

Global Poultry Feed Market - Forecast from 2026 to 2031

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Abstracts

The global poultry feed market is anticipated to increase at a 4.35% CAGR, from USD 251.894 billion in 2025 to USD 325.134 billion in 2031.

The poultry feed market is a critical component of the global agriculture industry, providing formulated nutrition to domesticated birds such as chickens, turkeys, ducks, and geese. Modern poultry feed is composed of meticulously selected and blended ingredients designed to deliver a complete and balanced diet. This approach safeguards bird health and enhances the quality of derived products, including meat and eggs. Essential nutritional components include proteins, carbohydrates, minerals, vitamins, and water. Protein serves as a particularly vital energy source and is fundamental for supporting overall development, health, and reproduction in poultry flocks.

Primary Market Drivers

A key driver propelling the global poultry feed market is the sustained increase in worldwide population, which correspondingly elevates the demand for protein sources. Poultry-based products have experienced dramatic consumption growth, a trend attributed to their relatively low cost and a discernible shift in consumer preferences away from red meat and toward white meat. This is further reinforced by a growing awareness of the importance of dietary protein, which is directly correlated with rising per capita meat consumption globally. High economic growth rates in regions such as Asia-Pacific and the Middle East and Africa have significantly boosted meat production and consumption, creating a substantial positive impact on the feed market.

The industry is primarily driven by the escalating demand for chicken meat products.

This is complemented by the rise in industrial-scale livestock production and an increasing consumer demand for organic feed. Poultry requires a specific nutritional profile, with key components including protein, fat, and calcium. The rapid evolution of packaged poultry feed, which offers consistency and optimized nutrition compared to traditional alternatives, presents significant opportunities for major companies operating within the market.

Two specific growth drivers are shaping the market trajectory. Firstly, rising concerns about food safety are increasing the demand for premium and organic chicken feed. Farm owners are becoming increasingly aware of the necessity of a healthy animal diet, leading them to transition from conventional feed to functional and premium varieties. This shift helps enhance animal resilience to enzootic diseases while reducing the risk of metabolic disorders, infections, and other health issues. Secondly, the poultry sector itself is one of the fastest-growing sub-sectors within agriculture. Structural changes over recent decades, including the adoption of intensive production methods, genetic advances, and improved biosecurity, have transformed the industry. To meet rising consumer demand, poultry production must continue to expand, necessitating the optimal use of high-quality feed to maximize animal health and production efficiency.

Geographical Landscape

The Asia Pacific region is projected to be the prominent shareholder in the global poultry feed market and is anticipated to maintain this position. The region is expected to see the greatest market development, driven by its large population and steadily rising standards of living. Developing nations such as China, India, and Malaysia provide a competitive advantage due to the abundance of affordable labor and agricultural land. Coupled with growing disposable incomes, these factors are expected to fuel the region's growth at the fastest rate in terms of both volume and revenue throughout the forecast period.

The market structures in other regions also present distinct characteristics. In the United States, the industry features a significant number of federally inspected enterprises involved in production and processing. Many of these businesses benefit from vertical integration across the chicken supply chain, allowing for enhanced quality control. Similarly, the European market is recognized for its highly regulated and innovative poultry feed sector. The convergence of population growth, dietary shifts, and technological advancements in feed formulation positions the global poultry feed market for continued expansion, with Asia Pacific leading this growth.

Key Benefits of this Report:

Insightful Analysis: Gain detailed market insights covering major as well as emerging geographical regions, focusing on customer segments, government policies and socio-economic factors, consumer preferences, industry verticals, and other sub-segments.

Competitive Landscape: Understand the strategic maneuvers employed by key players globally to understand possible market penetration with the correct strategy.

Market Drivers & Future Trends: Explore the dynamic factors and pivotal market trends and how they will shape future market developments.

Actionable Recommendations: Utilize the insights to exercise strategic decisions to uncover new business streams and revenues in a dynamic environment.

Caters to a Wide Audience: Beneficial and cost-effective for startups, research institutions, consultants, SMEs, and large enterprises.

