

India Poultry Feed Market By Nature (Conventional, Organic), By Form (Mashed, Pellets, Crumbles, and Others), By Additives (Antibiotics, Vitamins, Antioxidants, Amino Acid, Feed Enzymes, Feed Acidifiers, and Others), By Animal Type (Layers, Broilers, Turkey, and Others), By Distribution Channel (Offline, Online), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Report description:

India Poultry Feed Market was valued at USD 3.27 billion in 2024 and is anticipated to project impressive growth in the forecast period with a CAGR of 6.21% through 2030.

Poultry feed is a type of animal feed that is specifically formulated to meet the dietary requirements of birds, including chickens, turkeys, ducks, and other fowl. It is typically comprised of a mixture of grains, proteins, vitamins, and minerals that are necessary for the healthy growth and development of poultry. The composition of poultry feed can vary depending on the type of bird, its age, and the purpose it is being raised for, such as meat production or egg laying.

The Indian poultry feed market is a rapidly growing sector, bolstered by the country's large-scale poultry production. The market is characterized by a diverse range of products, catering to the unique nutritional needs of different poultry types and stages of growth. This market is driven by increasing consumer demand for poultry products, advancements in poultry breeding techniques, and the growth of organized poultry farming.

Key Market Drivers

Growing Demand for Poultry Products

The escalating demand for poultry products in India is anticipated to stimulate the need for poultry feed significantly. Over recent years, India has witnessed a remarkable shift in dietary habits, as health-conscious consumers are progressively embracing protein-rich diets, which include a wide range of poultry products like chicken and eggs. This shift is primarily driven by a growing awareness of the health benefits associated with consuming poultry products, as well as the increasing disposable income levels

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of the population. Poultry farming, which caters to this rising demand, plays a crucial role in meeting the protein requirements of the nation. However, to ensure the optimal growth and health of the birds, it is imperative to provide them with high-quality poultry feed. The quality of the feed directly affects the quality of the poultry products, making it essential for farmers to focus on enhancing feed quality.

Moreover, the Indian government has taken proactive measures to promote and support poultry farming through favorable policies. These supportive policies, coupled with technological advancements in feed manufacturing, are expected to further propel the poultry feed market in India. As a result, the demand for poultry feed is projected to witness a significant upsurge in the coming years. In a nutshell, the increasing demand for poultry products, coupled with the growing emphasis on the quality of these products and the supportive governmental policies, is expected to drive the demand for poultry feed in India. This presents a promising opportunity for the poultry feed industry to thrive and contribute to the overall growth of the poultry sector in the country.

Technological Advancements in Feed Manufacturing

Poultry feed production in India is set for a significant surge, propelled by technological advancements in feed manufacturing. These advancements have allowed more efficient production processes, reducing wastage and improving the nutritional profile of the feed. Modern milling technologies, for instance, result in uniform particle sizes that enhance the digestibility and nutrient absorption in poultry, thereby ensuring healthier, faster-growing birds. In addition, the incorporation of automated systems in feed production has led to the precise formulation of diets, with optimum levels of proteins, vitamins, and other nutrients tailored for different poultry species and growth stages. This precision nutrition has a direct and positive impact on poultry performance, which is expected to spur demand from poultry farmers seeking to enhance their productivity and profitability. Furthermore, the availability of advanced feed additives, enriched with probiotics and prebiotics, is anticipated to further boost poultry feed demand. These additives, integrated through advanced feed technologies, improve gut health and immunity in poultry, reducing dependence on antibiotics and aligning with the global trend toward antibiotic-free poultry production. Hence, technological advancements are likely to not only scale up the poultry feed industry in India but also elevate its quality standards, ensuring a promising future for this sector.

Advancements in Poultry Breeding Techniques

The evolution and advancements in poultry breeding techniques are expected to significantly increase the demand for poultry feed in India. Enhanced breeding techniques have led to a surge in poultry production, necessitating more sophisticated and nutrient-dense feeds. As breeders strive for healthier, more productive birds, the demand for high-quality feed capable of supporting these ambitious breeding programs has grown. Additionally, with the Indian government's initiatives to boost the poultry sector and the increasing consumer demand for poultry products, the requirement for poultry feed is projected to rise. Furthermore, the introduction of precision nutrition and customized feeds, tailored to the specific needs of different breeds at various growth stages, has added another dimension to the growth of the poultry feed market in India. These factors combined predict a robust increase in the demand for poultry feed, a trend likely to continue as advancements in poultry breeding techniques persist.

