

India Poultry Meat Market - Size, Share, Covid-19 Impact & Forecasts Up To 2028

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Report description:

The India Poultry Meat Market is projected to register a CAGR of 3.61%

Key Highlights

Largest Segment by Distribution Channel - On-Trade : The widened choice for on-the-go foodservice among consumers in the region with a preference for low-priced processed meat, in particular, is driving the segmental growth.

Largest Segment by Form - Fresh / Chilled : Preference for fresh or chilled meat products is gaining interest in the emerging local butchers and is driven by fresh certified product offerings in the country.

Fastest-growing Segment by Distribution Channel - Off-Trade : The growth of online meat delivery and the expansion of the refrigerated section in supermarkets are driving demand, focusing on new products based on consumer demand.

Fastest-growing Segment by Form - Processed : The increasing popularity of ready-to-eat and ready-to-cook food due to consumers' fast-paced lifestyles is projected to drive the processed poultry products' demand in India.

India Poultry Meat Market Trends

On-Trade is the largest segment by Distribution Channel.

In 2021, the sales of poultry meat in India slightly increased by around 5% compared to the previous year, primarily due to the easing of COVID-19 restrictions. The sales of poultry meat through the off-trade channels increased by about 14.37% in 2020 from 2019. Start-ups such as Licious, Meatigo, and TenderCuts are also offering poultry meat products, which attracted many consumers in the country.

Off-trade is the fastest-growing distribution channel through which poultry meat is consumed in India, and it is projected to register a CAGR of 4.16%, by value, during the forecast period (2022-2028). The overall sales of poultry meat through the

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off-trade channels increased by around 17% in 2021 from 2018. As poultry meat is the most preferred and most-consumed meat in India, consumers prefer to eat it at home and often purchase it mostly in fresh form. Consumers also get additional benefits, such as discounts, if they purchase in bulk quantity. These factors contributed to the growth of poultry meat through the on-trade channel in the country.

On-trade is the major distribution channel through which poultry meat is consumed in India. The overall sales through the on-trade channel increased by around 14% from 2018 to 2021. Foodservice channels, such as KFC and Domino's Pizza, also added new meat products on their menus, and they are expected to add more to cater to the demand. The growing number of outlets of these foodservice channels also aids the growth of the poultry meat market. Thus, the on-trade channel is contributing exponentially to the growth of poultry meat in India.

India Poultry Meat Market Competitor Analysis

The India Poultry Meat Market is fragmented, with the top five companies occupying 9.22%. The major players in this market are ITC Limited, Skylark Hatcheries Private Limited, Sneha Group, Tyson Foods, Inc. and VH Group (sorted alphabetically).

Additional Benefits:

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

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