

Poultry Monitoring System Global Market Insights 2025, Analysis and Forecast to 2030, by Market Participants, Regions, Technology, Application, Product Type

<https://marketpublishers.com/r/PCCB318CFF00EN.html>

Date: March 2025

Pages: 97

Price: US\$ 3,200.00 (Single User License)

ID: PCCB318CFF00EN

Abstracts

Poultry Monitoring System Market Summary

Introduction

Poultry monitoring systems are advanced technological solutions designed to track and manage key parameters in poultry farming, such as feed intake, environmental conditions, and health alerts, primarily for broiler chicken breeding and layer breeding applications. These systems integrate sensors, software, and automation to optimize flock performance, reduce mortality, and enhance farm efficiency. Available in feed monitoring, environment monitoring, and alarm monitoring types, the market emphasizes real-time data, biosecurity, and scalability. It serves the poultry industry's need for precision agriculture, reflecting a sector driven by rising global poultry production, demand for sustainable farming practices, and increasing focus on disease prevention. Key growth drivers include poultry meat and egg demand, technological advancements in IoT and sensors, and regulatory pressures for animal welfare.

Market Size and Growth Forecast

The global poultry monitoring system market is estimated to reach USD 0.8 to 1.2 billion in 2025, with a projected compound annual growth rate (CAGR) of 6.0% to 7.0% from 2025 to 2030. This growth is propelled by the adoption of smart farming technologies and expanding poultry operations worldwide.

Regional Analysis

North America: Holds 25-30% market share, with a growth rate of 5-6%. Growth is driven by advanced broiler systems, with the United States leading in automation and

Canada focusing on layer monitoring upgrades.

Europe: Accounts for 25-30% market share, with a growth rate of 6-7%. Demand from the Netherlands and Germany supports strength, driven by high egg production and strict welfare standards.

Asia Pacific: Represents 30-35% market share, with a growth rate of 7-8%. China and India drive growth with rapid poultry sector expansion and government-backed mechanization efforts.

Rest of the World: Holds 10-15% market share, growing at 6-7%, with Brazil leading due to its robust broiler export market and growing adoption of smart farming tools.

Trends in Europe emphasize precision and sustainability, while Asia Pacific prioritizes affordable, scalable solutions to modernize traditional farms.

Application Analysis

Broiler chicken breeding grows at 6-7%, driven by meat production needs, with trends toward systems that optimize feed efficiency and monitor growth in intensive setups.

Layer breeding grows at 5-6%, fueled by egg production demands, with trends toward environment and alarm systems ensuring consistent laying conditions and flock health.

Product Type Analysis

Poultry feed monitoring systems grow at 6-7%, favored for tracking feed intake and reducing waste, with trends toward integration with automated feeding lines in broiler farms. Poultry environment monitoring systems grow at 5-6%, driven by their role in regulating temperature, humidity, and air quality, with trends toward IoT-enabled solutions in layer operations. Poultry alarm monitoring systems grow at 6-7%, valued for real-time alerts on health or system failures, with trends toward adoption in biosecure, large-scale farms.

Key Market Players

Aranet: A leader in wireless monitoring, Aranet offers poultry systems for environmental control. Known for its IoT-based, user-friendly solutions, it serves global farms with real-time data tools.

Big Dutchman: Big Dutchman provides advanced monitoring systems for poultry. Renowned for its integrated, automated solutions, it targets large-scale broiler and layer farms worldwide.

Weltech Monitoring System: Weltech specializes in feed and environment monitoring. It excels in precise, durable systems, supporting European poultry producers with reliable technology.

Cumberland Poultry: Cumberland Poultry offers monitoring systems for broiler efficiency. Known for its robust, automation-compatible designs, it serves North

American farms with high-performance tools.

TROTEC: TROTEC provides environment monitoring solutions for poultry. It stands out for its cost-effective, versatile systems, targeting small to medium farms in diverse regions.

Fancom BV: Fancom BV focuses on smart poultry monitoring systems. Renowned for its comprehensive, data-driven solutions, it serves Europe with advanced environmental control tools.

Hotraco Agri: Hotraco Agri delivers monitoring systems for feed and alarms. Known for its practical, scalable designs, it supports global poultry operations with efficient technology.

Maximus Solution: Maximus Solution offers integrated monitoring for poultry health. It excels in real-time, biosecure systems, targeting North American and Asian markets with innovative tools.

MTech Systems: MTech Systems provides software-driven poultry monitoring. Known for its analytics-focused solutions, it serves large producers with data optimization tools.