What do businesses use our reports for?

Industry and Market Insights, Opportunity Assessment, Product Demand Forecasting, Market Entry Strategy, Geographical Expansion, Capital Investment Decisions, Regulatory Framework & Implications, New Product Development, Competitive Intelligence

Report Coverage:

Historical data from 2021 to 2025 & forecast data from 2026 to 2031

Growth Opportunities, Challenges, Supply Chain Outlook, Regulatory Framework, and Trend Analysis

Competitive Positioning, Strategies, and Market Share Analysis

Revenue Growth and Forecast Assessment of segments and regions including countries

Company Profiling (Strategies, Products, Financial Information, and Key Developments among others).

Poultry Feed Market Segmentation:

By Animal Type

Layers

Broilers

Turkey

Other Animal Type

By Ingredient Type

Cereal

Oilseed Meal

Molasses

Fish Oil and Fish Meal

Supplements

Ingredient Type

By Geography

North America

USA

Canada

Mexico

South America

Brazil

Argentina

Others

Europe

Germany

France

United Kingdom

Spain

Others

Middle East and Africa

Saudi Arabia

UAE

Others

Asia Pacific

China

India

Japan

South Korea

Indonesia

Thailand

Others

Contents

1. EXECUTIVE SUMMARY

2. MARKET SNAPSHOT

- 2.1. Market Overview
- 2.2. Market Definition
- 2.3. Scope of the Study
- 2.4. Market Segmentation

3. BUSINESS LANDSCAPE

- 3.1. Market Drivers
- 3.2. Market Restraints
- 3.3. Market Opportunities
- 3.4. Porter's Five Forces Analysis
- 3.5. Industry Value Chain Analysis
- 3.6. Policies and Regulations
- 3.7. Strategic Recommendations

4. TECHNOLOGICAL OUTLOOK

5. GLOBAL POULTRY FEED MARKET BY ANIMAL TYPE

- 5.1. Introduction
- 5.2. Layers
- 5.3. Broilers
- 5.4. Turkey
- 5.5. Other Animal Type

6. GLOBAL POULTRY FEED MARKET BY INGREDIENT TYPE

- 6.1. Introduction
- 6.2. Cereal
- 6.3. Oilseed Meal
- 6.4. Molasses
- 6.5. Fish Oil and Fish Meal
- 6.6. Supplements

6.7. Ingredient Type

7. GLOBAL POULTRY FEED MARKET BY GEOGRAPHY

7.1. Introduction

7.2. North America

7.2.1. USA

7.2.2. Canada

7.2.3. Mexico

7.3. South America

7.3.1. Brazil

7.3.2. Argentina

7.3.3. Others

7.4. Europe

7.4.1. Germany

7.4.2. France

7.4.3. United Kingdom

7.4.4. Spain

7.4.5. Others

7.5. Middle East and Africa

7.5.1. Saudi Arabia

7.5.2. UAE

7.5.3. Others

7.6. Asia Pacific

7.6.1. China

7.6.2. India

7.6.3. Japan

7.6.4. South Korea

7.6.5. Indonesia

7.6.6. Thailand

7.6.7. Others

8. COMPETITIVE ENVIRONMENT AND ANALYSIS

8.1. Major Players and Strategy Analysis

8.2. Market Share Analysis

8.3. Mergers, Acquisitions, Agreements, and Collaborations

8.4. Competitive Dashboard

9. COMPANY PROFILES

- 9.1. Charoen Pokphand Foods
- 9.2. Alltech Inc.
- 9.3. Archer Daniels Midland
- 9.4. De Heus BV
- 9.5. Land O Lakes Inc.
- 9.6. ForFarmers
- 9.7. Nutreco N.V.
- 9.8. Kent Nutrition Group

10. APPENDIX

- 10.1. Currency
- 10.2. Assumptions
- 10.3. Base and Forecast Years Timeline
- 10.4. Key Benefits for the Stakeholders
- 10.5. Research Methodology
- 10.6. Abbreviations

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