KSU, Retail Chicken Demand Index

Historical Summary (Jan. 1988 = 100) and January–June 2026 Comparison

https://agmanager.info/livestock-meat/meat-demand/monthly-domestic-meat-demand-indices-usdabls-data

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Data through June 2026 | September 15, 2026

What the index measures

It is how much chicken was purchased relative to what that month's retail price would normally be expected to move in the domestic retail market.

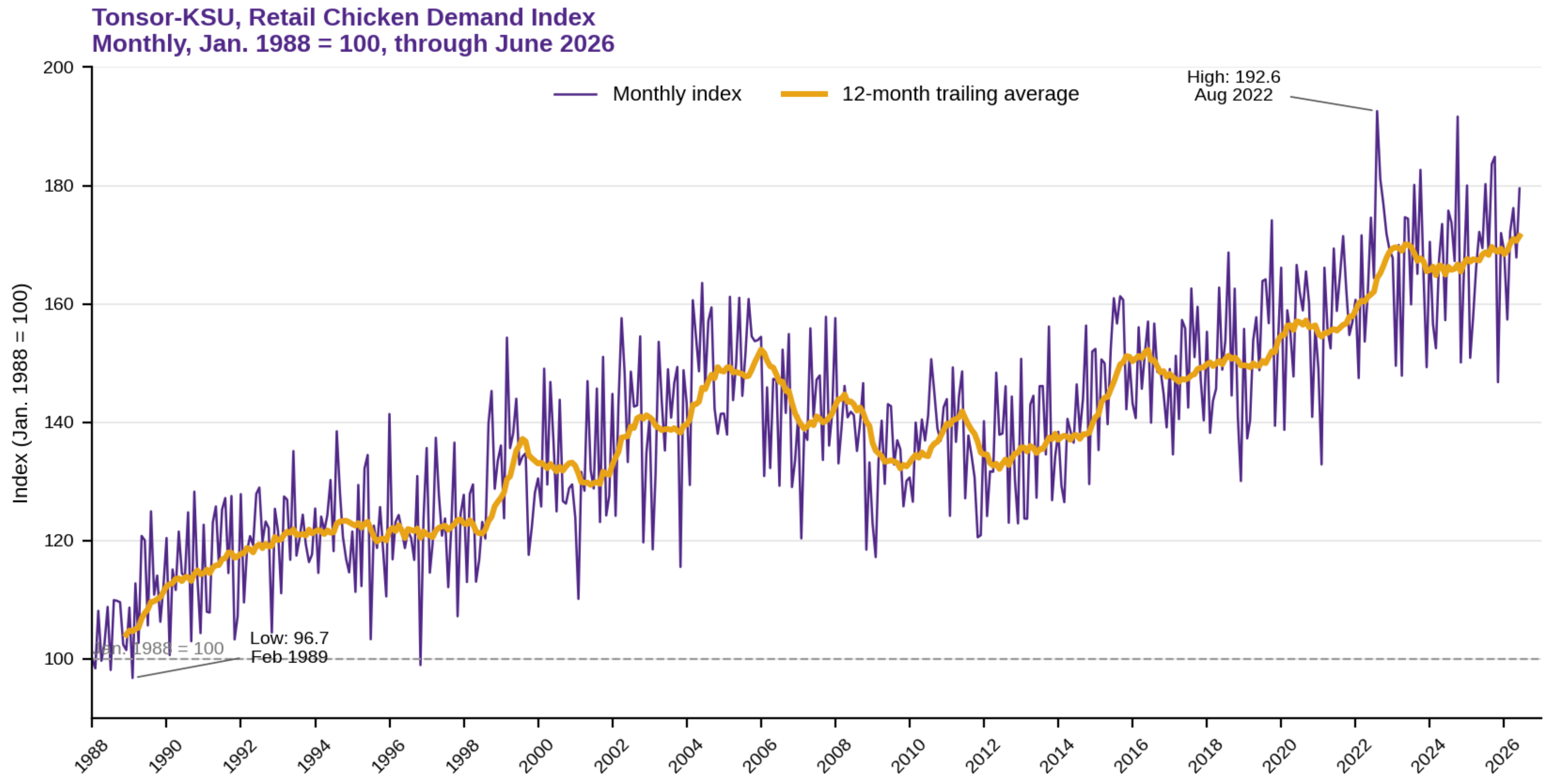
NOT "how much chicken was sold" – that is a disappearance (or consumption proxy), volume metric

Index rises → consumers bought more than the market-clearing price would imply → demand shifted out (increased).

Index falls → demand shifted in (declined).

Source: Glynn Tonsor, Kansas State University, AgManager.info (USDA/BLS data). Data through June 2026.

Historical picture, January 1988 – June 2026



Source: Glynn Tonsor, Kansas State University, AgManager.info (USDA/BLS data). Rising index = consumption above what the observed retail price implied = demand growth.

Nearly four decades of growth.

12-month average rose from a series low of 104.1 (Dec 1988) with only one extended setback (2007–2012).

June 2026 is a record.

