern and Peninsular Market (Yucatán):** Geographic distance from major grain corridors and production centers contributes to higher logistics costs. However, recent expansion by major integrators has improved local supply availability and helped stabilize prices, although consumer prices remain higher than in production regions such as the Bajío.

Trade

Imports

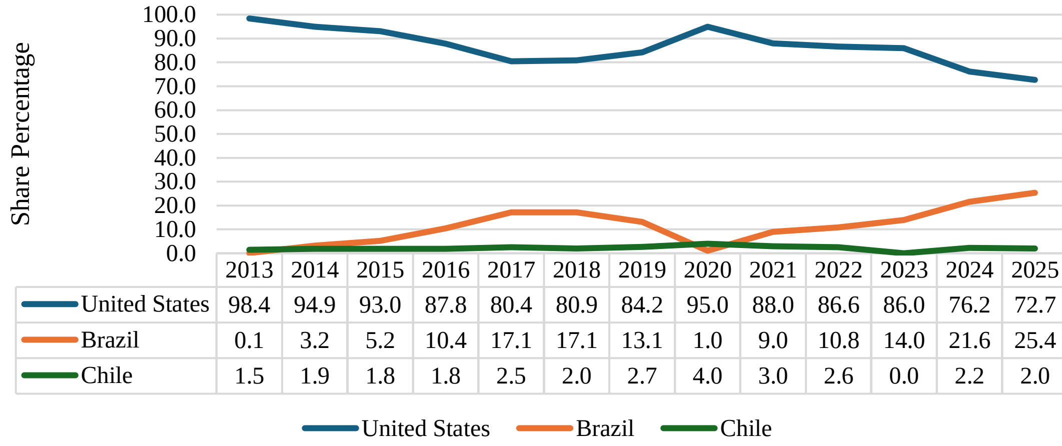
2027

In 2027, chicken meat imports are projected to increase by 4 percent, reaching 1.1 MMT. Despite the expansion of Mexico’s domestic poultry production, domestic supply remains insufficient to fully meet growing consumer demand, requiring imports to supplement domestic supply. As chicken remains a staple protein in the Mexican diet due to its affordability and accessibility, import demand is expected to remain strong.

The United States has historically dominated Mexico’s poultry import market, serving as its primary supplier of CLQs, MDM, and breast meat due to proximity and USMCA tariff exemptions. However, Mexico’s Presidential Anti-Inflation Decree (PACIC), introduced in late 2022 and enforced in 2023, temporarily granted duty-free access to non-free trade agreement countries. Brazil leveraged this window to scale its chicken meat exports, significantly boosting its price competitiveness and capturing market share.

While PACIC is currently scheduled to expire at the end of December 2026, the Mexican government retains the option to renew it. If these tariff preferences lapse, Brazilian exports will face renewed duty pressures against U.S. product. Nevertheless, Brazil's newly solidified commercial relationships, distribution channels, and supplier networks, alongside established U.S. supply chains, are expected to maintain strong, competitive import volumes from both nations.

Figure 3: Mexico’s Top Chicken Meat Imports



	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025
United States	98.4	94.9	93.0	87.8	80.4	80.9	84.2	95.0	88.0	86.6	86.0	76.2	72.7
Brazil	0.1	3.2	5.2	10.4	17.1	17.1	13.1	1.0	9.0	10.8	14.0	21.6	25.4
Chile	1.5	1.9	1.8	1.8	2.5	2.0	2.7	4.0	3.0	2.6	0.0	2.2	2.0

Source: Trade Data Monitor

2026

Chicken meat imports in 2026 are estimated to increase 3 percent to 1.1 MMT. The estimated increase in Mexico's chicken meat imports reflects continued growth in domestic demand and the need to supplement local production. While domestic poultry production continues to expand, imports remain an important source of supply to satisfy total consumption.

Import demand is supported by industrial processors and foodservice operators seeking competitively priced inputs, including U.S. CLQs and MDM, for products such as deli meats, sausages, and other processed foods. Mexico's trade environment and efforts to maintain food price stability through the PACIC have supported continued competitive imports, with the United States remaining the primary supplier. However, duty-free access measures under Mexico's anti-inflation policies have also increased competition from other suppliers, including Brazil.

Mexican buyers, industrial purchasers, and cold storage operators are expected to increase imports ahead of the expiration of PACIC-related import measures, securing inventory and managing potential cost increases during the transition period.

Exports

2027

Chicken meat exports in 2027 are forecast to remain flat at 9,000 MT. HPAI and Newcastle disease continue to constrain international poultry trade. Mexico uses vaccination programs to protect commercial flocks and reduce disease impacts; however, some major import markets maintain restrictions on raw poultry from countries with active vaccination programs. As a result, Mexico's poultry export opportunities are primarily focused on processed and ready-to-eat products, including cooked and further-processed poultry items.

2026

Chicken meat exports in 2026 are estimated to remain flat at 9,000 MT. Strong domestic demand and a growing consumption base limit incentives for Mexican poultry producers to pursue significant export expansion. Domestic sales provide reliable market opportunities with lower logistical costs compared with exporting to competitive international markets that require additional cold chain, customs, and transportation infrastructure. As a result, major integrators remain primarily focused on meeting domestic demand rather than expanding into global commodity markets.

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Report Number	Title	Dated
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MX2025-0045	Poultry and Products Annual	08/20/2025
MX2025-0010	Poultry and Products Semi-annual	03/04/2025

Attachments:

No Attachments