

Grandparent Generation Chicken Farming Global Market Insights 2025, Analysis and Forecast to 2030, by Market Participants, Regions, Technology, Application, Product Type

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Abstracts

Grandparent Generation Chicken Farming Market Overview

The Grandparent Generation (GP) chicken farming market plays a pivotal role in the poultry industry, supplying high-quality breeding stock that is essential for the production of broiler and layer hens. As the backbone of the commercial poultry sector, GP farming ensures a steady supply of healthy, high-performing breeding stock, influencing the efficiency and productivity of poultry farming worldwide. With increasing demand for poultry products, the GP chicken farming market is poised for growth, driven by advancements in genetics, breeding techniques, and the rising global consumption of poultry meat and eggs.

Market Size

The Grandparent Generation chicken farming market is expected to grow at a compound annual growth rate (CAGR) of 5% to 7% during the forecast period. This growth is fueled by the increasing demand for poultry products, technological advancements in breeding, and the expanding poultry farming industry globally. As more countries and regions expand their poultry farming operations to meet growing food demand, the GP chicken farming market is expected to see robust demand for high-quality breeding stock.

Market Share & Trends Analysis

By Application

The market for GP chicken farming is segmented by application into retail, catering

services, food processing plants, agricultural markets, and others. The expected growth rates for these applications are as follows:

Retail: The retail application segment is anticipated to grow at a CAGR of 4% to 6%, driven by the increasing demand for poultry meat and eggs in supermarkets, grocery stores, and other retail outlets.

Catering Services: Catering services are expected to experience growth at a CAGR of 5% to 7%, as demand for chicken products in restaurants, hotels, and institutional food services increases, particularly in regions with a growing middle class.

Food Processing Plants: The food processing plants segment is projected to grow at a CAGR of 6% to 8%, as more poultry processors seek to secure a steady supply of high-quality broiler and layer chickens for meat and egg production.

Agricultural Market: The agricultural market segment is expected to grow at a CAGR of 4% to 5%, as farmers seek to increase production efficiency through the use of superior breeding stock from GP chicken farms.

Others: The other applications segment, including those in specialized markets such as hatcheries and research facilities, is estimated to grow at a CAGR of 3% to 5%.

By Product Type

The Grandparent Generation chicken farming market is divided into two primary product types: broiler and layer hens. The estimated growth rates for these types are as follows:

Broiler: The broiler segment is expected to grow at a CAGR of 5% to 7%, driven by the increasing global demand for chicken meat, particularly in developing regions with expanding populations.

Layer Hen: The layer hen segment is projected to experience steady growth at a CAGR of 4% to 6%, as global demand for eggs continues to rise, especially in regions where egg consumption is increasing rapidly.

By Key Market Players

The Grandparent Generation chicken farming market is competitive, with several major players dominating the space. Key market players include:

Aviagen: Aviagen is one of the leading companies in GP chicken farming, offering a wide range of breeding stock to ensure healthy and productive broiler and layer flocks for the global poultry industry.

Yisheng Swine Breeding: While primarily known for its expertise in swine

breeding, Yisheng Swine Breeding has extended its operations into poultry farming, including the production of GP chicken stock to serve the growing demand for poultry products.

Sunner Development: Sunner Development is a major player in China, offering high-quality breeding stock and contributing to the growth of the poultry farming industry, particularly in the broiler segment.

Wens Foodstuff: Wens Foodstuff is a prominent player in China's poultry industry, focusing on high-quality GP chicken farming to meet the increasing demand for both broiler and layer hens.

Lihua Animal Husbandry: Lihua Animal Husbandry is a key provider of GP chicken stock, known for its efficient breeding practices and commitment to improving poultry genetics.

Cobb Europe: Cobb Europe is a key global player offering GP chicken breeds for broilers, with a strong focus on genetics and performance optimization for poultry producers worldwide.

Hubbard: Hubbard is a leading supplier of GP chicken stock, providing broiler and layer breeds to customers in North America, Europe, and beyond, with a strong focus on maximizing poultry production efficiency.

By Region

The Grandparent Generation chicken farming market is growing at different rates across regions. The estimated growth rates for these regions are as follows:

North America: North America is expected to experience moderate growth at a CAGR of 4% to 6%, driven by strong demand for poultry products and advanced breeding technologies in the United States and Canada.

Europe: Europe is projected to grow at a steady rate, with a CAGR of 5% to 7%, as demand for high-quality poultry products, particularly eggs, continues to rise in countries such as the UK, Germany, and France.

Asia-Pacific: The Asia-Pacific region is expected to experience the highest growth rate, with a CAGR of 6% to 9%, particularly in countries such as China, India, and Indonesia, where poultry consumption is rising rapidly.

Latin America: Latin America is projected to grow at a CAGR of 4% to 6%, with Brazil and Mexico playing key roles in expanding poultry production.

Middle East & Africa: The Middle East and Africa region is expected to grow at a CAGR of 5% to 7%, driven by the increasing demand for poultry products in countries with growing populations and expanding middle-class sectors.

Market Forecasts (2025-2030)

Key Growth Drivers

Growing Global Poultry Consumption: The rising global demand for poultry products, particularly chicken meat and eggs, continues to drive the need for high-quality Grandparent Generation chicken stock to support the expanding poultry farming industry.

Advancements in Breeding Technologies: The ongoing development of improved breeding techniques and genetic optimization in poultry farming will help enhance the productivity and efficiency of GP chicken farming.

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