

# **Hatchery Automation Equipment Global Market Insights 2025, Analysis and Forecast to 2030, by Market Participants, Regions, Technology, Application, Product Type**

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## **Abstracts**

### **Hatchery Automation Equipment Market Summary**

#### **Introduction**

Hatchery Automation Equipment includes systems for egg handling, chick processing, and cleaning in commercial hatcheries and backyard poultry farming. These systems enhance efficiency, biosecurity, and scalability in poultry production. The market is characterized by its role in modern agriculture, driven by rising protein demand, labor shortages, and biosecurity needs. Trends include AI-driven automation, modular designs, and eco-friendly cleaning systems, with growing adoption in emerging markets due to poultry industry expansion.

#### **Market Size and Growth Forecast**

The global Hatchery Automation Equipment market was valued at USD 400–450 million in 2024, with an estimated CAGR of 5.5%–7.5% from 2025 to 2030, propelled by poultry demand and automation trends.

#### **Regional Analysis**

North America grows at 5.0%–7.0%; the U.S. leads due to large-scale hatcheries, with trends focusing on AI automation.

Europe achieves 5.3%–7.3% growth; the Netherlands and Germany drive demand through biosecurity standards, emphasizing modular designs.

Asia Pacific records 6.0%–8.0% growth; China and India are key markets, with trends toward cost-effective equipment.

Rest of the World grows at 4.8%–6.8%; Brazil and Thailand show potential, with trends centering on backyard farming solutions.

### Application Analysis

Commercial Hatcheries expand at 5.8%–7.8%; they drive large-scale production, with trends favoring AI-driven systems.

Backyard Poultry Farmers grow at 5.0%–7.0%; they support small-scale farming, emphasizing affordable automation.

### Type Analysis

Egg Handling and Transfer Equipment expands at 5.5%–7.5%; it ensures precision, with trends focusing on modular designs.

Chick Processing Equipment grows at 5.8%–7.8%; it enhances biosecurity, emphasizing AI integration.

Cleaning and Waste Handling Equipment rises at 5.0%–7.0%; it supports sustainability, with trends focusing on eco-friendly systems.

### Key Market Players

Pas Reform, based in Zeddam, Netherlands, is a leader in hatchery automation, known for integrated systems. Pas Reform is developing AI solutions and targeting Asia.

EW Group, headquartered in Visbek, Germany, offers chick processing equipment, emphasizing biosecurity. EW Group is targeting North America.

Viscon Group, from Gravendeel, Netherlands, provides egg handling systems, focusing on precision. Viscon is expanding in Latin America.

Vencomatic Group, based in Eersel, Netherlands, supplies automation for commercial hatcheries, known for reliability. Vencomatic is targeting India.

Petersime, from Olsene, Belgium, offers incubation systems, emphasizing efficiency. Petersime is developing modular designs and targeting Africa.

EmTech, headquartered in Montluçon, France, provides cleaning equipment, focusing on sustainability. EmTech is targeting Southeast Asia.

Kuhl Corporation, based in Flemington, New Jersey, USA, supplies chick processing systems, known for durability. Kuhl is expanding in Europe.

HatchTech, from Veenendaal, Netherlands, offers integrated automation, emphasizing biosecurity. HatchTech is targeting China.

Ceva Ecat-iD Campus, based in Libourne, France, provides hatchery solutions, focusing on innovation. Ceva is targeting Brazil.

Beijing Yunfeng, from Beijing, China, supplies cost-effective equipment, emphasizing scalability. Yunfeng is targeting the Middle East.

### Porter's Five Forces Analysis

The threat of new entrants is moderate; high technical expertise deters entry, but poultry demand attracts niche players.

The threat of substitutes is low; manual hatchery processes lack automation's efficiency and biosecurity.

Buyer power is moderate; hatcheries demand advanced systems, but large buyers negotiate pricing.

Supplier power is low; components like sensors are widely available, reducing supplier leverage.

Competitive rivalry is high; firms differentiate through AI integration, modular designs, and affordability.

## Market Opportunities and Challenges

### Opportunities

Rising poultry demand drives automation adoption.

AI-driven and eco-friendly equipment enhances efficiency and market growth.

Emerging markets offer expansion as poultry industries grow in Asia and Africa.

### Challenges

H5N1 outbreaks disrupt poultry supply chains, impacting equipment demand.

High costs of advanced systems limit adoption in small-scale hatcheries.

Intense competition pressures pricing for branded equipment.

### Growth Trend Analysis

The Hatchery Automation Equipment market is growing steadily, driven by poultry demand and automation trends. Geldof Poultry's acquisition of a Belgian hatchery firm on July 30, 2024, strengthens its market presence. Innovatec and Agri Advanced Technologies' cooperation agreement on January 31, 2025, enhances technological offerings. Munters AB's acquisition of Hotraco on October 22, 2024, boosts automation capabilities. The H5N1 outbreak, impacting over 167 million poultry and 1,009 dairy herds in the U.S. by April 2025, underscores biosecurity needs, aligning with a projected CAGR of 5.5%–7.5% through 2030.

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