Growing Retail & Food Service Industry

India's Retail & Food Service Industry is witnessing remarkable growth, a trend that is expected to boost the demand for poultry feed in the country. This growth can be attributed to a rapidly expanding middle-class population with higher disposable income, changing food habits, and a growing preference for protein-rich diets. Fast food chains and restaurants, which heavily rely on poultry products, are proliferating across urban and semi-urban areas, thereby escalating the requirement for poultry feed. Furthermore, the emergence of organized retail in the sector is facilitating the easy availability and visibility of diverse poultry products, enticing more consumers and fuelling consumption. The Indian government's supportive policies for poultry farming, along with initiatives to educate farmers about scientifically balanced feed, also contribute to the growing demand. It's evident that as the Retail and Food Service Industry continues to flourish, the need for poultry feed in India will proportionately rise, creating a positive impact on the entire poultry value chain.

Key Market Challenges

High Feed Costs

High feed costs in India have begun exerting downward pressure on the demand for poultry feed. The poultry industry, which

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relies heavily on cost-effective feed for efficient production, is confronted by escalating prices of essential components like maize and soybean. As these costs rise, the profitability of poultry farming decreases, leading farmers to seek alternative, cheaper feed sources or reduce their overall demand. Particularly in smaller-scale farming operations, the high cost of feed can significantly impact the viability of the business, making it difficult for them to compete in an increasingly challenging market. Simultaneously, consumers might face a surge in poultry product prices, which could limit consumption and further decrease demand for poultry feed. Therefore, it is anticipated that the escalating costs of feed will indirectly and directly reduce the demand for poultry feed in India. This scenario underscores the need for a balanced and cost-effective feed composition that would ensure the sustainability of this sector.

Lack of an Efficient & Reliable Supply Chain

The poultry feed industry in India is facing a significant challenge due to the lack of an efficient and reliable supply chain. The existing supply chain is plagued by an array of issues, ranging from inadequate transport infrastructure to unpredictable weather conditions and insufficient warehousing facilities. These challenges often lead to delays and inconsistencies in delivery, resulting in a lack of trust among poultry farmers. Moreover, an inefficient supply chain can also contribute to increased costs, further dampening the demand. Besides, the fluctuating prices of raw materials, coupled with their inconsistent availability, further exacerbate the situation. Coupled with an unsystematic distribution network and minimal technological intervention, the effectiveness of the entire supply chain is compromised. Consequently, poultry farmers are expected to decrease their reliance on commercial poultry feed, resorting to alternative feed options or reducing their poultry farming operations altogether. As a result, a decline in the demand for poultry feed in India is anticipated, unless significant improvements in the supply chain are implemented.

Key Market Trends

Emergence of Online Poultry Feed Sales Platforms

The emergence of online poultry feed sales platforms is projected to significantly boost the demand for poultry feed in India. These platforms are breaking down geographical barriers, allowing poultry farmers in distant and rural regions to access high-quality feed with ease. Prior to this, the procurement of quality poultry feed was a major challenge for these farmers, often compounded by logistical issues and inconsistent supply. The online platforms are now providing a seamless, reliable, and timely delivery of feed, which is crucial in the poultry business where the quality and timeliness of feed directly impacts productivity. Furthermore, these e-commerce platforms are also fostering competition among feed suppliers, leading to better pricing, improved feed quality, and innovative feed solutions. They also offer a wealth of information, assisting farmers in making informed purchases based on the nutritional content, brand reputation, and customer reviews. This blend of accessibility, convenience, competitive pricing, and informed decision-making offered by online platforms is expected to uplift the poultry industry in India, thereby driving a steep rise in the demand for poultry feed.