NybSys: NybSys specializes in affordable monitoring systems for small farms. It stands out for its simple, effective designs, targeting Asia Pacific's growing poultry sector.

Roxell: Roxell offers feed and environment monitoring systems. Renowned for its high-efficiency, automated solutions, it serves global broiler and layer farms with cutting-edge technology.

SKOV: SKOV provides climate and alarm monitoring for poultry. Known for its precision-engineered systems, it targets Europe and beyond with sustainable, welfare-focused solutions.

Stienen BE: Stienen BE delivers advanced monitoring for poultry environments. It excels in durable, smart systems, supporting layer and broiler farms with reliable technology.

These companies compete on real-time functionality, scalability, and cost, driving the market through technological innovation and regional adaptation.

Porter's Five Forces Analysis

The threat of new entrants is moderate, requiring expertise in IoT and sensor technology, though smaller players can emerge with niche solutions. Substitutes are low, with manual monitoring impractical for large-scale farms. Buyer power is medium, with farmers negotiating based on price and features, but reliance on smart systems drives loyalty. Supplier power is moderate, with sensors and software components widely available, though specialized tech can limit options. Rivalry is high, with players differentiating through automation, data analytics, and biosecurity features, fostering continuous advancements.

Market Opportunities and Challenges

Opportunities

Rising global poultry production boosting demand for monitoring systems.

Advancements in IoT and sensor technology enhancing system efficiency.

Government support for smart farming in Asia Pacific and Europe driving adoption.

Challenges

High initial costs limiting uptake among smallholder farmers.

Disease outbreaks, like avian influenza, disrupting farm operations and demand.

Technical complexity requiring training and support for traditional farmers.

Merger and Acquisition News

Day-Lee Foods (NH Foods) Acquires U.S. Poultry Processor LJD Holdings Group
(Date: April 2024): Day-Lee Foods, a subsidiary of NH Foods, acquired LJD Holdings Group, a U.S.-based poultry processor. This acquisition expands Day-Lee's poultry production capacity and integrates monitoring system demand, strengthening its North American market presence with a focus on efficiency and biosecurity.

Growth Trend Analysis

FAO and OECD data project global poultry meat production to exceed 141.3 million metric tons (MT) in 2024, with an 11% increase to nearly 160 million MT over the next decade. This growth, driven by rising protein demand in Asia Pacific and Latin America, fuels demand for poultry monitoring systems, particularly feed and environment types that optimize efficiency in broiler farms.

In Canada, BCSPCA data highlights 107.9 million broiler chickens raised annually across over 7,000 farms, mostly managed traditionally, signaling a shift toward monitoring systems to modernize operations and meet meat demand.

The FAO's March 17, 2025, warning about the H5N1 avian influenza outbreak—spreading to 950 cattle herds across 16 countries and culling over 166 million poultry—introduces volatility. This pandemic disrupts broiler and layer farms, temporarily reducing demand for monitoring systems during culls, especially in North America and Europe. Post-outbreak recovery, however, accelerates adoption of alarm and environment monitoring systems from firms like SKOV and Fancom BV, as farms invest in biosecurity to mitigate future risks. In Asia Pacific, China's scale sustains demand despite setbacks. Overall, while poultry growth drives a strong trend for monitoring systems, H5N1 poses short-term challenges offset by long-term shifts toward smart, resilient farming technologies.

Contents

CHAPTER 1 EXECUTIVE SUMMARY

CHAPTER 2 ABBREVIATION AND ACRONYMS

CHAPTER 3 PREFACE

- 3.1 Research Scope
- 3.2 Research Sources
 - 3.2.1 Data Sources
 - 3.2.2 Assumptions
- 3.3 Research Method
- Chapter Four Market Landscape
- 4.1 Market Overview
- 4.2 Classification/Types
- 4.3 Application/End Users

CHAPTER 5 MARKET TREND ANALYSIS

- 5.1 Introduction
- 5.2 Drivers
- 5.3 Restraints
- 5.4 Opportunities
- 5.5 Threats

CHAPTER 6 INDUSTRY CHAIN ANALYSIS

- 6.1 Upstream/Suppliers Analysis
- 6.2 Poultry Monitoring System Analysis
 - 6.2.1 Technology Analysis
 - 6.2.2 Cost Analysis
 - 6.2.3 Market Channel Analysis
- 6.3 Downstream Buyers/End Users

