

India Eggs Market Size and Share Outlook - Forecast Trends and Growth Analysis Report (2025-2034)

Market Report | 2025-10-09 | 141 pages | EMR Inc.

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Report description:

The India eggs market attained a value of USD 7.19 Billion in 2024 and is projected to expand at a CAGR of around 10.40% through 2034. Growth in protein-centric retail products and the addition of eggs in Indian government nutrition programmes like the PM-POSHAN mid-day meal initiative have helped fuel consumption. Additionally, investments in biosecurity-based poultry farm infrastructure in states such as Telangana and Andhra Pradesh are assisting with optimising supply capabilities and quality levels, thereby propelling the market to achieve USD 19.34 Billion by 2034.

The market is witnessing rapid evolution driven by changing consumption patterns, urbanisation, and growing health consciousness. India ranks as the world's third-largest egg producer, with the production crossing more than 138 billion eggs in FY 2023-24, as per the Ministry of Fisheries, Animal Husbandry & Dairying. Eggs are increasingly becoming popular not only as a breakfast food but also as an essential source of affordable protein in mid-day meal programmes, sports diets, and ready-to-eat foods, boosting the India eggs market opportunities.

The rising demand for functional protein foods has driven Indian QSR chains like EatFit and Box8 to launch egg-centric SKUs such as "egg burrito bowls" and "protein egg wraps" in Tier I cities. In early 2024, FMCG brands introduced fortified egg noodles and high-protein snacks targeting gym-goers and young professionals aged 20-35. This shift is especially evident in Bengaluru, Mumbai, and Hyderabad, where protein-rich on-the-go formats have shown a 25% year-on-year sales growth.

The expansion of hygienically packaged and branded eggs, particularly via retail and e-commerce channels, is reshaping the overall India eggs market dynamics. Shifting consumer demand toward safe, traceable, and premium egg varieties, such as organic and free-range, has prompted producers to innovate and adapt to evolving expectations. The relevance of the market is compounded by the country's emphasis on nutrition security and functional foods, making eggs a tried-and-trusted and contemporary dietary staple.

India Eggs Market Report Summary

Description

Value

Base Year

USD Billion

2024

Historical Period

USD Billion

2018-2024

Forecast Period

USD Billion

2025-2034

Market Size 2024

USD Billion

7.19

Market Size 2034

USD Billion

19.34

CAGR 2018-2024

Percentage

XX%

CAGR 2025-2034

Percentage

10.40%

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CAGR 2025-2034 - Market by Region

South India

11.4%

CAGR 2025-2034 - Market by Region

East India

11.0%

CAGR 2025-2034 - Market by End Use

Food Service

10.8%

CAGR 2025-2034 - Market by Distribution Channel

Online

14.7%

2024 Market Share by Region

West India

27.4%

Key Trends and Recent Developments

May 2025

Eggoz inaugurated its 11th egg packaging centre in Pune. This facility enhances the company's capacity to process up to 700,000 eggs daily across India, with a targeted output of 3 million eggs per month specifically for the Mumbai and Pune markets. This expansion is integral to Eggoz's goal of packaging 36 million eggs monthly by FY26.

December 2024

The Allana Group, a global leader in agri-commodities, announced the launch of the Indian Poultry Alliance at Poultry India 2024, marking a significant expansion into India's poultry sector. With an initial investment of USD 120 million, the alliance aims to revolutionise poultry production through fully integrated operations, including breeder farms, hatcheries, feed plants, broiler contract farming, value-added products, and rendering plants.

May 2023

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OVO Farm, the largest egg-producing company in East India, implemented blockchain technology to enhance transparency and trust in the egg industry. Under its flagship brand 'Kenko,' each egg product now features a QR code that allows consumers to trace its journey from farm to table. This development enhances consumer confidence and supply chain transparency in the premium category of the India eggs market.

February 2023

Global Food Partners (GFP), a Singapore-based consulting firm, partnered with India's Cage-free and Free-range Poultry Producers Association (CFFRPPA) to support Indian egg farmers in transitioning to cage-free production methods. This collaboration aims to meet the growing demand from corporations like Unilever, Nestle, and Marriott, which have committed to sourcing only cage-free eggs by 2025.

Government Nutrition Programs Fuel Institutional Demand

Government-initiated programmes such as PM-POSHAN are driving demand in government schools. States such as Tamil Nadu and Odisha now serve 5-6 eggs a week as part of student meals. This programme has built large-scale models of procurement, driving consistent demand for medium-sized standard eggs from local farmers, thus promoting the India eggs market development.