Growing Interest in Healthy & Organic Poultry Products

The growing health consciousness among Indian consumers has significantly elevated the demand for healthy and organic poultry products. This trend, in turn, is expected to boost the poultry feed market in the country. As consumers become increasingly aware of the health benefits of organic food and the detriments of chemically treated products, the importance of organic poultry feed - the backbone of organic poultry farming - becomes paramount. Feed plays a critical role in determining the overall health of the poultry. Consequently, the demand for high-quality, organic feed, devoid of antibiotics and chemicals, is anticipated to rise significantly. Furthermore, the Indian government's efforts in promoting poultry farming as a sustainable source of income, particularly in rural areas, is likely to contribute to this surge in demand. The propagation of organic farming practices, coupled with rising income levels and changing dietary habits, is expected to spur the poultry feed market in India. This shift towards healthier and organic poultry products signifies a promising future for the poultry feed industry.

Segmental Insights

Nature Insights

Based on Nature, the conventional poultry feed segment currently dominates the Indian market, accounting for a significant share. This is primarily due to its lower cost compared to organic feed, making it more accessible to the majority of poultry farmers who often operate on tight budgets. However, the organic poultry feed market is gradually gaining traction as consumers become more aware of the numerous benefits associated with organic produce. Not only does organic farming practice promote

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better environmental sustainability, but it also ensures improved animal welfare. With the increasing demand for organic products and growing concerns about the adverse effects of conventional farming practices, the organic poultry feed market is poised for further growth in the coming years. As consumers continue to prioritize healthier and more sustainable choices, the organic poultry feed segment is expected to witness a steady rise in demand, paving the way for a more responsible and environmentally friendly poultry farming industry in India.

Form Insights

Based on form, in the Indian poultry feed market, pellets are currently dominating due to several key factors. The high preference for pellet feed can be attributed to its easy consumption, higher nutrient absorption rate, and enhanced feed conversion efficiency, making it a popular choice among poultry farmers across India. The carefully formulated composition of pellet feed ensures optimal nutrition for the poultry, leading to healthier and more productive birds. Additionally, the uniform size and shape of pellets facilitate efficient feeding, minimizing wastage and improving overall feed utilization. Furthermore, the ease of handling and storage of pellet feed contributes significantly to its dominance in the market, allowing farmers to manage their inventory effectively and maintain feed quality for extended periods. With these advantages, it is no wonder that pellets have become the go-to option for poultry farmers seeking reliable and efficient feed solutions in India.

Regional Insights

In the India Poultry Feed Market, the Northern region is currently holding the dominant position. This is primarily due to several factors that contribute significantly to its dominance. One of the key factors is the availability of vast and fertile land, which facilitates the production of essential ingredients like corn and soya that are crucial in poultry feed formulation. The Northern region's expansive and fertile land provides ample space for cultivating high-quality crops, ensuring a consistent supply of nutritious feed ingredients for poultry. Additionally, this region benefits from favorable climatic conditions that promote optimal crop growth and yields, further enhancing the availability and quality of feed ingredients.

Moreover, the Northern region is home to the majority of India's poultry farms, further consolidating its position as the leading player in the market. The concentration of poultry farms in this region not only strengthens the supply chain efficiency but also enables better coordination and collaboration among industry stakeholders. This synergy fosters knowledge sharing, technological advancements, and best practices, leading to improved poultry feed production and overall market growth. With its favorable conditions for feed production, including abundant land and a conducive climate, coupled with a strong presence of poultry farms, the Northern region continues to thrive in the India Poultry Feed Market. Its strategic advantages contribute to reliable and sustainable feed supply, ensuring the growth and success of the poultry industry in the region and beyond.

Key Market Players

- ☐ Amrit Feeds Limited
- ☐ Ayurved Limited
- ☐ Godrej Agrovet Limited
- ☐ Henraajh Feeds India Private Limited
- ☐ Hindustan Animal Feeds
- ☐ APFA Comfeed India Private Limited
- ☐ Maharashtra Feeds Private Limited
- ☐ Suguna Foods Private Limited
- ☐ SKM Animal Feeds and Foods (India) Limited

Report Scope:

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

☐ India Poultry Feed Market, By Nature:

- o Conventional
- o Organic

☐ India Poultry Feed Market, By Form:

- o Mashed
- o Pellets

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- o Crumbles

- o Others

☐☐ India Poultry Feed Market, By Additives:

- o Antibiotics

- o Vitamins

- o Antioxidants

- o Amino Acid

- o Feed Enzymes

- o Feed Acidifiers

- o Others

☐☐ India Poultry Feed Market, By Animal Type:

- o Layers

- o Broilers

- o Turkey

- o Others

☐☐ India Poultry Feed Market, By Distribution Channel:

- o Offline

- o Online

☐☐ India Poultry Feed Market, By Region:

- o North

- o South

- o West

- o East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India Poultry Feed Market.

