

Poultry Eggs Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Shell Eggs, Specialty Eggs, Processed Egg Products), By Application (Household, Commercial), By Distribution Channel (Departmental stores, Specialty Stores, Online, Others), By Region, By Competition, 2018-2028

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Abstracts

Global Poultry Eggs Market was valued at USD 84.6 Million in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 5.6% through 2028. One significant factor fueling the market's expansion over this period is the rise in egg production and consumption worldwide. Throughout the previous ten years, the US, China, and Japan have been the main drivers of the steady increase in the world's per capita egg consumption. The global market for poultry eggs is likewise driven by population growth. Production capacity and supply have increased as a result. For example, 92.6 billion eggs were produced annually in the United States in 2022. Furthermore, there has been a rise in the consumption of eggs and egg products as a result of people being more health conscious and aware of the value of eating protein. Thus, the rise in global egg consumption and production is expected to fuel the growth of the global poultry eggs market during the forecast period.

One new trend influencing the market's growth is the increase in demand for convenience food products. The demand for bakeries and other ready-to-eat (RTE) and ready-to-cook products is indirectly increased by the popularity of convenience foods among customers, as they need less time and effort to prepare. Convenience food is becoming more and more popular in the food sector as a result of people's busy lives. Thus, there is a positive correlation between the growth of the worldwide market for

poultry eggs and the demand for bread and other bakery products. Additionally, specialty egg products are supplied directly to customers or food service Organisations as convenient foods. Eggs are the perfect food to blend nutrients and ease of use. In addition to being readily available in prepared forms, they are versatile, easy to make, and provide protein, vitamins, and minerals to the diet. Consequently, throughout the forecast period, the increased use of eggs in convenience food products is anticipated to positively affect the growth of the worldwide poultry eggs market.

The market for poultry eggs is fueled by increased urbanization and the number of nuclear households, as eggs need little cooking time and are easily prepared for any meal. People like to eat eggs in nations with chilly climates because they contain zinc, which aids in the recovery from typical winter ailments like the flu and cold. Additionally, the ease with which eggs can be included into various recipes is anticipated to drive the expansion of the home market, which will in turn propel the growth of the worldwide poultry eggs market throughout the course of the forecast period.

Key Market Drivers

Rising Global Population and Urbanization

The poultry eggs market is significantly influenced by the increasing global population and the ongoing trend of urbanization. As the world population continues to grow, there is a subsequent rise in the demand for food products, including poultry eggs.

Urbanization leads to changes in lifestyle and dietary preferences, with a greater emphasis on convenience and protein-rich diets. Poultry eggs, being a cost-effective and easily accessible source of high-quality protein, experience heightened demand in urban areas.

The urbanization trend also brings about changes in consumer behavior, with an inclination towards processed and ready-to-eat food items. Poultry eggs, being a versatile ingredient, find their way into various processed and convenience food products, contributing to the overall growth of the market.

Health and Nutritional Awareness

Increasing health and nutritional awareness among consumers play a pivotal role in driving the poultry eggs market. Eggs are recognized as a nutritionally rich food source, containing essential nutrients such as protein, vitamins, and minerals. Additionally, eggs are a source of high-quality proteins, making them a preferred choice for health-

conscious consumers.

Scientific studies supporting the health benefits of eggs, such as improving cholesterol levels and promoting satiety, have contributed to a positive perception of eggs in the minds of consumers. The growing awareness of the nutritional value of eggs has led to an increase in consumption, driving the demand for poultry eggs across various demographic segments.

Technological Advancements in Poultry Farming

Technological advancements in poultry farming practices have significantly impacted the efficiency and productivity of egg production. Automation, precision farming, and the integration of advanced monitoring systems have led to improved poultry management, resulting in higher egg production rates and better quality control.

Innovations such as smart sensors, data analytics, and robotics contribute to the optimization of poultry farming operations. These technologies help farmers monitor the health and well-being of poultry, manage feeding patterns, and ensure optimal environmental conditions, ultimately leading to increased egg production. The adoption of modern technologies in poultry farming not only enhances efficiency but also contributes to the sustainability of egg production practices.

Changing Dietary Preferences and Culinary Trends

The evolving culinary landscape and changing dietary preferences have a direct impact on the poultry eggs market. Eggs are a versatile ingredient that can be incorporated into a wide variety of cuisines and dishes, making them a staple in diverse culinary traditions. The rising popularity of protein-rich diets, such as keto and paleo, has led to an increased consumption of eggs as a primary protein source.

Furthermore, the growing interest in plant-based diets has resulted in the development of egg substitutes and alternative egg products, expanding the market reach to cater to a more diverse consumer base. The adaptability of eggs to various cooking methods and their ability to complement different flavors contribute to their sustained demand in the ever-changing food landscape.

Economic Factors and Affordability

Economic factors, including income levels and affordability, play a crucial role in

determining the demand for poultry eggs. Eggs are often considered a cost-effective source of protein, making them accessible to a wide range of consumers across different income brackets. The affordability of eggs, coupled with their nutritional benefits, positions them as a staple food item in both developed and developing economies.

