

Animal Feed Market in India 2012

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Abstracts

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The Animal Feed Market in India is showing remarkable growth owing to the rise in the livestock population which is responsible for accelerating its demand. Moreover, the livestock based food industry is also growing, which implies that there will be requirement for healthy livestock base to support the interlinked markets. So, ensuring proper nutritional feed intake of these animals become highly essential. All these factors are indicating towards the bright future of the Indian feed industry in the coming years.

The report begins with the introduction section which offers a brief description about animal feed, its various aspects and its role in the proper development of an animal. After this, the various factors determining the composition of animal feed are also discussed. It then moves into the market overview section, which provides an overview of the global animal feed market with details regarding its current market scenario and its overall production in the last two years. In addition to it, region wise breakup of feed production has been provided. Then, the share of different types of feeds in the overall feed production along with region wise production break up of those feeds is also included. The next section provides an insight about the Indian animal feed industry, highlighting the total production of feeds during the past years and its growth in the coming years. Again, the production breakup of different types of feed is provided. After this, details regarding India's share out of global livestock wealth, livestock's share in the overall farm output in India and share of cost of feed in the overall production cost in the animal based food products industry is also provided. The next section elaborates on the value chain analysis of the sector.

In the next section, segmentation of the animal feed industry based on different types of feeds is done. The categories include poultry feed, cattle feed and aqua feed and brief overview regarding each category is also provided.

A separate section on import and export of different types of animal feeds is also provided, highlighting the growth in import and export values over the years. Then, details regarding major importing and exporting nations are also provided.

An analysis of the drivers explains the factors for growth of the industry that include growth in livestock population, untapped market potential, increasing domestic consumption of animal based food products, growth of user industries, favourable demographics and increase in disposable income. The key challenges include rise in ingredient price, high pricing, lower impact on native breeds and unpredictable climatic conditions.

The next section speaks about the government initiatives in the animal feed market in India, which covers ongoing schemes, upcoming schemes under Union Budget 2012-13 and proposals under 12th five year plan, special initiatives for the year 2012 due to drought like condition along with some other initiatives.

The major trends identified in the sector include exhibitions and events, usage of information technology (IT), feed production from unusual sources, bypass protein, strategic activities and replacement of molasses.

The competition section offers a competitive landscape of the players by providing their financials and key financial ratios. It also provides elaborate information regarding the organizations. Key financial parameters constitute the financial performances of the players which are followed by business highlights. Porters Five Forces Analysis has been incorporated for a brief but effective understanding of the market scenario.

The report concludes with a section on strategic recommendations which comprises an analysis of the growth strategies for the animal feed market in India.

Contents

Slide 1: Executive summary

INTRODUCTION

Slide 2: Introduction

MARKET OVERVIEW

Slide 3-4: Global Animal Feed Market – Overview, Production Volume (2010-2011) & region wise production breakup (2011)

Slide 5-6: Indian Animal Feed Market – Overview, Production Volume (2010-2016e) & feed wise production breakup (2012e)

Slide 7: Value Chain Analysis

MARKET SEGMENTATION

Slide 8: Animal Feed Market Segmentation

Slide 9-11: Poultry Feed

Slide 12-13: Cattle Feed

Slide 14: Aqua Feed

IMPORT & EXPORT

Slide 15-17: Total Imports – Different Types of Animal Feeds (2008-2011)

Slide 18-20: Total Exports – Different Types of Animal Feeds (2008-2011)

DRIVERS & CHALLENGES

Slide 21: Summary

Slide 22-28: Drivers

Slide 29-33: Challenges

GOVERNMENT INITIATIVES

Slide 34-35: Ongoing Schemes

Slide 40: Upcoming Initiatives

Slide 41: Other Initiatives

Slide 42-43: Special Initiatives during 2012 in Response to Deficient Rainfall

TRENDS

Slide 44: Summary

Slide 42-53: Key Trends

COMPETITION

Slide 54: Porter's Five Forces Analysis

Slide 55-91: Major Players

STRATEGIC RECOMMENDATION

Slide 92-92: Strategic Recommendations

APPENDIX

Slide 93: Appendix

Slide 94: Sources of Information

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