

## **India Poultry Feed Market Report and Forecast 2025-2034**

Market Report | 2025-07-15 | 116 pages | EMR Inc.

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### **Report description:**

The India poultry feed market reached a value of approximately USD 20566.90 Million in 2024. The market is further expected to grow at a CAGR of 7.29% between 2025 and 2034, reaching a value of USD 41568.21 Million by 2034.

#### India Poultry Feed Market Growth

Poultry feed refers to food for farm poultry animals, which includes ducks, chickens, turkeys, and geese, among others. Healthy feed contains enough carbohydrates, proteins, minerals, vitamins, and other components that are beneficial for poultry health and growth. Feed must be stored in clean and dry conditions to avoid getting contaminated, as contaminated feed can infect poultry.

Consumers are increasingly embracing protein-rich diets that include poultry meat and eggs, which is stimulating the need and demand for high-quality poultry feed. Additionally, government initiatives to promote domestic poultry production and reduce reliance on imports are creating opportunities for the India poultry feed market expansion. As per industry reports, in India, the annual production of poultry meat in 2018-19 was 4.06 million tonnes.

#### Key Trends and Developments

Advancements in feed manufacturing, growing preference for organic poultry products, and expansion of integrated poultry operations have escalated the India poultry feed market development.

#### May 2024

Goa's poultry industry is experiencing a boost in prices for chicken and eggs due to the rising summer heat and the raised cost of feed, including soya, maize, vitamins, and amino acids. Goa's daily consumption of broiler chickens is 1.20 lakh birds and 6 lakh eggs, which shows the rising demand for protein-rich foods.

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May 2024

Venky's India, one of the largest poultry firms in the country, reported a rise in Q4 profit due to steady demand for meat and easing costs. The company's consolidated profit after tax for the March quarter increased, in contrast to a 56% slump in the previous quarter.

May 2024

India's poultry exports have reached a record high of USD 184.58 million in the FY 2023-24, driven by strong demand for eggs and egg products from countries such as Oman and Sri Lanka. This marks a significant increase from the previous year's exports of USD 134.04 million.

Favourable initiatives by the government

Introduction of favourable initiatives by the government of India to promote poultry farming is a key trend propelling the India poultry feed market growth. Such measures are being implemented to meet the food requirements of the growing population.

Rising demand for poultry meat

The rising demand for poultry meat is driven by a growing number of individuals embracing healthier dietary choices. Poultry meat's high protein content and low-fat levels have led to its increased consumption, offering vital nutrients like zinc, iodine, vitamin B12, and iron, among others.

Introduction of new poultry products

The introduction of new poultry feed formulations by market players are designed to provide the required nutritional content for indigenous chicken breeds, which has led to increased consumption of poultry meat. This positive shift in consumer demand has contributed significantly to the poultry feed market in India.

Advancements in feed manufacturing technologies

One prominent trend is the increasing adoption of advanced technologies in feed production and management. Poultry feed manufacturers are embracing innovations like precision nutrition, digital monitoring systems, and automation to enhance feed efficiency and optimise nutrient composition.

India Poultry Feed Market Trends

Technological advancements allow for the development of more specific and cost-effective feeds. For example, the implementation of automated feed dispensing systems in poultry farms enables precise control over feed distribution and reduces labour requirements.

Another key trend shaping the India poultry feed market outlook is the growing consumer preference for organic and natural poultry products, which has led to a corresponding demand for organic and non-GMO poultry feeds. Leading feed manufacturers have launched organic soy-based feeds to cater to the increasing health consciousness among consumers.

The market is also witnessing the expansion of integrated poultry operations, where feed production, poultry farming, and processing are vertically integrated under a single entity. This trend allows for better control over the entire supply chain,

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enabling poultry producers to ensure the quality and traceability of their feed and poultry products.

#### India Poultry Feed Industry Segmentation

The EMR's report titled "India Poultry Feed Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

##### Breakup by Nature

- Conventional
- Organic

##### Breakup by Poultry Type

- Layers
- Broilers
- Turkeys and Others

##### Market Breakup by Region

- North
- South
- East and Central
- West

#### India Poultry Feed Market Share

Conventional poultry feed is the most popular due to its lower cost compared to organic variants

Conventional poultry feed currently dominates the market due to its lower cost compared to organic feed, making it more accessible to most poultry farmers who often operate on tight budgets. Conventional feed is formulated using a mix of grains, protein sources, fats, minerals, vitamins, and additives to meet the growing demand for poultry products in India.