During economic downturns, consumers may shift towards more budget-friendly food options, further boosting the demand for eggs. The economic factor contributes to the resilience of the poultry eggs market, as eggs remain a viable and economical source of essential nutrients for a large portion of the global population.

Innovations in Packaging and Convenience

Innovations in packaging and convenience play a pivotal role in driving the poultry eggs market. Manufacturers and retailers continually seek ways to enhance the convenience of egg consumption for consumers. Packaging innovations, such as pre-packaged boiled eggs, individual serving sizes, and resealable cartons, cater to the demand for on-the-go and portion-controlled options.

Convenience-focused innovations not only align with changing consumer lifestyles but also contribute to the reduction of food waste. Packaging that extends the shelf life of eggs and ensures their freshness upon consumption addresses consumer concerns about product quality, contributing to increased customer satisfaction and loyalty.

Key Market Challenges

Disease Outbreaks and Biosecurity Concerns

One of the primary challenges facing the poultry eggs market is the constant threat of disease outbreaks within poultry farms. Avian influenza, commonly known as bird flu, and other contagious diseases can have devastating effects on egg production. These outbreaks not only lead to significant economic losses for egg producers but also pose a risk to public health.

Biosecurity measures are crucial in preventing and controlling the spread of diseases within poultry farms. However, implementing and maintaining stringent biosecurity protocols can be challenging due to various factors such as the scale of operations, farm infrastructure, and potential gaps in monitoring and enforcement. The fear of disease outbreaks creates uncertainty in the market, affecting both producers and

consumers, and necessitates ongoing efforts to enhance biosecurity practices.

Fluctuating Feed Prices and Input Costs:

The poultry eggs market is highly sensitive to fluctuations in feed prices and other input costs. Feed constitutes a substantial portion of the overall production expenses for egg farmers, and any volatility in feed prices directly impacts their profitability. Factors such as climate conditions, geopolitical events, and market dynamics influence the prices of key feed ingredients like corn and soybean, thereby affecting the cost of egg production.

Egg producers often face the challenge of managing input costs while maintaining competitive pricing in the market. Unpredictable feed prices can lead to financial strain for producers, affecting their ability to invest in farm infrastructure, technology, and other improvements that could enhance overall efficiency and sustainability.

Animal Welfare Concerns and Ethical Practices

Growing awareness and concerns about animal welfare and ethical practices pose a challenge to the poultry eggs market. Consumers are increasingly interested in the conditions in which laying hens are kept, advocating for more humane and ethical treatment. This has led to a shift in consumer preferences towards eggs labeled as cage-free, free-range, or organic, reflecting a desire to support practices that prioritize animal welfare.

Meeting these ethical standards often requires significant investments in farm infrastructure to provide more spacious and comfortable living conditions for poultry. The transition to ethical practices can be challenging for some producers, particularly those with existing conventional farming setups. Striking a balance between ethical considerations and economic viability is a persistent challenge in the evolving landscape of the poultry eggs market.

Stringent Regulatory Compliance

The poultry eggs market is subject to a complex web of regulations and standards governing production, processing, and distribution. Meeting these stringent regulatory requirements can be challenging for producers, particularly smaller and local operations that may lack the resources to navigate the regulatory landscape effectively. Compliance with food safety standards, environmental regulations, and labeling requirements demands continuous investment in monitoring, documentation, and quality

assurance processes.

Changes in regulations or the introduction of new standards can also create challenges for producers, requiring them to adapt quickly to stay in compliance. Failure to meet regulatory standards can result in fines, product recalls, and damage to the reputation of both individual producers and the broader industry.

Key Market Trends

Rise of Specialty and Functional Eggs

One prominent trend in the poultry eggs market is the increasing demand for specialty and functional eggs. Consumers are seeking eggs with added nutritional benefits, such as omega-3 fatty acids, vitamin-enriched options, and eggs from hens fed with specific diets to enhance their nutritional profile. Omega-3 enriched eggs, for example, are becoming popular due to their perceived heart health benefits.

Additionally, specialty eggs, including organic, free-range, and non-GMO options, are gaining traction. These eggs often come with a higher price tag, reflecting consumer willingness to pay a premium for perceived health benefits, ethical production methods, and environmental sustainability. As consumer awareness about different types of eggs grows, the market is responding with a diverse range of specialty and functional egg products.

Increasing Popularity of Plant-Based Alternatives

The growing interest in plant-based diets is influencing the poultry eggs market, leading to the development of plant-based egg alternatives. These alternatives, often made from ingredients such as legumes, algae, or mung beans, aim to replicate the taste and texture of traditional eggs while appealing to consumers with dietary restrictions or ethical concerns.

Plant-based egg products are gaining popularity among vegans, vegetarians, and flexitarians looking for sustainable and cruelty-free alternatives. This trend represents a shift in consumer behavior and preferences, prompting innovation in the egg substitute market and encouraging traditional egg producers to explore plant-based offerings.

Technological Advancements in Egg Processing

Technological advancements are transforming the processing and packaging of eggs, contributing to improved efficiency, safety, and convenience. Automated egg sorting and grading systems, for instance, enhance the accuracy and speed of processing, ensuring that only high-quality eggs reach the market. These technologies also reduce the likelihood of human errors and increase overall productivity.

