

India Non-Poultry Meat Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

Market Overview:

The India non-poultry meat market size reached 4.0 Million Tons in 2022. Looking forward, IMARC Group expects the market to reach 4.6 Million Tons by 2028, exhibiting a growth rate (CAGR) of 2.3% during 2023-2028.

Non-poultry refers to rearing, breeding, and processing of livestock, such as cattle, buffalo, goat, sheep, and pig, that are primarily raised for meat. The meat products contain a higher level of protein myoglobin content than poultry meat. Non-poultry meat also comprise of a rich amount of essential nutrients, including niacin, riboflavin, vitamins B6 and B12, omega-6 fatty acids. As a result, it helps in supporting muscle growth, reducing fatigue, boosting immunity, maintaining hemoglobin levels, etc.

India Non-Poultry Meat Market Trends:

In India, the rising consumer preferences for high-protein food products represent one of the key factors driving the non-poultry meat market. Furthermore, the elevating levels of globalization, coupled with the increasing penetration of western food culture, including beef- and pork-based dishes, are also propelling the market growth. Besides this, changing consumer food habits and growing adoption of a non-vegetarian diet are further augmenting the demand for non-poultry meat. Additionally, improving consumer living standards, along with the escalating preferences for healthy lifestyles, are catalyzing the sales of premium-quality, non-poultry meat products. Moreover, the evolving socio-economic scenario in the country and diminishing stigma associated with the consumption of beef and pork are further bolstering the market growth in India. Apart from this, the launch of numerous initiatives undertaken by the Indian government

for encouraging livestock cultivation is acting as another significant growth-inducing factor. Additionally, the rising popularity of pre-cut, canned, and frozen meat products, particularly among the consumers with hectic lifestyles, is positively influencing the regional market. In line with this, the expanding meat processing sector, along with the increasing preferences for ready-to-eat meat items, such as sausages, salami, beef jerky, smoked meat, etc., are further fueling the market growth in the country. Additionally, the emergence of organic product variants that are free from preservatives, GMOs, antibiotics, etc., is expected to drive the India non-poultry meat market in the coming years.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the India non-poultry meat market report, along with forecasts at the country and state levels from 2023-2028. Our report has categorized the market based on product.

Breakup by Product:

- Beef
- Buffalo
- Goat
- Sheep
- Pork

Breakup by States:

- Uttar Pradesh
- Telangana
- Maharashtra
- West Bengal
- Andhra Pradesh
- Bihar
- Kerala
- Rajasthan
- Tamil Nadu
- Karnataka
- Punjab
- Orissa
- Madhya Pradesh
- Haryana

Gujrat

Competitive Landscape:

The report has also analysed the competitive landscape of the market with some of the key players being Al Marzia Agro Foods, Al-Hamd Agro Foods Products Pvt. Ltd., ALM Industries Limited, AOV Agro Foods Private Limited, Fair Export (India) Private Limited, Frigerio Conserva Allana Private Limited, HMA Agro Industries Limited, India Frozen Foods, Mayur Piggery Farm, Mirha Exports Private Limited, MK Overseas Pvt Ltd and Rustam Foods Pvt. Ltd.

Key Questions Answered in This Report

1. What was the size of the India non-poultry meat market in 2022?
2. What is the expected growth rate of the India non-poultry meat market during 2023-2028?
3. What has been the impact of COVID-19 on the India non-poultry meat market?
4. What are the key factors driving the India non-poultry meat market?
5. What is the breakup of the India non-poultry meat market based on the product?
6. What are the key regions in the India non-poultry meat market?
7. Who are the key players/companies in the India non-poultry meat market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL NON-POULTRY MEAT MARKET

- 5.1 Market Performance
 - 5.1.1 Market Trend - Production
 - 5.1.2 Market Trend - Consumption
- 5.2 Impact of COVID-19
- 5.3 Market Breakup by Product Type
- 5.4 Market Breakup by Region
- 5.5 Market Forecast
 - 5.5.1 Market Forecast - Production
 - 5.5.2 Market Forecast - Consumption