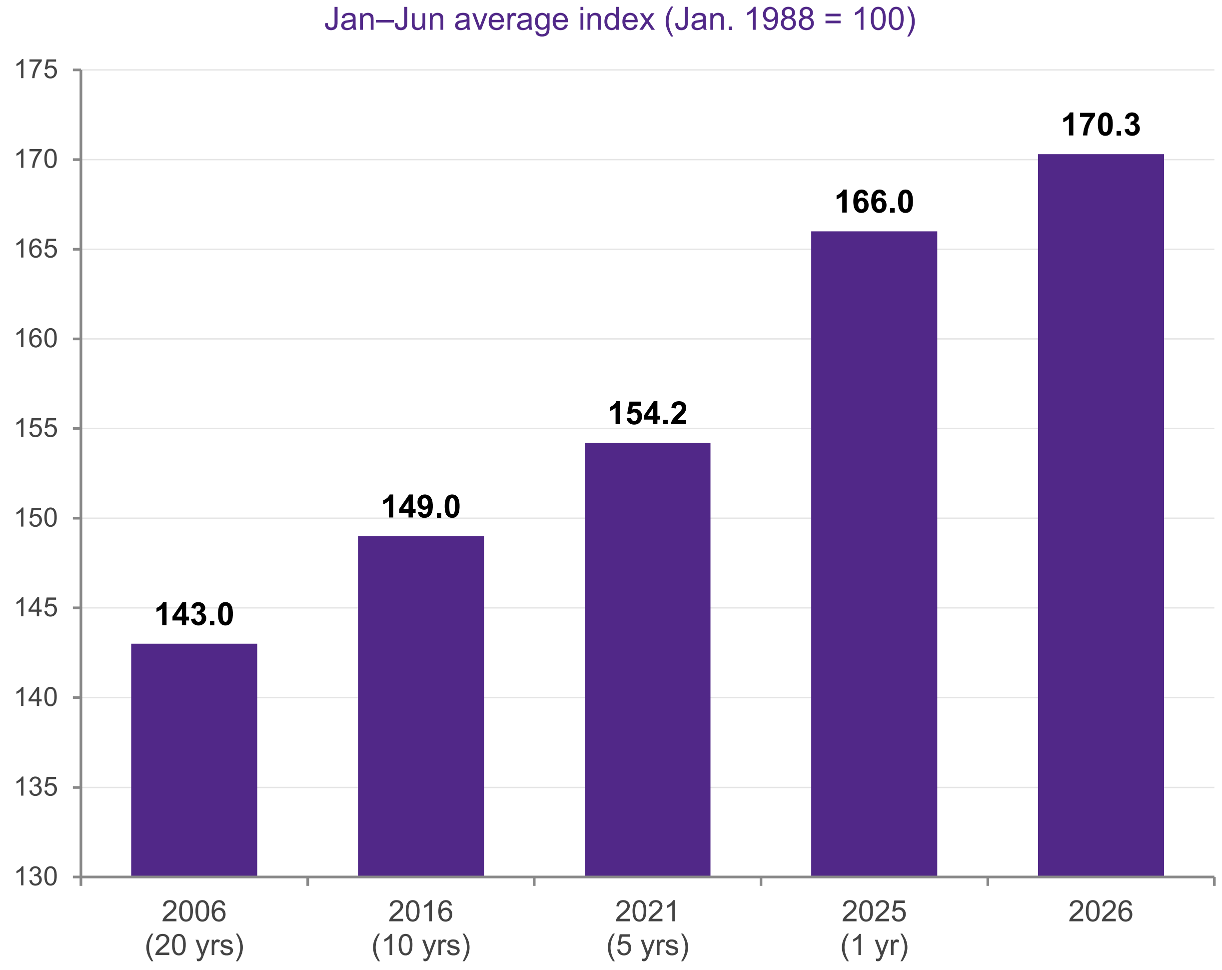
12-month average of 171.5 is the highest in the series' history.

Single-month high: 192.6 (Aug 2022).

Source: Glynn Tonsor, Kansas State University, AgManager.info (USDA/BLS data). Data through June 2026.

January–June 2026 vs. 1, 5, 10 and 20 years earlier

Same six-month window each year removes seasonality. Values are the Jan–Jun average of the monthly index.



Comparison	Jan–Jun avg	2026 vs.	Rank (of 39)
2026	170.3	—	1st
2025 (1 yr earlier)	166.0	**+2.6%**	2nd
2021 (5 yrs earlier)	154.2	**+10.4%**	7th
2016 (10 yrs earlier)	149.0	**+14.3%**	11th
2006 (20 yrs earlier)	143.0	**+19.1%**	16th

First half of 2026 is the strongest in the 39-year series: U.S. consumer demand for chicken is at a record high.

Source: Glynn Tonsor, Kansas State University, AgManager.info (USDA/BLS data). Data through June 2026.

Key takeaways

+2.6%

vs. 2025

Building on what was the 2nd-strongest first half on record.

+10.4%

vs. 2021

Gain on top of an already-strong 2021 base

+14.3%

vs. 2016

2016 sat near the start of the post-2014 acceleration.

+19.1%

vs. 2006

Largest gap of the four; demand has moved to a higher range.

Bottom line: consumers in the first half of 2026 bought more chicken than expected given past price-quantity relationships – confirming continued (if slower) demand growth

The index measures demand; it is not a consumption or price forecast.

Source: Glynn Tonsor, Kansas State University, AgManager.info (USDA/BLS data). Data through June 2026.