

# Indian Poultry Industry Outlook to 2017

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## Abstracts

India has always been known for its primarily agrarian economy, though now it has gradually shifted towards industrial economy. With a majority population of the country still dependent on agriculture and allied activities, there is huge scope for industries like the poultry industry to expand and improve to become a profitable sector in the coming years. Poultry sector in India has been extremely beneficial for the common masses and has also contributed to earning foreign exchange through exports.

RNCOS' report, "Indian Poultry Industry Outlook to 2017" portrays the current and future scenario of the poultry industry in the country. From the company's analysis, it is anticipated that the poultry industry will grow at a CAGR of around 10% during 2012-13 to 2016-17. While preparing the report, RNCOS comprehensively covered the growth prospects of the broiler meat & egg industry. Statistically, the report covers production trends of broiler, broiler meat, layers and eggs. It also provides forecasts of the meat and eggs industry till 2016-17. The research report, spread over around 75 pages, offers a well-framed picture of poultry industry dynamics, essential to get a grasp of the market nerve.

RNCOS' analysts have conducted in-depth interviews of production heads & top executives of poultry companies. Interviews helped them understand the challenges faced, the degree of integration preferred and the expected growth prospects. Besides, the analysts have assessed the poultry industry dynamics in top states, including Andhra Pradesh, Tamil Nadu, Maharashtra, Haryana, etc. to provide a state-wise picture of the poultry industry in the country. Regional demand analysis for broiler & egg production is an important aspect of the research report. Technology innovations and government initiatives to boost poultry production have also been precisely incorporated in the study.

To assess the competition in the country's poultry industry, we have profiled key

industry players like Venkys, Skylark, Suguna, SKM, Simran, Kegg farms, IBG, Amrit Group etc. This helped in analyzing the strategies of the big companies which are proving successful in the poultry industry despite the various challenges faced. The size of their business, level of integration, production capacity, branding and marketing techniques, focus on R&D etc, have been described in detail.

## Contents

### **1. ANALYST VIEW**

### **2. RESEARCH METHODOLOGY**

### **3. POULTRY INDUSTRY OUTLOOK TO 2016-17**

### **4. BROILER MEAT INDUSTRY ANALYSIS TO 2016-17**

4.1 Broiler Meat Industry (2011-12 to 2016-17)

4.2 Broiler Meat Production (2011-12 to 2016-17)

4.2.1 Broiler Production

4.3 Regional Demand Analysis

### **5. EGGS INDUSTRY ANALYSIS TO 2016-17**

5.1 Eggs Industry (2011-12 to 2016-17)

5.2 Eggs Production (2011-12 to 2016-17)

5.2.1 Layer Production

5.3 Regional Demand Analysis

### **6. STATE-WISE POULTRY INDUSTRY ANALYSIS**

6.1 Andhra Pradesh

6.1.1 Broiler Meat Production

6.1.2 Eggs Production

6.2 Tamil Nadu

6.2.1 Broiler Meat Production

6.2.2 Eggs Production

6.3 Maharashtra

6.3.1 Broiler Meat Production

6.3.2 Eggs Production

6.4 Haryana

6.4.1 Broiler Meat Production

6.4.2 Eggs Production

6.5 West Bengal

6.5.1 Broiler Meat Production

6.5.2 Eggs Production

## 6.6 Uttar Pradesh

6.6.1 Broiler Meat Production

6.6.2 Eggs Production

## 6.7 Punjab

6.7.1 Broiler Meat Production

6.7.2 Eggs Production

## 6.8 Orissa

6.8.1 Broiler Meat Production

6.8.2 Eggs Production

## 6.9 Bihar

6.9.1 Broiler Meat Production

6.9.2 Eggs Production

## 6.10 Karnataka

6.10.1 Broiler Meat Production

6.10.2 Eggs Production

## 6.11 Gujarat

6.11.1 Broiler Meat Production

6.11.2 Eggs Production

## **7. INDUSTRY DRIVERS AND RESTRAINTS**

### 7.1 Drivers

7.1.1 Improvement in Breeding Technology

7.1.2 Transformation of Age Old Backyard Poultry Enterprise

7.1.3 Growing Market for Processed Chicken

### 7.2 Restraints

7.2.1 Lack of Infrastructure in Rural Areas and High Transport Costs

7.2.2 Unorganized Markets for Poultry and Its Products

7.2.3 Animal Health and Welfare Issues

7.2.4 Volatile Feed Prices

7.2.5 High Degree of Regional Variations in Production & Demand

7.2.6 Lack of Skilled Manpower

## **8. TECHNOLOGY INNOVATION**

## **9. GOVERNMENT INITIATIVES**

## **10. KEY PLAYERS**

- 10.1 Amrit Group
- 10.2 Indian Broiler Group
- 10.3 Keggfarms Pvt. Ltd.
- 10.4 Simran Farms
- 10.5 SKM Egg Products Exports (India) Limited
- 10.6 Skylark Hatcheries
- 10.7 Suguna Foods Ltd.
- 10.8 Venky's (India) Limited
- 10.9 Vangili Eggs
- 10.10 Shanthi Poultry
- 10.11 Godrej Agrovvet