6 INDIA NON-POULTRY MEAT MARKET

- 6.1 Market Performance
 - 6.1.1 Market Trend - Production

- 6.1.2 Market Trend - Consumption
- 6.2 Impact of COVID-19
- 6.3 Market Forecast
 - 6.3.1 Market Forecast - Production
 - 6.3.2 Market Forecast – Consumption
- 6.4 India Livestock Industry Scenario
- 6.5 Livestock Marketing in India
- 6.6 Components of Non-Poultry Meat Industry
- 6.7 Scenario of Slaughter of Animals and Abattoirs in India
- 6.8 By-products Utilization and Waste Disposal
- 6.9 India's Position in World Buffalo, Cattle, Goats and Sheep Population
- 6.10 Competitive Advantage for Non-Poultry Meat Industries in India
- 6.11 Integrated Meat Processing Plants in India
- 6.12 Non-Poultry Meat Processing and Storage

7 MARKET BREAKUP BY PRODUCT TYPE

- 7.1 Beef
 - 7.1.1 Market Trends
 - 7.1.2 Market Breakup by Key Players
 - 7.1.3 Market Breakup by States
 - 7.1.4 Market Forecast
- 7.2 Buffalo
 - 7.2.1 Market Trends
 - 7.2.2 Market Breakup by Key Players
 - 7.2.3 Market Breakup by States
 - 7.2.4 Market Forecast
- 7.3 Goat
 - 7.3.1 Market Trends
 - 7.3.2 Market Breakup by Key Players
 - 7.3.3 Market Breakup by States
 - 7.3.4 Market Forecast
- 7.4 Sheep
 - 7.4.1 Market Trends
 - 7.4.2 Market Breakup by Key Players
 - 7.4.3 Market Breakup by States
 - 7.4.4 Market Forecast
- 7.5 Pork
 - 7.5.1 Market Trends

