

Africa Poultry Feed Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 110 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

The African poultry feed market is projected to register a CAGR of 4% during the forecast period 2022-2027.

The COVID-19 outbreak in 2020 negatively impacted the market studied. Like other industries, the pandemic-induced crisis negatively impacted the poultry feed industry. The poultry feed industry faced a severe shortage of raw materials and inputs required for the manufacturing of products. There was a shortage of labor due to the imposition of repeated lockdowns and restricted movements across the countries of the African region. This shortage of labor affected production facilities in the region.

Poultry farming is one of the largest livestock segments in Africa. Increasing chicken production and the increasing demand for organic feed are other factors stimulating the growth of the market studied. As poultry birds require a high amount of nutrients, such as protein, fat, and calcium, the application of nutritious feed and feed additives has become mandatory in the African poultry industry.

South Africa is the largest market in the region and dominates poultry production. The poultry industry holds huge importance both for the economy and for supplying a source of quality protein to subsistence farmers and rural communities. These factors influenced the poultry market of South Africa, which offers free-range eggs, poultry, quality meat, and other items needed to start poultry farming. As the poultry industry expands, quality feed is needed to get quality outputs. Hence, these factors are expected to drive the market in the region.

Africa Poultry Feed Market Trends

Growing Demand for Poultry Products

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scott-international.com

www.scott-international.com

Poultry farming in Africa is one of the biggest business opportunities on the continent. The African population's love for poultry meat and eggs has grown at a staggering pace, leading to increased poultry production, which has boosted the region's poultry feed market. Chicken meat is considered one of the most widely preferred meats among consumers in the region. The demand for white meat is observed to be increasing in the region due to its affordability and the growing perception among consumers that it is healthier than red meat. Due to increasing health awareness among consumers, the demand for chicken meat and its products is anticipated to increase over the coming years.

According to FAO statistics, the African region witnessed 2.15 billion heads of chicken in 2020. Over the last five years, the demand for poultry products increased drastically due to the increasing restaurant retail chains, such as KFC. Therefore, the fast-growing poultry industry is anticipated to boost the poultry feed market further over the coming years.

South Africa Dominates the Market

South Africa holds the major share of the poultry feed market as the country leads in terms of poultry production in the region. Poultry is the largest industry in the South African agriculture sector, accounting for 19.8% of total agricultural production and 40% of total animal products.

The South African poultry feed market is well established compared to other African countries. The demand for poultry feed is likely to continue to rise due to a growing population, a surge in demand for quality meat products, and a spike in consumer spending, which boosts animal protein consumption. According to the country's Department of Agriculture, Forestry, and Fisheries (DAFF), the increasing demand for meat in South Africa is a key driver for the rising demand for feed. Therefore, huge consumption demand and enormous poultry production are aiding the poultry feed market in the country.

Africa Poultry Feed Market Competitor Analysis

The African poultry feed market is fragmented, with global and regional players. The major players in the market are Cargill Inc., Kemin Industries, Nutreco, Nova Feeds, and Serfco, among others. Poultry feed firms are actively adopting strategies like product innovation, mergers and acquisitions, and partnerships to increase their sales. The market players are also investing in research and development to launch new products frequently.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions & Market Definition

1.2 Scope of the Study

2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS

4.1 Market Overview

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 4.2 Market Drivers
- 4.3 Market Restraints
- 4.4 Porter's Five Forces Analysis
 - 4.4.1 Bargaining Power of Suppliers
 - 4.4.2 Bargaining Power of Buyers
 - 4.4.3 Threat of New Entrants
 - 4.4.4 Threat of Substitutes
 - 4.4.5 Intensity of Competitive Rivalry

5 MARKET SEGMENTATION

- 5.1 Animal Type
 - 5.1.1 Layer
 - 5.1.2 Broiler
 - 5.1.3 Turkey
 - 5.1.4 Other Animal Types
- 5.2 Ingredient Type
 - 5.2.1 Cereals
 - 5.2.2 Oilseed Meal
 - 5.2.3 Molasses
 - 5.2.4 Fish Oil & Fish Meal
 - 5.2.5 Supplements
 - 5.2.6 Other Ingredient Types
- 5.3 Geography
 - 5.3.1 South Africa
 - 5.3.2 Algeria
 - 5.3.3 Nigeria
 - 5.3.4 Ethiopia
 - 5.3.5 Morocco
 - 5.3.6 Rest of Africa

6 COMPETITIVE LANDSCAPE

- 6.1 Most Adopted Strategies
- 6.2 Market Share Analysis
- 6.3 Company Profiles
 - 6.3.1 Nutreco
 - 6.3.2 Novus International
 - 6.3.3 Kemin Industries Inc.
 - 6.3.4 Cargill Inc.
 - 6.3.5 Novafeeds
 - 6.3.6 Alltech Inc.
 - 6.3.7 Serfco
 - 6.3.8 Elanco
 - 6.3.9 Adisseo
 - 6.3.10 BASF SE
 - 6.3.11 Dupont Nutrition & Biosciences

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Africa Poultry Feed Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 110 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-01"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