CHAPTER 7 LATEST MARKET DYNAMICS

- 7.1 Latest News
- 7.2 Merger and Acquisition

7.3 Planned/Future Project

7.4 Policy Dynamics

CHAPTER 8 HISTORICAL AND FORECAST POULTRY MONITORING SYSTEM MARKET IN NORTH AMERICA (2020-2030)

8.1 Poultry Monitoring System Market Size

8.2 Poultry Monitoring System Market by End Use

8.3 Competition by Players/Suppliers

8.4 Poultry Monitoring System Market Size by Type

8.5 Key Countries Analysis

8.5.1 United States

8.5.2 Canada

8.5.3 Mexico

CHAPTER 9 HISTORICAL AND FORECAST POULTRY MONITORING SYSTEM MARKET IN SOUTH AMERICA (2020-2030)

9.1 Poultry Monitoring System Market Size

9.2 Poultry Monitoring System Market by End Use

9.3 Competition by Players/Suppliers

9.4 Poultry Monitoring System Market Size by Type

9.5 Key Countries Analysis

9.5.1 Brazil

9.5.2 Argentina

9.5.3 Chile

9.5.4 Peru

CHAPTER 10 HISTORICAL AND FORECAST POULTRY MONITORING SYSTEM MARKET IN ASIA & PACIFIC (2020-2030)

10.1 Poultry Monitoring System Market Size

10.2 Poultry Monitoring System Market by End Use

10.3 Competition by Players/Suppliers

10.4 Poultry Monitoring System Market Size by Type

10.5 Key Countries Analysis

10.5.1 China

10.5.2 India

10.5.3 Japan

- 10.5.4 South Korea
- 10.5.5 Southeast Asia
- 10.5.6 Australia

CHAPTER 11 HISTORICAL AND FORECAST POULTRY MONITORING SYSTEM MARKET IN EUROPE (2020-2030)

- 11.1 Poultry Monitoring System Market Size
- 11.2 Poultry Monitoring System Market by End Use
- 11.3 Competition by Players/Suppliers
- 11.4 Poultry Monitoring System Market Size by Type
- 11.5 Key Countries Analysis
 - 11.5.1 Germany
 - 11.5.2 France
 - 11.5.3 United Kingdom
 - 11.5.4 Italy
 - 11.5.5 Spain
 - 11.5.6 Belgium
 - 11.5.7 Netherlands
 - 11.5.8 Austria
 - 11.5.9 Poland
 - 11.5.10 Russia

CHAPTER 12 HISTORICAL AND FORECAST POULTRY MONITORING SYSTEM MARKET IN MEA (2020-2030)

- 12.1 Poultry Monitoring System Market Size
- 12.2 Poultry Monitoring System Market by End Use
- 12.3 Competition by Players/Suppliers
- 12.4 Poultry Monitoring System Market Size by Type
- 12.5 Key Countries Analysis
 - 12.5.1 Egypt
 - 12.5.2 Israel
 - 12.5.3 South Africa
 - 12.5.4 Gulf Cooperation Council Countries
 - 12.5.5 Turkey

CHAPTER 13 SUMMARY FOR GLOBAL POULTRY MONITORING SYSTEM MARKET (2020-2025)

- 13.1 Poultry Monitoring System Market Size
- 13.2 Poultry Monitoring System Market by End Use
- 13.3 Competition by Players/Suppliers
- 13.4 Poultry Monitoring System Market Size by Type

CHAPTER 14 GLOBAL POULTRY MONITORING SYSTEM MARKET FORECAST (2025-2030)

- 14.1 Poultry Monitoring System Market Size Forecast
- 14.2 Poultry Monitoring System Application Forecast
- 14.3 Competition by Players/Suppliers
- 14.4 Poultry Monitoring System Type Forecast

CHAPTER 15 ANALYSIS OF GLOBAL KEY VENDORS

- 15.1 Aranet
 - 15.1.1 Company Profile
 - 15.1.2 Main Business and Poultry Monitoring System Information
 - 15.1.3 SWOT Analysis of Aranet
 - 15.1.4 Aranet Poultry Monitoring System Revenue, Gross Margin and Market Share (2020-2025)
- 15.2 Big Dutchman
 - 15.2.1 Company Profile
 - 15.2.2 Main Business and Poultry Monitoring System Information
 - 15.2.3 SWOT Analysis of Big Dutchman
 - 15.2.4 Big Dutchman Poultry Monitoring System Revenue, Gross Margin and Market Share (2020-2025)
- 15.3 Weltech Monitoring System
 - 15.3.1 Company Profile
 - 15.3.2 Main Business and Poultry Monitoring System Information
 - 15.3.3 SWOT Analysis of Weltech Monitoring System
 - 15.3.4 Weltech Monitoring System Poultry Monitoring System Revenue, Gross Margin and Market Share (2020-2025)
- 15.4 Cumberland Poultry
 - 15.4.1 Company Profile
 - 15.4.2 Main Business and Poultry Monitoring System Information
 - 15.4.3 SWOT Analysis of Cumberland Poultry
 - 15.4.4 Cumberland Poultry Poultry Monitoring System Revenue, Gross Margin and