7.5.2 Market Breakup by Key Players

7.5.3 Market Breakup by States

7.5.4 Market Forecast

8 MARKET BREAKUP BY STATES

8.1 Uttar Pradesh

8.1.1 Market Trends

8.1.2 Market Forecast

8.2 Telangana

8.2.1 Market Trends

8.2.2 Market Forecast

8.3 Maharashtra

8.3.1 Market Trends

8.3.2 Market Forecast

8.4 West Bengal

8.4.1 Market Trends

8.4.2 Market Forecast

8.5 Andhra Pradesh

8.5.1 Market Trends

8.5.2 Market Forecast

8.6 Bihar

8.6.1 Market Trends

8.6.2 Market Forecast

8.7 Kerala

8.7.1 Market Trends

8.7.2 Market Forecast

8.8 Rajasthan

8.8.1 Market Trends

8.8.2 Market Forecast

8.9 Tamil Nadu

8.9.1 Market Trends

8.9.2 Market Forecast

8.10 Karnataka

8.10.1 Market Trends

8.10.2 Market Forecast

8.11 Punjab

8.11.1 Market Trends

8.11.2 Market Forecast

8.12 Orissa

8.12.1 Market Trends

8.12.2 Market Forecast

8.13 Madhya Pradesh

8.13.1 Market Trends

8.13.2 Market Forecast

8.14 Haryana

8.14.1 Market Trends

8.14.2 Market Forecast

8.15 Gujarat

8.15.1 Market Trends

8.15.2 Market Forecast

9 SWOT ANALYSIS

9.1 Strengths

9.2 Weaknesses

9.3 Opportunities

9.4 Threats

10 VALUE CHAIN ANALYSIS

10.1 Value Chain Structure

10.2 Achieving Operational Excellence in Non-Poultry Meat Supply Chain

10.3 Key Aspects of Non-Poultry Meat Supply Chain Operations

11 PORTERS FIVE FORCES ANALYSIS

11.1 Overview

11.2 Bargaining Power of Buyers

11.3 Bargaining Power of Suppliers

11.4 Degree of Competition

11.5 Threat of New Entrants

11.6 Threat of Substitutes

12 PESTEL ANALYSIS

13 PRICE ANALYSIS

13.1 Key Price Indicators

13.2 Price Structure

13.3 Product Pricing and Margins Across Various Levels of the Supply Chain

14 REGULATORY LANDSCAPE

14.1 Policy and Regulatory Landscape: For Producing Non-Poultry Meat

14.2 Government Schemes

14.3 Trade Policy

15 COMPETITIVE LANDSCAPE

15.1 Market Structure

15.2 Key Players

15.3 Profile of Key Players

15.3.1 Al Marzia Agro Foods

15.3.1.1 Company Overview

15.3.1.2 Product Portfolio

15.3.2 Al-Hamd Agro Foods Products Pvt. Ltd.

15.3.2.1 Company Overview

15.3.2.2 Product Portfolio

15.3.3 ALM Industries Limited

15.3.3.1 Company Overview

15.3.3.2 Product Portfolio

15.3.4 AOV Agro Foods Private Limited

15.3.4.1 Company Overview

15.3.4.2 Product Portfolio

15.3.5 Fair Export (India) Private Limited

15.3.5.1 Company Overview

15.3.5.2 Product Portfolio

15.3.6 Frigerio Conserva Allana Private Limited

15.3.6.1 Company Overview

15.3.6.2 Product Portfolio

15.3.7 HMA Agro Industries Limited

15.3.7.1 Company Overview

15.3.7.2 Product Portfolio

15.3.8 India Frozen Foods

15.3.8.1 Company Overview

15.3.8.2 Product Portfolio

- 15.3.9 Mayur Piggery Farm
 - 15.3.9.1 Company Overview
 - 15.3.9.2 Product Portfolio
- 15.3.10 Mirha Exports Private Limited
 - 15.3.10.1 Company Overview
 - 15.3.10.2 Product Portfolio
- 15.3.11 MK Overseas Pvt Ltd.
 - 15.3.11.1 Company Overview
 - 15.3.11.2 Product Portfolio
- 15.3.12 Rustam Foods Pvt. Ltd.
 - 15.3.12.1 Company Overview
 - 15.3.12.2 Product Portfolio

List Of Tables

LIST OF TABLES

Table 1: India: Non-Poultry Meat Market: Key Industry Highlights, 2022 and 2028

Table 2: India: Non-Poultry Meat Market: Breakup by Product (in Million Tons), 2017 & 2022

Table 3: India: Non-Poultry Meat Market Forecast: Breakup by Product (in Million Tons), 2023-2028

Table 4: India: Non-Poultry Meat Market: Breakup by States (in Million Tons), 2017 & 2022

Table 5: India: Non-Poultry Meat Market Forecast: Breakup by States (in Million Tons), 2023-2028

Table 6: India: Non-Poultry Meat Market: Key Price Indicators

Table 7: India: Non-Poultry Meat Market Structure

Table 8: India: Non-Poultry Meat Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: India: Non-Poultry Meat Market: Major Drivers and Challenges

Figure 2: Global: Non-Poultry Meat Market: Production Volume (in Million Tons), 2017-2022

Figure 3: Global: Non-Poultry Meat Market: Consumption Volume (in Million Tons), 2017-2022

Figure 4: Global: Non-Poultry Meat Market: Breakup by Product (in %), 2022

Figure 5: Global: Non-Poultry Meat Market: Breakup by Region (in %), 2022

Figure 6: Global: Non-Poultry Meat Market Forecast: Production Volume (in Million Tons), 2023-2028

Figure 7: Global: Non-Poultry Meat Market Forecast: Consumption Volume (in Million Tons), 2023-2028

Figure 8: India: Non-Poultry Meat Market: Production Volume (in Million Tons), 2017-2022

Figure 9: India: Non-Poultry Meat Market: Consumption Volume (in Million Tons), 2017-2022

Figure 10: India: Non-Poultry Meat Market Forecast: Production Volume (in Million Tons), 2023-2028

Figure 11: India: Non-Poultry Meat Market Forecast: Consumption Volume (in Million Tons), 2023-2028

