

# Indian Poultry Feed Market Forecast to 2017

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## Abstracts

Blessed with rich agro-technological advantage, India has come a long way in utilizing the poultry sector to the benefits of common masses along with earning ample foreign exchanges. The Indian poultry feed industry, dependent on the sound growth of poultry has a great untapped potential, with southern part of India holding the maximum share of poultry production and consumption.

Our report “Indian Poultry Feed Market Forecast to 2017” portrays the current scenario of poultry feed industry in the country with a bird’s eye view on both traditional and packaged feed. Our analysis anticipates the poultry feed market to grow at a CAGR of around 8% during 2012-13 to 2016-17. In coming years, the potential for packaged feed is expected to grow at a higher pace as compared with the traditional feed. The research report spread in around 50 pages offers a well-framed picture of poultry feed market dynamics, essential to get a grasp of the market nerve.

Our analysts have taken in depth interviews with marketing managers and production heads of feed manufacturing companies. Interviews were taken to understand the technological advancements, annual poultry production and future plans of the company. Besides, our analysts have assessed the poultry feed market dynamics in various states including Assam, Jharkhand, West Bengal through multiple interviews with poultry farmers.

On account of our analysis of the past and present market trends, drivers, challenges and recent developments, forecast for poultry production, feed markets with thorough estimation of market segments have been drawn in a comprehensive manner. Our research clearly depicts the historic, current, and expected future trends of layer and broiler feeds consumption, and of course, the key drivers and constraints hampering the market growth. State-wise poultry feed market of some of the prominent states is an important addition to the research. Government initiatives to boost poultry production

and more effective packaged feed have also been precisely incorporated in the study.

In order to assess the competition in the poultry feed industry, we have profiled key industry players, covering their business overview and product portfolio. Although the incumbent feed manufacturers are not able to explore the full potential of the Indian market, they are optimistic about the bright future prospects. Their upcoming expansion plans and entry of new players validate the fact. In this way, encompassing all critical aspects of the Indian poultry feed market, the report presents a comprehensive outlook of the sector's past, present, and future scenario.

## Contents

### **1. ANALYST VIEW**

### **2. RESEARCH METHODOLOGY**

### **3. POULTRY FARMING: MARKET OUTLOOK TO 2017**

#### 3.1 Broiler Production

#### 3.2 Layer Production

### **4. POULTRY FEED MARKET OUTLOOK TO 2017**

#### 4.1 Broiler Feed Market

##### 4.1.1 Regional Demand Analysis

#### 4.2 Layer Feed Market

##### 4.2.1 Regional Demand Analysis

### **5. STATE-WISE POULTRY FEED CONSUMPTION TO 2017**

#### 5.1 West Bengal

#### 5.2 Assam

#### 5.3 Bihar

#### 5.4 Orissa

#### 5.5 Jharkhand

### **6. MARKET DRIVERS AND RESTRAINTS**

#### 6.1 Drivers

##### 6.1.1 Rising Per Capita Consumption of Poultry Products

##### 6.1.2 Increasing Penetration of Low FCR Poultry Feed

##### 6.1.3 Poultry Feed Heading Towards Automation

##### 6.1.4 Profitable Integrated Farming Business

#### 6.2 Restraints

##### 6.2.1 High Prices of Feed Ingredients

##### 6.2.2 Price Gap between Commercial and Traditional Feed

##### 6.2.3 Inadequate Poultry Feed Supply

##### 6.2.4 Disease Outbreak

## **7. GOVERNMENT POLICIES**

## **8. COMPETITIVE ASSESSMENT (KEY PLAYERS)**

8.1 SKM Animal Feeds & Foods Limited

8.2 Godrej Agrovvet

8.3 Suguna Foods

8.4 Venky's

8.5 Amrit Group

8.6 Vimla Feeds

8.7 Sampurna Feeds

8.8 CP India

8.9 Shanthi Poultry

## List Of Figures

### LIST OF FIGURES

- Figure 3-1: Broiler Production (Billion), 2012-13 to 2016-17
- Figure 3-2: Broiler Meat Production (Million Tons), 2012-13 to 2016-17
- Figure 3-3: Layers Production (Million), 2012-13 to 2016-17
- Figure 3-4: Eggs Production (Billion), 2012-13 to 2016-17
- Figure 4-1: Poultry Feed Market (Billion INR), 2012-13 to 2016-17
- Figure 4-2: Share of Commercial Feed in Total Poultry Feed Market (2012-13)
- Figure 4-3: Broiler Feed Consumption (Million Tons), 2012-13 to 2016-17
- Figure 4-4: Broiler Feed Market (Billion INR), 2012-13 to 2016-17
- Figure 4-5: Broiler Feed Consumption by Region (%), 2012-13
- Figure 4-6: Layer Feed Consumption (Million Tons), 2012-13 to 2016-17
- Figure 4-7: Layer Feed Market (Billion INR), 2012-13 to 2016-17
- Figure 4-8: Layer Feed Consumption by Region (%), 2012-13
- Figure 5-1: West Bengal - Poultry Feed Consumption (Million Tons), 2012-13 to 2016-17
- Figure 5-2: Assam - Poultry Feed Consumption in ('000 Tons), 2012-13 to 2016-17
- Figure 5-3: Bihar - Poultry Feed Consumption (Million Tons), 2012-13 to 2016-17
- Figure 5-4: Orissa - Poultry Feed Consumption (Million Tons), 2012-13 to 2016-17
- Figure 5-5: Jharkhand - Poultry Feed Consumption ('000 Tons), 2012-13 to 2016-17

## List Of Tables

### LIST OF TABLES

Table 3-1: Top 10 States in Broiler Meat Production ('000 Tons), 2009-10 to 2011-12

Table 3-2: Top 10 States in Eggs Production (Million), 2009-10 to 2011-12

Table 7-1: Major Government Schemes

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