

India Poultry Management Market Report and Forecast 2025-2034

Market Report | 2025-07-15 | 115 pages | EMR Inc.

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Report description:

The India poultry management market is being aided by the India poultry market which reached a value of INR 2044.86 Billion in 2024. The India poultry market is expected to grow at a CAGR of 8.60% in the forecast period of 2025-2034, reaching a value of INR 4666.18 Billion by 2034.

Key Trends in the Market

Poultry is the domestic or commercial production of birds including ducks, turkeys, chickens, and geese for their eggs and meat. The term 'poultry management' typically refers to husbandry procedures or production methods that serve to increase production efficiency. Scientific poultry management seeks to maximise returns with the least amount of money invested. India has a vast market for poultry, resulting in a strong demand for the India poultry management market.

- Poultry management helps in producing meat and eggs that are rich in protein and have high nutritional value. It offers job possibilities at poultry farms, poultry processing plants, and meat and egg distribution channels while providing quick returns on investment. Due to the lower start-up costs in rural locations, this business is called as is often a part of the cottage industry. Such advantages of poultry management are anticipated to support the India poultry management market expansion.
- Further, the growing acceptance of non-vegetarian or eggetarian diets, changing consumer eating habits, and increased exposure to international cuisines are driving the demand for broiler meat and eggs, thus supporting the market's expansion. Additionally, rising consumer standards of living and inclinations for healthier lifestyles are important growth-inducing drivers.
- The market in India is being further stimulated by the expansion of restaurants and fast-food outlets in addition to the rising use of meat and eggs in both domestic and foreign non-vegetarian dishes. Consumers with busy lifestyles are rapidly adopting processed, pre-cooked, canned, and frozen meat products, which is helping to drive up product demand in the country.

India Poultry Management Market Segmentation

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

Market Breakup by Segment

- Broiler
- Eggs

Market Breakup by Category

- Biologicals
- Therapeutics
- Feed Supplements
- Biosecurity
- Others

Market Breakup by Region

- North India
- West India
- South India
- East India

Market Share by Segment

Consumption of broilers and eggs is rising as a result of the market for food services, which is expanding rapidly and includes fast food restaurants, food chains, and restaurants. Broiler meats and eggs are used in both traditional and fast-food Indian cuisines in India, making them an important component of the cuisine. Management of both segments differs substantially, as broiler requires slaughtering of poultry, whereas eggs are easier to collect from laying hens, and a single hen can lay numerous eggs in its lifespan.

However, the demand for eggs, a key component of bakery meals, is also being driven by the robust market for bakery goods. Strong growth rates in the regional bakery items sector are anticipated to have a favourable effect on consumption of eggs in India, thereby driving the India poultry management market growth for the eggs segment. Additionally, the increasing consumption of eggs can be linked to rising interest in and consumption of high protein diets which often incorporate consumption of eggs.

Market Share by Category

Biosecurity is a key category in the India poultry management market. Biosecurity refers to the safety of living things and aims to reduce the introduction and spread of infections into and among farms in order to prevent the exposure of birds to organisms that cause sickness. It is done by keeping the poultry shed in such a condition that only a minimal number of biological creatures (viruses, bacteria, rodents, etc.) move within its boundaries.

Securing the flocks and farms against hazardous pathogenic agents plays a significant function in poultry production since the introduction of pathogenic organisms causes serious economic loss to the poultry farmers and producers. Disease outbreaks can

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be prevented by putting biosecurity measures into practise at every level of farming. Therefore, implementing biosecurity measures is a key strategy for the effective management of poultry, which will likely witness further growth in the India poultry management market.

Competitive Landscape

The comprehensive EMR report provides an in-depth assessment of the market based on the Porter's five forces model along with giving a SWOT analysis. The report gives a detailed analysis of the following key players in the India poultry management market, covering their competitive landscape and latest developments like mergers, acquisitions, investments, and expansion plans.

Provimi Animal Nutrition India Pvt Ltd (Cargill)

Provimi Animal Nutrition India Pvt Ltd (Cargill), a market leader in animal nutrition in India, is an integrated business that includes research, product development, production, sales, and marketing. It offers products for animal nutrition and animal health. The business offers specialised nutrition knowledge to small-scale farmers, livestock producers, and feed mill owners.

Kemin Industries South Asia Pvt Ltd

Kemin Industries South Asia Pvt Ltd was established in 1961 and is involved in manufacturing prepared feeds and feed ingredients for animals and poultry. The business supports the maintenance of healthy livestock and poultry by aiding feed mills and animal farms in achieving ideal nutrition, feed quality, gut health, and disease management.

Novus Animal Nutrition (India) Private Ltd.

Novus Animal Nutrition (India) Private Ltd. in Chennai develops, produces, and commercialises health and nutrition solutions for cattle, poultry, and aquaculture. Novus is dedicated to providing comprehensive animal health and nutrition solutions. It prioritises making sure that the business offers the highest-quality products on the market that are supported by science and are meticulously produced.

Other market players include Vaksindo Animal Health Pvt Ltd, Flora Biochem Pvt Ltd, Guybro Animal Health Pvt Ltd., Jubilant Ingrevia Ltd, Krishi Nutrition Company Pvt Ltd, and Ceva Polchem Pvt Ltd, among others.

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