## List Of Figures

### LIST OF FIGURES:

- Figure 3-1: Poultry Industry (Billion INR), 2011-12 to 2016-17
- Figure 3-2: Breakup of Poultry Industry by Products (%), 2012-13 & 2016-17
- Figure 4-1: Broiler Meat Industry (Billion INR), 2011-12 to 2016-17
- Figure 4-2: Broiler Meat Production (Million Metric Tons), 2011-12 to 2016-17
- Figure 4-3: Broiler Production (Billion), 2007-08 to 2012-13
- Figure 4-4: Regional Breakup of Demand for Broiler Meat (%), 2012-13 & 2016-17
- Figure 5-1: Eggs Industry (Billion INR), 2011-12 to 2016-17
- Figure 5-2: Eggs Production (Billion), 2011-12 to 2016-17
- Figure 5-3: Layer Production (Million), 2007-08 to 2012-13
- Figure 5-4: Regional Breakup of Demand for Eggs (%), 2012-13 & 2016-17
- Figure 6-1: Andhra Pradesh - Broiler Meat Production ('000 Metric Tons), 2007-08 to 2012-13
- Figure 6-2: Andhra Pradesh - Eggs Production (Billion), 2007-08 to 2012-13
- Figure 6-3: Tamil Nadu - Broiler Meat Production ('000 Metric Tons), 2007-08 to 2012-13
- Figure 6-4: Tamil Nadu - Eggs Production (Billion), 2007-08 to 2012-13
- Figure 6-5: Maharashtra - Broiler Meat Production ('000 Metric Tons), 2007-08 to 2012-13
- Figure 6-6: Maharashtra - Eggs Production (Billion), 2007-08 to 2012-13
- Figure 6-7: Haryana - Broiler Meat Production ('000 Metric Tons), 2007-08 to 2012-13
- Figure 6-8: Haryana - Eggs Production (Billion), 2007-08 to 2012-13
- Figure 6-9: West Bengal - Broiler Meat Production ('000 Metric Tons), 2007-08 to 2012-13
- Figure 6-10: West Bengal - Eggs Production (Billion), 2007-08 to 2012-13
- Figure 6-11: Uttar Pradesh - Broiler Meat Production ('000 Metric Tons), 2007-08 to 2012-13
- Figure 6-12: Uttar Pradesh - Eggs Production (Billion), 2007-08 to 2012-13
- Figure 6-13: Punjab - Broiler Meat Production ('000 Metric Tons), 2007-08 to 2012-13
- Figure 6-14: Punjab - Eggs Production (Billion), 2007-08 to 2012-13
- Figure 6-15: Orissa - Broiler Meat Production ('000 Metric Tons), 2007-08 to 2012-13
- Figure 6-16: Orissa - Eggs Production (Billion), 2007-08 to 2012-13
- Figure 6-17: Bihar - Broiler Meat Production ('000 Metric Tons), 2007-08 to 2012-13
- Figure 6-18: Bihar - Eggs Production (Billion), 2007-08 to 2012-13
- Figure 6-19: Karnataka - Broiler Meat Production ('000 Metric Tons), 2007-08 to 2012-13

Figure 6-20: Karnataka - Eggs Production (Billion), 2007-08 to 2012-13

Figure 6-21: Gujarat - Broiler Meat Production ('000 Metric Tons), 2007-08 to 2012-13

Figure 6-22: Gujarat - Eggs Production (Billion), 2007-08 to 2012-13

## List Of Tables

### LIST OF TABLES:

Table 4-1: Top 10 States by Broiler Meat Production ('000 Metric Tons), 2007-08 to 2012-13

Table 5-1: Top 10 States by Eggs Production (Billion), 2007-08 to 2012-13

Table 6-1: Andhra Pradesh - Prices per 100 Eggs in Key Cities (INR), 2009-2013

Table 6-2: Tamil Nadu - Prices per 100 Eggs in Key Cities (INR), 2009-2013

Table 6-3: Maharashtra - Prices per 100 Eggs in Key Cities (INR), 2009-2013

Table 6-4: Haryana - Prices per 100 Eggs in Barwala (INR), 2009-2013

Table 6-5: West Bengal - Prices per 100 Eggs in Kolkata (INR), 2009-2013

Table 6-6: Uttar Pradesh - Prices per 100 Eggs in Key Cities (INR), 2009-2013

Table 6-7: Punjab - Prices per 100 Eggs (INR), 2009-2013

Table 6-8: Karnataka - Prices per 100 Eggs in Key Cities (INR), 2009-2013

Table 6-9: Gujarat - Prices per 100 Eggs in Ahmedabad (INR), 2009-2013

Table 9-1: Major Government Schemes



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