

# POULTRY MEAT AND MEAT PRODUCTS MARKET IN THE SLOVAK REPUBLIC WITH AN EMPHASIS ON CONSUMPTION

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## Introduction

Poultry meat has an important role in human nutrition and is one of the most consumed types of meat in the world. This can be justified by the positive benefits of rational nutrition. Poultry meat is characterized by variable and moderate energy content, high content of highly digestible proteins, high content of unsaturated essential fatty acids and unsaturated lipids, as well as content of essential amino acids, minerals, fat-soluble vitamins, calcium, and phosphorus. By consuming poultry meat, it is possible to prevent and reduce the risk of the development of overweight and obesity, cardiovascular disease, type 2 diabetes, and cancer. From the point of view of dietary properties, price relations, availability or speed of preparation, poultry meat and meat products appear to be the most consumed with a view to the future.

The aim of the paper is to point out the market of poultry meat and meat products in the Slovak Republic and to identify the behavior of Slovak consumers with emphasis on key aspects of buying and consuming poultry.

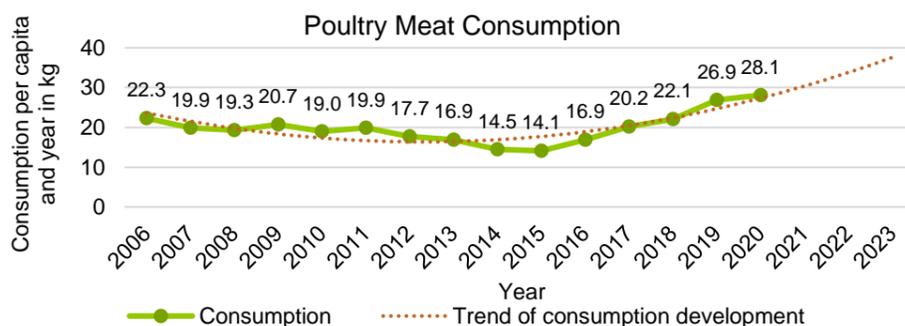
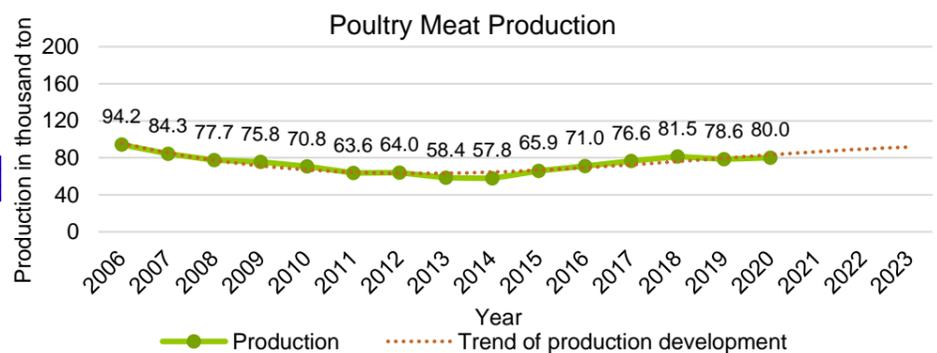
## Results

The poultry meat market has recently developed dynamically in Slovakia under the influence of various determinants, such as pandemic situation related to COVID-19, the environmental aspect, sustainability, health benefits resulting from poultry consumption or a change in eating habits. We can state the relatively stable poultry meat production, but also its lack, as poultry consumption is constantly increasing. At present, it is possible to produce 13 kg of poultry meat per capita and year, while consumption is up to 28 kg per capita and year. We found that increasing poultry consumption is expected and can be justified by favorable prices, quick preparation, easy digestibility, or the absence of food scandals. By conducting a consumer survey, we conclude that the average Slovak consumer involved in the survey weekly consumes 610 grams of poultry meat and product. From 25 factors influencing meat consumption, which were evaluated by consumers, we identified 3 latent components, namely the key factor, the composition factor, and the consumption support factor.

trend in poultry meat production was accompanied by an average annual decrease of 1.2%

current annual production is at the level of 80 thousand ton (13 kg per capita)

cubic function to describe the trend of production:  
 $q_t = 108.47 - 13.953 * t + 1.2934 * t^2 - 0.0137 * t^3$



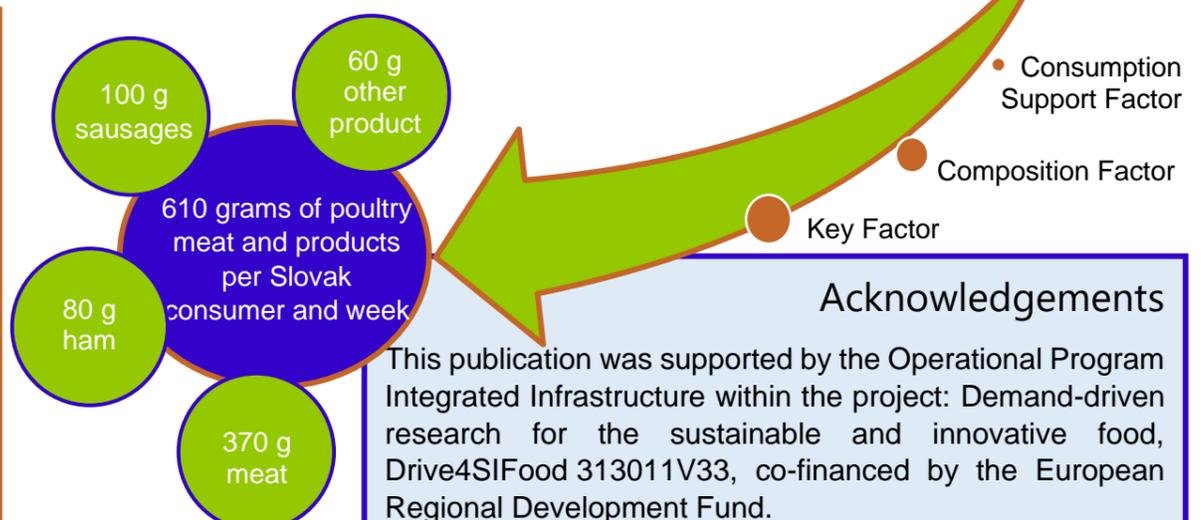
trend in poultry meat consumption was accompanied by an average annual increase of 1.7%

current annual consumption is at the level of 28.1 kg per capita

quadratic function to describe the trend of consumption  
 $q_t = 26.186 - 2.6972 * t + 0.185 * t^2$

## Conclusion

With a view to the future, Slovak consumers will continue to consume poultry meat and meat product, but they should focus not only on the quantity but also on the quality of consumed poultry with emphasis on the country of origin and support of Slovak producers. Due to health recommendations, rationalization in diet, sustainability and environmental aspects, an annual consumption of 15 kg per capita is desirable.



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