Innovations in packaging, such as modified atmosphere packaging (MAP) and vacuum packing, help extend the shelf life of eggs and maintain their freshness. Smart packaging solutions that incorporate sensors to monitor egg quality during transportation and storage contribute to better quality control throughout the supply chain.

Expansion of Online Retail Channels

The poultry eggs market is experiencing a shift in distribution channels, with an increasing focus on online retail. The convenience of online shopping, coupled with the broader trend of e-commerce growth, has led to a rise in the online sale of eggs. Consumers can now easily access a variety of egg products, including specialty and organic options, through online platforms.

The online retail trend also allows producers to reach a wider consumer base, overcoming geographical limitations. Producers and retailers are leveraging e-commerce platforms to enhance product visibility, offer subscription services, and provide direct-to-consumer sales, fostering a more dynamic and competitive market.

Focus on Traceability and Transparency

Traceability and transparency in the food supply chain are emerging as significant trends in the poultry eggs market. Consumers are showing a growing interest in understanding the journey of their food from farm to table. Producers are responding by implementing traceability systems that allow consumers to access information about the origin of the eggs, farming practices, and quality assurance measures.

Blockchain technology is being explored as a tool to enhance traceability, providing a secure and transparent record of the entire supply chain. By offering clear and verifiable information, producers can build trust with consumers who prioritize knowing the source and production methods of the eggs they purchase.

Innovation in Egg-Based Products

The poultry eggs market is witnessing continuous innovation in the development of new egg-based products. From pre-packaged hard-boiled eggs to convenient and ready-to-eat egg snacks, there is a diversification of offerings to meet the evolving needs of consumers. These innovations cater to the demand for on-the-go and healthy snack options, aligning with changing lifestyles and dietary preferences.

Furthermore, the incorporation of eggs into functional food and beverage products, such as protein bars, shakes, and baked goods, showcases the versatility of eggs as an ingredient. This trend not only expands the market for egg products but also contributes to the overall growth of the poultry eggs industry by tapping into new consumer segments.

Segmental Insights

Type Insights

Based on type, Shell eggs are the most dominating type of egg, accounting for largest global egg production. This is due to their versatility, affordability, and long shelf life. Shell eggs can be used in a wide variety of dishes, from simple scrambled eggs to elaborate cakes and pastries. They are also a relatively inexpensive source of protein and other nutrients. Additionally, shell eggs have a long shelf life, making them a convenient option for consumers. Specialty eggs are a smaller but growing segment of the egg market. Specialty eggs are eggs that are produced to meet specific consumer demands, such as eggs from free-range hens, organic eggs, or omega-3 eggs. These eggs are typically more expensive than shell eggs, but they are also perceived to be healthier and more humane. Processed egg products are the smallest segment of the egg market. Processed egg products are eggs that have been processed in some way, such as liquid eggs, dried eggs, or frozen eggs. These products are typically used by food manufacturers and other commercial businesses.

Regional Insights

Asia-Pacific is the dominating region in the global poultry eggs market, accounting for largest global consumption. This is due to several factors, including large population, rising disposable incomes, growing urbanization. Asia-Pacific is the most populous region in the world, with over 60% of the global population. This large population base provides a strong demand for poultry eggs. Disposable incomes are rising in many countries in Asia-Pacific, which is leading to an increase in demand for protein-rich

foods. Poultry eggs are a relatively affordable source of protein. Urbanization is leading to a shift in dietary patterns in Asia-Pacific, with consumers increasingly consuming processed and convenience foods. This is driving demand for egg products, such as liquid eggs and dried eggs. China and India are the two largest producers and consumers of poultry eggs in Asia-Pacific. China accounted for over 30% of global egg production in 2021, while India accounted for over 10%. The Asia-Pacific poultry eggs market is expected to continue to grow in the years to come, driven by the factors mentioned above. The market is expected to be supported by rising disposable incomes, increasing urbanization, and a growing demand for protein-rich foods.

Key Market Players

Cal Maine Foods Inc.

Charoen Pokphand Foods PCL

Granja Yabuta

ISE FOODS Inc.

Proteina Animal SA DE CV

Rose Acre Farms

Suguna Foods Pvt. Ltd.

Trillium Farm Holdings LLC

Ukrlandfarming PLC

Agroholding Avangard

Report Scope:

In this report, the Global Poultry Eggs Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Poultry Eggs Market, By Type:

Shell Eggs

Specialty Eggs

Processed Egg Products

Poultry Eggs Market, By Application:

Household

Commercial

Poultry Eggs Market, By Distribution Channel:

Departmental stores

Specialty Stores

Online

Others

Poultry Eggs Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Egypt

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Poultry Eggs Market.

Available Customizations:

Global Poultry Eggs market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

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

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 - 14.1.5.5. Recent Developments
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15. STRATEGIC RECOMMENDATIONS

- 15.1. Key Focus Areas
- 15.2. Target Type
- 15.3. Target Distribution Channel

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