Market Share (2020-2025)

15.5 TROTEC

15.5.1 Company Profile

15.5.2 Main Business and Poultry Monitoring System Information

15.5.3 SWOT Analysis of TROTEC

15.5.4 TROTEC Poultry Monitoring System Revenue, Gross Margin and Market Share (2020-2025)

15.6 Fancom BV

15.6.1 Company Profile

15.6.2 Main Business and Poultry Monitoring System Information

15.6.3 SWOT Analysis of Fancom BV

15.6.4 Fancom BV Poultry Monitoring System Revenue, Gross Margin and Market Share (2020-2025)

15.7 Hotraco Agri

15.7.1 Company Profile

15.7.2 Main Business and Poultry Monitoring System Information

15.7.3 SWOT Analysis of Hotraco Agri

15.7.4 Hotraco Agri Poultry Monitoring System Revenue, Gross Margin and Market Share (2020-2025)

15.8 Maximus Solution

15.8.1 Company Profile

15.8.2 Main Business and Poultry Monitoring System Information

15.8.3 SWOT Analysis of Maximus Solution

15.8.4 Maximus Solution Poultry Monitoring System Revenue, Gross Margin and Market Share (2020-2025)

Please ask for sample pages for full companies list

Tables and Figures

Table Abbreviation and Acronyms

Table Research Scope of Poultry Monitoring System Report

Table Data Sources of Poultry Monitoring System Report

Table Major Assumptions of Poultry Monitoring System Report

Figure Market Size Estimated Method

Figure Major Forecasting Factors

Figure Poultry Monitoring System Picture

Table Poultry Monitoring System Classification

Table Poultry Monitoring System Applications

Table Drivers of Poultry Monitoring System Market

Table Restraints of Poultry Monitoring System Market

Table Opportunities of Poultry Monitoring System Market

Table Threats of Poultry Monitoring System Market

Table Covid-19 Impact For Poultry Monitoring System Market

Table Raw Materials Suppliers

Table Different Production Methods of Poultry Monitoring System

Table Cost Structure Analysis of Poultry Monitoring System

Table Key End Users

Table Latest News of Poultry Monitoring System Market

Table Merger and Acquisition

Table Planned/Future Project of Poultry Monitoring System Market

Table Policy of Poultry Monitoring System Market

Table 2020-2030 North America Poultry Monitoring System Market Size

Figure 2020-2030 North America Poultry Monitoring System Market Size and CAGR

Table 2020-2030 North America Poultry Monitoring System Market Size by Application

Table 2020-2025 North America Poultry Monitoring System Key Players Revenue

Table 2020-2025 North America Poultry Monitoring System Key Players Market Share

Table 2020-2030 North America Poultry Monitoring System Market Size by Type

Table 2020-2030 United States Poultry Monitoring System Market Size

Table 2020-2030 Canada Poultry Monitoring System Market Size

Table 2020-2030 Mexico Poultry Monitoring System Market Size

Table 2020-2030 South America Poultry Monitoring System Market Size

Figure 2020-2030 South America Poultry Monitoring System Market Size and CAGR

Table 2020-2030 South America Poultry Monitoring System Market Size by Application

Table 2020-2025 South America Poultry Monitoring System Key Players Revenue

Table 2020-2025 South America Poultry Monitoring System Key Players Market Share

Table 2020-2030 South America Poultry Monitoring System Market Size by Type

Table 2020-2030 Brazil Poultry Monitoring System Market Size

Table 2020-2030 Argentina Poultry Monitoring System Market Size

Table 2020-2030 Chile Poultry Monitoring System Market Size

Table 2020-2030 Peru Poultry Monitoring System Market Size

Table 2020-2030 Asia & Pacific Poultry Monitoring System Market Size

Figure 2020-2030 Asia & Pacific Poultry Monitoring System Market Size and CAGR

Table 2020-2030 Asia & Pacific Poultry Monitoring System Market Size by Application

