

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

<https://marketpublishers.com/r/I924D71AB089EN.html>

Date: February 2023

Pages: 281

Price: US\$ 2,299.00 (Single User License)

ID: I924D71AB089EN

Abstracts

The India poultry market size reached INR 1,905.3 Billion in 2022. Looking forward, IMARC Group expects the market to reach INR 3,477.8 Billion by 2028, exhibiting a growth rate (CAGR) of 10.18% during 2023-2028. The growing adoption of a healthy diet, increasing popularity of protein-rich and vegetarian diets among fitness enthusiasts and gymgoers, and various initiatives by governing organizations to enhance the productivity and quality of poultry products represent some of the key factors driving the market.

Poultry refers to various domestic fowls that are reared and bred for meat and eggs. It comprises a wide variety of birds, such as chickens, geese, ducks, turkeys, quail, and some varieties of pigeons. It relies on enhanced methods of rearing, hatching, housing, and sanitation for the development of healthy birds. It is kept in temperature-controlled, dry, and well-ventilated sheds, cages, or permanent brick houses with solid floors. Poultry also requires proper management and protection from rats and other predators, such as cats and dogs, and microorganisms causing various diseases, such as fowl cholera and typhoid, aspergillosis, bird flu, and necrotic enteritis. It is nourished with nutritious feed consisting of mashed cereals, ground oil cakes, fish and bone meals, and supplements to fulfill the daily food requirements of the birds. It is also provided with proper antibiotics and medications to promote growth and increase the disease-resistance capacity of the birds. Furthermore, as poultry provides a rich source of protein, phosphorus, B complex vitamins, and beneficial monosaturated fats through eggs and meat, its demand is rising in India.

India Poultry Market Trends:

At present, the increasing incorporation of poultry products, such as eggs and meat, in diet due to the rising health consciousness among the masses represents one of the

major factors influencing the market positively in India. Besides this, the growing consumption of healthy diets and adoption of active lifestyles to prevent the occurrence of various chronic lifestyle disorders, such as thyroiditis, diabetes, obesity, and arthritis, is offering a favorable market outlook in the country. In addition, the Government of India is providing financial assistance for poultry farming and introducing schemes, such as Entrepreneurship Development and Employment Generation (EDEG), to increase the production rates and quality of poultry products. Apart from this, the increasing popularity of protein-rich and vegetarian diets among fitness enthusiasts and gymgoers to improve their fitness levels, increase bone strength, and enhance muscle development is propelling the growth of the market. Additionally, the rising number of quick-service restaurants, hotels, and cafes in India is contributing to the growth of the market. Moreover, key market players are adopting organic methods in poultry farming to promote poultry health and environmental sustainability through holistic management. They are also utilizing advanced breeding techniques to improve the yield quality.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the India poultry market report, along with forecasts at the country and state level from 2023-2028. Our report has categorized the market based on end use and distribution channel.

End Use Insights:

Food Services

Households

The report has provided a detailed breakup and analysis of the Indian broiler market based on the end use. This includes food services and household. According to the report, food services represented the largest segment.

Distribution Channel Insights:

Traditional Retail Stores

Business to Business (B2B)

Modern Retail Stores

A detailed breakup and analysis of the Indian broiler market based on the distribution channel has also been provided in the report. This includes traditional retail stores, business to business (B2B), and modern retail stores. According to the report,

traditional retail stores accounted for the largest market share.

States Insights::

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

The report has also provided a comprehensive analysis of all the major regional markets, which include Maharashtra, Haryana, West Bengal, Tamil Nadu, Andhra Pradesh, Uttar Pradesh, Telangana, Kerala, Karnataka, Punjab, Orissa, Bihar, Madhya Pradesh, Gujarat, Rajasthan, and others. According to the report, Maharashtra was the largest market for broiler in India. Some of the factors driving the Maharashtra broiler market included the increasing consumption of meat and eggs in household, rising encouragement of poultry farming from the state government, increasing health consciousness among the masses, etc.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the India poultry market. Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. Some of the companies covered include Bharati Poultry Pvt. Limited, IB Group, Mulpuri Group, RM Group, Simran Farms Limited, Skylark Hatcheries Pvt. Ltd., Sneha Group Srinivasa Farms Private Limited, Suguna Foods Private Limited, VH Group, etc. Kindly note that this only represents a

partial list of companies, and the complete list has been provided in the report.

Key Questions Answered in This Report

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

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