Figure 12: India: Non-Poultry Meat (Beef) Market: Production Volume (in '000 Tons), 2017 & 2022

Figure 13: India: Non-Poultry Meat (Beef) Market Forecast: Production Volume (in '000 Tons), 2023-2028

Figure 14: India: Non-Poultry Meat (Beef) Market: Consumption Volume (in '000 Tons), 2017 & 2022

Figure 15: India: Non-Poultry Meat (Beef) Market Forecast: Consumption Volume (in '000 Tons), 2023-2028

Figure 16: India: Non-Poultry Meat (Beef) Market: Breakup by Major Players (in %), 2022

Figure 17: India: Non-Poultry Meat (Beef) Market: Breakup by States (in %), 2022

Figure 18: India: Non-Poultry Meat (Buffalo) Market: Production Volume (in '000 Tons), 2017 & 2022

Figure 19: India: Non-Poultry Meat (Buffalo) Market Forecast: Production Volume (in '000 Tons), 2023-2028

Figure 20: India: Non-Poultry Meat (Buffalo) Market: Consumption Volume (in '000

Tons), 2017 & 2022

Figure 21: India: Non-Poultry Meat (Buffalo) Market Forecast: Consumption Volume (in '000 Tons), 2023-2028

Figure 22: India: Non-Poultry Meat (Buffalo) Market: Breakup by Major Players (in %), 2022

Figure 23: India: Non-Poultry Meat (Buffalo) Market: Breakup by States (in %), 2022

Figure 24: India: Non-Poultry Meat (Goat) Market: Production Volume (in '000 Tons), 2017 & 2022

Figure 25: India: Non-Poultry Meat (Goat) Market Forecast: Production Volume (in '000 Tons), 2023-2028

Figure 26: India: Non-Poultry Meat (Goat) Market: Consumption Volume (in '000 Tons), 2017 & 2022

Figure 27: India: Non-Poultry Meat (Goat) Market Forecast: Consumption Volume (in '000 Tons), 2023-2028

Figure 28: India: Non-Poultry Meat (Goat) Market: Breakup by Major Players (in %), 2022

Figure 29: India: Non-Poultry Meat (Goat) Market: Breakup by States (in %), 2022

Figure 30: India: Non-Poultry Meat (Sheep) Market: Production Volume (in '000 Tons), 2017 & 2022

Figure 31: India: Non-Poultry Meat (Sheep) Market Forecast: Production Volume (in '000 Tons), 2023-2028

Figure 32: India: Non-Poultry Meat (Sheep) Market: Consumption Volume (in '000 Tons), 2017 & 2022

Figure 33: India: Non-Poultry Meat (Sheep) Market Forecast: Consumption Volume (in '000 Tons), 2023-2028

Figure 34: India: Non-Poultry Meat (Sheep) Market: Breakup by Major Players (in %), 2022

Figure 35: India: Non-Poultry Meat (Sheep) Market: Breakup by States (in %), 2022

Figure 36: India: Non-Poultry Meat (Pork) Market: Production Volume (in '000 Tons), 2017 & 2022

Figure 37: India: Non-Poultry Meat (Pork) Market Forecast: Production Volume (in '000 Tons), 2023-2028

Figure 38: India: Non-Poultry Meat (Pork) Market: Consumption Volume (in '000 Tons), 2017 & 2022

Figure 39: India: Non-Poultry Meat (Pork) Market Forecast: Consumption Volume (in '000 Tons), 2023-2028

Figure 40: India: Non-Poultry Meat (Pork) Market: Breakup by Major Players (in %), 2022

Figure 41: India: Non-Poultry Meat (Pork) Market: Breakup by States (in %), 2022

Figure 42: Uttar Pradesh: Non-Poultry Meat Market: Production Volume (in Million Tons), 2017 & 2022

Figure 43: Uttar Pradesh: Non-Poultry Meat Market Forecast: Production Volume (in Million Tons), 2023-2028

Figure 44: Telangana: Non-Poultry Meat Market: Production Volume (in Million Tons), 2017 & 2022

