

Indian Poultry and Red Meat Market: An Analysis

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Abstracts

The report titled “Indian Poultry and Red Meat Market: An Analysis” provides an insight into overall meat sector over the years with a special focus on major categories- poultry, pork, beef, mutton, sheep etc. The report includes detailed information on production, average annual yield, channels of distribution and import & export trends in meat sector. Various regulations and laws in relation to import of livestock into India are also discussed in detail in the study. It also discusses key growth drivers of the market. Further, companies like Suguna Foods Limited, Venky’s India, Godrej Tyson Foods and VKS Farms Private Limited are profiled in the report.

Segments Coverage

Poultry Meat

Beef (Buffalo Meat)

Goat Meat

Pork

Sheep Meat

Cattle Meat

Company Coverage

Suguna Foods Limited

Venky's India Limited

Godrej Tyson Foods Ltd

VKS Farms Private Ltd

Executive Summary

The Indian meat industry is mostly based on production of fresh meat which is produced and sold daily. Frozen meat is mostly exported. India has a large resource of animal casings and other by-products. The meat production in the country grew at a healthy pace over the period 2006-07 to 2012-13 and India is now the second largest exporter of buffalo meat in the world. Poultry meat is the largest sub-sector with almost half share of total meat production in 2012-13 followed by beef/buffalo meat, goat meat, pork, sheep meat/lamb and cattle meat. Among the Indian states, Uttar Pradesh (UP) is the largest meat producer followed by Andhra Pradesh, West Bengal, Maharashtra and Tamil Nadu.

Sustained income and economic growth, a fast-growing urban population, burgeoning middle income class, changing lifestyles, improvement in transportation and storage practices and rise of supermarkets especially in cities and towns are fuelling rapid increases in consumption of animal food products.

There are about 27 integrated modern meat processing plants approved for export of meat and all Export Oriented Units (EOU) are registered with the Agricultural and Processed Food Products Export Development Authority (APEDA) of the Government of India after due inspection.

The Report titled "Indian Poultry and Red Meat Market: An Analysis" provides an insight into overall meat sector over the years with a special focus on major categories- poultry, pork, beef, mutton, sheep etc. The report includes detailed information on production, average annual yield, channels of distribution and import & export trends in meat sector. Various regulations and laws in relation to import of livestock into India are also discussed in detail in the study. It also discusses key growth drivers of the market. Further, companies like Suguna Foods Limited, Venky's India, Godrej Tyson Foods and VKS Farms Private Limited are profiled in the report.

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