

## **Asia Pacific Poultry Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 70 pages | Mordor Intelligence

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### **Report description:**

The Asia Pacific Poultry Market is expected to grow at a CAGR of 7.8% over the forecast period, 2020 to 2025.

#### Key Highlights

Mostly driven by rapid urbanization and growing population, the demand for poultry has witnessed a significant growth across developing countries of the Asia Pacific region. Furthermore, the poultry industry plays a crucial role in Asia-Pacific's fastest growing agriculture sector to achieve food security, higher incomes and farmers welfare.

Advancement in breeding technologies, along with growing share of cold storage and transport facility have further evolved the poultry industry in the Asia Pacific region. Since, most of the countries are dependent on it agricultural production and exports, the availability of poultry feed at large has made the business to witness new entrants on a regular interval.

#### APAC Poultry Market Trends

##### Growing Demand, Leading to Increase in Infrastructure Capacity

The poultry sector in the Asia Pacific region have entered a mass scale of production, strongly driven by demand through in-house consumption, or though the growing share of food service outlets. On the other hand the availability of poultry products at a lower price driven by the growing share of middle class population have acted positively for the industry to grow.

Furthermore, the advancement in breeding have given rise to birds which achieves specialized purposes and are increasingly productive. Similarly, the development related to procurement of feed, machine slaughter and processing technologies have led

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to a growing share of safety and efficiency, thereby favouring large-scale units rather than small-scale producers. Such developments, on the wake of growing urban population, have led the poultry industry and the associated feed industry to scale up at a rapid pace, and to concentrate themselves close to final markets.

#### Growing India's share of poultry consumption

India has been a growing industry in terms of both poultry production and consumption. Furthermore, the country is the third-largest egg producer in the world after China and the USA and the fourth-largest chicken producer in the world after China, Brazil and the USA. The improvement in the varieties of 'Low technology input birds', which are dual purpose, i.e., capable of producing eggs and meat, are now being bred in India for the purpose of backyard or family production. The final food products, are not solely meant for exports since the country faces a huge gap in supply and demand.

Fresh poultry is excessively consumed in the country since the availability of slaughter house is mostly found near consumer vicinity. Since, the lack of cold storage and transport has laid minimum development in the chilled and frozen category, however, supermarket retailers are stockpiling such products owing to the rise in urban consumer demands.

#### APAC Poultry Market Competitor Analysis

The Asia Pacific Poultry market is highly fragmented and competitive with the presence of domestic players at large. Across developing country, the industry has not yet been in terms with latest technologies, thereby witnessing a dip in efficient production. On the other hand, local players have well established reputation in the regional markets, and are capable of catering to different type of consumers at ease.

The major players operating in the Asia Pacific Poultry Market are C.P. Group, Suguna Foods, New Hope Liuhe, Cargill, and Wens Food Group among others.

#### Additional Benefits:

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

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