Table 2020-2025 Asia & Pacific Poultry Monitoring System Key Players Revenue

Table 2020-2025 Asia & Pacific Poultry Monitoring System Key Players Market Share

Table 2020-2030 Asia & Pacific Poultry Monitoring System Market Size by Type

Table 2020-2030 China Poultry Monitoring System Market Size

Table 2020-2030 India Poultry Monitoring System Market Size

Table 2020-2030 Japan Poultry Monitoring System Market Size

Table 2020-2030 South Korea Poultry Monitoring System Market Size

| | |
|--|--|
| Table 2020-2030 Southeast Asia Poultry Monitoring System Market Size | |
| Table 2020-2030 Australia Poultry Monitoring System Market Size | |
| Table 2020-2030 Europe Poultry Monitoring System Market Size | |
| Figure 2020-2030 Europe Poultry Monitoring System Market Size and CAGR | |
| Table 2020-2030 Europe Poultry Monitoring System Market Size by Application | |
| Table 2020-2025 Europe Poultry Monitoring System Key Players Revenue | |
| Table 2020-2025 Europe Poultry Monitoring System Key Players Market Share | |
| Table 2020-2030 Europe Poultry Monitoring System Market Size by Type | |
| Table 2020-2030 Germany Poultry Monitoring System Market Size | |
| Table 2020-2030 France Poultry Monitoring System Market Size | |
| Table 2020-2030 United Kingdom Poultry Monitoring System Market Size | |
| Table 2020-2030 Italy Poultry Monitoring System Market Size | |
| Table 2020-2030 Spain Poultry Monitoring System Market Size | |
| Table 2020-2030 Belgium Poultry Monitoring System Market Size | |
| Table 2020-2030 Netherlands Poultry Monitoring System Market Size | |
| Table 2020-2030 Austria Poultry Monitoring System Market Size | |
| Table 2020-2030 Poland Poultry Monitoring System Market Size | |
| Table 2020-2030 Russia Poultry Monitoring System Market Size | |
| Table 2020-2030 MEA Poultry Monitoring System Market Size | |
| Figure 2020-2030 MEA Poultry Monitoring System Market Size and CAGR | |
| Table 2020-2030 MEA Poultry Monitoring System Market Size by Application | |
| Table 2020-2025 MEA Poultry Monitoring System Key Players Revenue | |
| Table 2020-2025 MEA Poultry Monitoring System Key Players Market Share | |
| Table 2020-2030 MEA Poultry Monitoring System Market Size by Type | |
| Table 2020-2030 Egypt Poultry Monitoring System Market Size | |
| Table 2020-2030 Israel Poultry Monitoring System Market Size | |
| Table 2020-2030 South Africa Poultry Monitoring System Market Size | |
| Table 2020-2030 Gulf Cooperation Council Countries Poultry Monitoring System Market Size | |
| Table 2020-2030 Turkey Poultry Monitoring System Market Size | |
| Table 2020-2025 Global Poultry Monitoring System Market Size by Region | |
| Table 2020-2025 Global Poultry Monitoring System Market Size Share by Region | |
| Table 2020-2025 Global Poultry Monitoring System Market Size by Application | |
| Table 2020-2025 Global Poultry Monitoring System Market Share by Application | |
| Table 2020-2025 Global Poultry Monitoring System Key Vendors Revenue | |
| Figure 2020-2025 Global Poultry Monitoring System Market Size and Growth Rate | |
| Table 2020-2025 Global Poultry Monitoring System Key Vendors Market Share | |
| Table 2020-2025 Global Poultry Monitoring System Market Size by Type | |
| Table 2020-2025 Global Poultry Monitoring System Market Share by Type | |

Table 2025-2030 Global Poultry Monitoring System Market Size by Region
Table 2025-2030 Global Poultry Monitoring System Market Size Share by Region
Table 2025-2030 Global Poultry Monitoring System Market Size by Application
Table 2025-2030 Global Poultry Monitoring System Market Share by Application
Table 2025-2030 Global Poultry Monitoring System Key Vendors Revenue
Figure 2025-2030 Global Poultry Monitoring System Market Size and Growth Rate
Table 2025-2030 Global Poultry Monitoring System Key Vendors Market Share
Table 2025-2030 Global Poultry Monitoring System Market Size by Type
Table 2025-2030 Poultry Monitoring System Global Market Share by Type

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