Figure 45: Telangana: Non-Poultry Meat Market Forecast: Production Volume (in Million Tons), 2023-2028

Figure 46: Maharashtra: Non-Poultry Meat Market: Production Volume (in Million Tons), 2017 & 2022

Figure 47: Maharashtra: Non-Poultry Meat Market Forecast: Production Volume (in Million Tons), 2023-2028

Figure 48: West Bengal: Non-Poultry Meat Market: Production Volume (in Million Tons), 2017 & 2022

Figure 49: West Bengal: Non-Poultry Meat Market Forecast: Production Volume (in Million Tons), 2023-2028

Figure 50: Andhra Pradesh: Non-Poultry Meat Market: Production Volume (in Million Tons), 2017 & 2022

Figure 51: Andhra Pradesh: Non-Poultry Meat Market Forecast: Production Volume (in Million Tons), 2023-2028

Figure 52: Bihar: Non-Poultry Meat Market: Production Volume (in Million Tons), 2017 & 2022

Figure 53: Bihar: Non-Poultry Meat Market Forecast: Production Volume (in Million Tons), 2023-2028

Figure 54: Kerala: Non-Poultry Meat Market: Production Volume (in Million Tons), 2017 & 2022

Figure 55: Kerala: Non-Poultry Meat Market Forecast: Production Volume (in Million Tons), 2023-2028

Figure 56: Rajasthan: Non-Poultry Meat Market: Production Volume (in Million Tons), 2017 & 2022

Figure 57: Rajasthan: Non-Poultry Meat Market Forecast: Production Volume (in Million Tons), 2023-2028

Figure 58: Tamil Nadu: Non-Poultry Meat Market: Production Volume (in Million Tons), 2017 & 2022

Figure 59: Tamil Nadu: Non-Poultry Meat Market Forecast: Production Volume (in Million Tons), 2023-2028

Figure 60: Karnataka: Non-Poultry Meat Market: Production Volume (in Million Tons), 2017 & 2022

Figure 61: Karnataka: Non-Poultry Meat Market Forecast: Production Volume (in Million

Tons), 2023-2028

Figure 62: Punjab: Non-Poultry Meat Market: Production Volume (in Million Tons), 2017 & 2022

Figure 63: Punjab: Non-Poultry Meat Market Forecast: Production Volume (in Million Tons), 2023-2028

Figure 64: Orissa: Non-Poultry Meat Market: Production Volume (in Million Tons), 2017 & 2022

Figure 65: Orissa: Non-Poultry Meat Market Forecast: Production Volume (in Million Tons), 2023-2028

Figure 66: Madhya Pradesh: Non-Poultry Meat Market: Production Volume (in Million Tons), 2017 & 2022

Figure 67: Madhya Pradesh: Non-Poultry Meat Market Forecast: Production Volume (in Million Tons), 2023-2028

Figure 68: Haryana: Non-Poultry Meat Market: Production Volume (in Million Tons), 2017 & 2022

Figure 69: Haryana: Non-Poultry Meat Market Forecast: Production Volume (in Million Tons), 2023-2028

Figure 70: Gujrat: Non-Poultry Meat Market: Production Volume (in Million Tons), 2017 & 2022

Figure 71: Gujrat: Non-Poultry Meat Market Forecast: Production Volume (in Million Tons), 2023-2028

Figure 72: Others: Non-Poultry Meat Market: Production Volume (in Million Tons), 2017 & 2022

Figure 73: Others: Non-Poultry Meat Market Forecast: Production Volume (in Million Tons), 2023-2028

Figure 74: India: Non-Poultry Meat Industry: SWOT Analysis

Figure 75: India: Non-Poultry Meat Industry: Value Chain Analysis

Figure 76: India: Non-Poultry Meat Industry: Porter's Five Forces Analysis

Figure 77: India: Non-Poultry Meat Industry: PESTEL Analysis

Figure 78: India: Non-Poultry Meat Industry: Breakup by Cost (in %)

Figure 79: India: Non-Poultry Meat Market: Margin Analysis

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