

# **India Poultry and Hatchery Market, By Type (Layer/Egg and Broiler/Meat), By Sales Channel (Institutional Sales and Traditional/Modern Retail Sales), Competition, Forecast and Opportunities, 2014 - 2024**

<https://marketpublishers.com/r/l68F89B478CEN.html>

Date: March 2019

Pages: 69

Price: US\$ 4,400.00 (Single User License)

ID: l68F89B478CEN

## **Abstracts**

India poultry and hatchery market stood at around \$ 15 billion in 2018 and is projected to grow at a CAGR of over 12% to reach \$ 29.6 billion by 2023 on account of growing demand for meat and animal protein, especially from young population base, rising health consciousness among millennials and increasing consumption of non-vegetarian products in urban areas. Additionally, growing tourist footfall in the country coupled with expanding HoReCa sector and changing taste preferences of Indian consumers is further anticipated to propel growth in India poultry and hatchery market through 2024.

Years considered for this report:

Historical Years: 2014-2017

Base Year: 2018

Estimated Year: 2019

Forecast Period: 2020–2024

Objective of the Study:

To analyze and forecast the market size of India poultry and hatchery market.

To define, classify and forecast India poultry and hatchery market based on type, sales channel, region, and company.

To analyze and forecast the market share for India poultry and hatchery market with respect to Type: Layer/Egg and Broiler/Meat.

To scrutinize the detailed market segmentation and forecast the market size based on four regions, namely – North, West, South and East.

To identify tailwinds and headwinds for India poultry and hatchery market.

To strategically profile the leading players in the market which are involved in the supply of poultry and hatchery in India.

Some of the major players operating in India poultry and hatchery market are Suguna Foods Pvt. Ltd., Venkys Group, Sneha Farms Pvt. Ltd., Skylark Group, RM Group, Srinivasa Farms Private Limited, Mulpuri Poultry, Komarla Group, IB Group, Bharati Poultry Pvt. Limited, etc.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of leading poultry and hatchery companies across India. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the company personnel were also enquired about their key products, prices of products and competitors. Through this technique, TechSci Research was able to include the companies which could not be identified due to the limitations of secondary research. TechSci Research analyzed the type, distribution channel and regional presence of all major poultry and hatchery companies across India.

TechSci Research calculated India poultry and hatchery market size using a top-down approach, wherein companies' value sales data for different product types was recorded as well as forecast for the future years. TechSci Research sourced these values from industry experts and company representatives, and externally validated through analyzing historical sales data of respective companies, distributors and suppliers to arrive at the overall market size. Various secondary sources such as company annual reports, white papers, investor presentations, financial reports, Ministry of Commerce and Industry, Agricultural & Processed Food Products Export

Development Authority (APEDA), Food and Agriculture Organization (FAO), National Egg Co-Ordination Committee (NECC), etc., were also studied by TechSci Research.

#### Key Target Audience:

India poultry and hatchery manufacturers/importers, suppliers, distributors and other stakeholders

Trade Associations, organizations, forums and alliances related to poultry and hatchery

Government bodies such as regulating authorities and policy makers

Market research and consulting firms

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as poultry and hatchery manufacturers/importers, distributors and dealers, customers and policy makers. The report also provides insights about which market segments should be targeted over the coming years in order to strategize investments and capitalize on the growth of the market.

#### Report Scope:

In this report, India poultry and hatchery market has been segmented into the following categories in addition to the industry trends which have also been detailed below:

##### Market, by Type:

Layer/Egg

Broiler/Meat

##### Market, by Sales Channel:

Institutional Sales

Traditional/Modern Retail Sales

### Market, by Region:

North

West

South

East

### Market, by Company:

Suguna Foods Pvt. Ltd.

Venkys Group

Skylark Group

Srinivasa Farms Private Limited

Others

### Competitive Landscape

**Company Profiles:** Detailed analysis of the major companies present in India poultry and hatchery market.

**Voice of Customer:** Customer Analysis by considering below mentioned parameters- Brand Awareness, Key Issues Faced and Factors Influencing Purchase Decision.

### Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

### Channel Partner Analysis

Detailed list of distributors and dealers across all major regions.

### Company Information

Detailed analysis and profiling of additional market players (up to five).

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