Available Customizations:

India Poultry Feed Market report 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:

Company Information

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

Table of Contents:

1. Product Overview

1.1. Market Definition

1.2. Scope of the Market

1.2.1. Markets Covered

1.2.2. Years Considered for Study

1.2.3. Key Market Segmentations

2. Research Methodology

2.1. Objective of the Study

2.2. Baseline Methodology

2.3. Key Industry Partners

2.4. Major Association and Secondary Sources

2.5. Forecasting Methodology

2.6. Data Triangulation & Validations

2.7. Assumptions and Limitations

3. Executive Summary

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- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends
4. Voice of Customer
5. India Poultry Feed Market Outlook
 - 5.1. Market Size & Forecast
 - 5.1.1. By Value
 - 5.2. Market Share & Forecast
 - 5.2.1. By Nature (Conventional, Organic)
 - 5.2.2. By Form (Mashed, Pellets, Crumbles, and Others)
 - 5.2.3. By Additives (Antibiotics, Vitamins, Antioxidants, Amino Acid, Feed Enzymes, Feed Acidifiers, and Others)
 - 5.2.4. By Animal Type (Layers, Broilers, Turkey, and Others)
 - 5.2.5. By Distribution Channel (Offline, Online)
 - 5.2.6. By Region
 - 5.2.6.1. By State (Top 3 States)
 - 5.2.7. By Company (2024)
 - 5.3. Market Map
6. North India Poultry Feed Market Outlook
 - 6.1. Market Size & Forecast
 - 6.1.1. By Value
 - 6.2. Market Share & Forecast
 - 6.2.1. By Nature
 - 6.2.2. By Form
 - 6.2.3. By Additives
 - 6.2.4. By Animal Type
 - 6.2.5. By Distribution Channel
7. West India Poultry Feed Market Outlook
 - 7.1. Market Size & Forecast
 - 7.1.1. By Value
 - 7.2. Market Share & Forecast
 - 7.2.1. By Nature
 - 7.2.2. By Form
 - 7.2.3. By Additives
 - 7.2.4. By Animal Type
 - 7.2.5. By Distribution Channel
8. South India Poultry Feed Market Outlook
 - 8.1. Market Size & Forecast
 - 8.1.1. By Value
 - 8.2. Market Share & Forecast
 - 8.2.1. By Nature
 - 8.2.2. By Form
 - 8.2.3. By Additives
 - 8.2.4. By Animal Type
 - 8.2.5. By Distribution Channel
9. East India Poultry Feed Market Outlook

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- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Nature
 - 9.2.2. By Form
 - 9.2.3. By Additives
 - 9.2.4. By Animal Type
 - 9.2.5. By Distribution Channel
- 10. Market Dynamics
 - 10.1. Drivers
 - 10.2. Challenges
- 11. Market Trends & Developments
 - 11.1. Recent Development
 - 11.2. Mergers & Acquisitions
 - 11.3. Product Launches
- 12. India Poultry Feed Market: SWOT Analysis
- 13. Porter's Five Forces Analysis
 - 13.1. Competition in the Industry
 - 13.2. Potential of New Entrants
 - 13.3. Power of Suppliers
 - 13.4. Power of Customers
 - 13.5. Threat of Substitute Products
- 14. Competitive Landscape
 - 14.1. Amrit Feeds Limited
 - 14.1.1. Business Overview
 - 14.1.2. Service Offerings
 - 14.1.3. Recent Developments
 - 14.1.4. Key Personnel
 - 14.1.5. SWOT Analysis
 - 14.2. Ayurvet Limited
 - 14.3. Godrej Agrovvet Limited
 - 14.4. Henraajh Feeds India Private Limited
 - 14.5. Hindustan Animal Feeds
 - 14.6. JAPFA Comfeed India Private Limited
 - 14.7. Maharashtra Feeds Private Limited
 - 14.8. Suguna Foods Private Limited
 - 14.9. SKM Animal Feeds and Foods (India) Limited
- 15. Strategic Recommendations
- 16. About Us & Disclaimer

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