On the other hand, the organic poultry feed is gradually gaining traction as consumers become more aware of the benefits associated with organic produce. As per India poultry feed market analysis, organic farming practices promote better environmental sustainability and ensure improved animal welfare. Organic feed is formulated using natural ingredients and avoids synthetic additives like antibiotics and chemicals. However, this segment currently accounts for a smaller share due to its higher cost.

Broilers holds a significant market share due to their large scale of production and health benefits

Broilers are the most common type of poultry feed and account for the significant portion of the market due to their shorter production cycles. This type of chicken is bred with the sole purpose of meat production. The low muscle and high fat content makes their meat tender and is preferred by many. Moreover, it is cheaper, versatile and provides more health benefits than others. Increasing consumer demands for affordable poultry meat has increased their consumption exponentially.

According to India poultry feed market report, layer poultry feed is another important segment, designed to support the

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egg-laying capabilities of hens. As consumer preferences shift towards protein-rich diets, the demand for eggs has increased as they typically contain higher levels of calcium and other minerals to support strong eggshells. They also provide balanced protein and energy levels to maintain hen health and productivity.

Feed acidifiers are witnessing high adoption as additives, driven by their gut healing properties

Feed acidifiers hold the largest India poultry feed market share as they aid in improving the overall health of poultry, leading to improved quality and yield of the produce. They are available in both inorganic and organic forms, as well as associated salts. Feed acidifiers help lower the pH of the feed, improving gut health and inhibiting pathogenic intestinal microbes.

Antioxidants are projected to be the fastest-growing segment in the Indian feed additives market. They are increasingly used to extend the shelf life of animal feeds and protect against oxidative damage. Probiotics, on the other hand, are live microbial feed supplements that promote a healthy gut microbiome in poultry, helping maintain intestinal integrity, enhance immune function, and improve nutrient utilisation in birds.

The rising demand for meat and meat products, along with growing awareness of the benefits of using these feed additives in poultry diets, is expected to drive the growth of these segments in the market.

#### Leading Companies in the India Poultry Feed Market

Market players are developing specialised feeds tailored to different poultry breeds, adopting advanced technologies to enhance feed efficiency, and expanding production capacity

##### Godrej Agrovet Limited (GAVL)

Godrej Agrovet Limited (GAVL) is an Indian company which was established in 1991 and is headquartered in Mumbai, Maharashtra. The company operates in agribusiness sectors and animal feed and is dedicated towards improving the productivity of Indian farmers by providing innovative services and products.

##### Suguna Foods Private Limited

Suguna Foods Private Limited was established in 1984 and is headquartered in Coimbatore, Tamil Nadu. It is majorly involved in broiler farming, processing plants, and feed mills. The company also export and market frozen chicken, eggs, and broiler chicken and are one of the largest poultry companies in the country.

##### Japfa Comfeed India Private Limited

Japfa Comfeed India Private Limited is a leading agri food company that was established in 1975 and is headquartered in Pune, Maharashtra. Company's core business activities include poultry processing, feed manufacturing, aquaculture farming, and chicken breeding. They operate through a network of farms, hatcheries, contract farming partners, and feed mills.

##### Anmol Feeds Pvt. Ltd.,

Anmol Feeds Pvt. Ltd., founded in 2000 and headquartered in Kolkata, West Bengal, is a prominent player in the market. The company offers a diverse range of animal nutrition products, including poultry feeds, cattle feeds, fish feeds, shrimp feeds, and micro-nutrients for soil enhancement. It serves 19 states across India and exports its feeds to Bangladesh, Nepal, and Bhutan.

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Other key players in the India poultry feed market include Henraajh Feeds India Pvt. Ltd., Maharashtra Feeds Pvt Ltd., Sneha Group, IB Group, and Skylark Feeds Pvt. Ltd., among others.

## India Poultry Feed Market Analysis by Region

Northern region leads the market due to the presence of many poultry farms

The Northern region of India holds a dominant position in the market, driven by its vast and fertile land conducive to the production of essential feed ingredients like corn and soya. This region is home to a significant number of poultry farms, which solidifies its position in the India poultry feed market share.

Additionally, with a diverse agricultural landscape and a thriving poultry sector, the South region is also a key contributor to poultry feed manufacturing and distribution. The region also benefits from a favorable climate and access to quality feed ingredients, which supports the development of high-quality poultry feeds.

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