Rising Urban Demand for Packaged and Branded Eggs

With over 40% of urban Indian consumers preferring branded, hygienically packed eggs, companies such as Eggoz and Nutricharge have launched retail-focused offerings. They include UV-cleaned eggs, which are traceable through QR codes, reaching health-conscious individuals through supermarkets as well as online channels.

Shift Towards Organic and Free-Range Egg Consumption

The organic eggs category is expanding with the rising awareness of animal welfare and hormone-free diets. Startups such as Happy Hens and Organic India have increased their free-range products, selling to high-end stores and cafes in metro cities such as Bengaluru and Mumbai. The consumers are mainly focussing on ethical sourcing and nutritional content. Such factors are primarily shaping new trends in the India eggs market.

Growth in Food Service Sector Consumption

India's QSR and cloud kitchen category expanded more than 12% in 2024, with eggs proving to be a central ingredient in protein-heavy meals. Faasos and EatFit introduced new egg-based menu offerings, boosting procurement of bulk eggs from local farms, particularly in tier 1 and tier 2 cities.

E-Commerce and Direct-to-Consumer Channels Boost Market Reach

Digital retail chains such as BigBasket and Zepto have seen more than 18% growth in sales of eggs in 2024, with farm-fresh and special variants like omega-3 enriched eggs. D2C brands based on subscription like FreshToHome are making supply chains traceable and same-day delivery, increasing reach in urban clusters.

India Eggs Industry Segmentation

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

Market Breakup by Type

- Conventional
- Organic
- Free Range
- Cage Free
- Others

Key Insight: Conventional eggs continue to be the largest type category in India based on the easy availability, price competitiveness, and high user familiarity. Conventional eggs come mainly from intensive large-scale poultry farms, and thus they are price-friendly for farmers as well as for consumers. Conventional eggs are most suited for retailers and food service outlets based on the stable supply and price stability, particularly in Tier II and Tier III cities where familiarity and affordability of organic or specialty eggs is comparatively lower, thus boosting the India eggs market expansion.

Market Breakup by End Use

- Food Service
- Retail

Key Insight: Retail accounts for the largest end-use category for eggs in India, on account of increased urbanisation, development of modern trade forms, and increased health-conscious people purchasing in final form for household consumption. Packaged egg brands are also increasingly using branding and nutritional marking in order to attract individual consumers. In addition, retail channels facilitate greater control over shelf presentation, quality control, and customer retention through loyalty programmes and offers within modern supermarkets and local grocery stores, thus boosting the India eggs market development.

Market Breakup by Application

- Supermarkets and Hypermarkets
- Grocery Stores
- Online
- Others

Key Insight: Supermarkets and hypermarkets have a monopoly in the distribution sector because of their wide presence, refrigeration facilities, and the provision of various egg types under one roof. These stores give consumers easy access to branded, hygienically packed eggs such as organic and enriched ones. Their clean cold chains and organised supply systems guarantee product freshness as well as safety. In metro and Tier I cities, these outlets are favoured for their ease of use, price competitiveness, and variety.

Market Breakup by Region

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

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Key Insight: The South India eggs market is gaining significant traction due to robust infrastructure, high production capacity, and advanced poultry farming techniques. Andhra Pradesh and Tamil Nadu have emerged as egg production powerhouses, driven by integrated farms and government subsidies for feed and technology upgrades. Cities like Chennai and Hyderabad are witnessing strong demand for premium egg varieties, supported by the rise in health-focused urban consumers and institutional buyers.

CAGR 2025-2034 - Market by

Region

South India

11.4%

East India

11.0%

West India

XX%

North India

XX%

India Eggs Market Share

Conventional Eggs Lead in the Market Due to Affordability, Availability, and Established Consumer Preference

Conventional eggs dominate the Indian market due to affordability, mass availability, and consumer familiarity. Most of the Indian poultry farms adopt traditional practices with intensive farming, which delivers consistent supply with reduced costs. These eggs are consumed by majority of the population in cities and rural areas, thus becoming the ideal choice for households, bakeries, and foodservice chains, particularly in price-sensitive markets with high volumes of consumption.

Organic eggs are experiencing the fastest growth, driven by growing health consciousness, rising incomes, and food safety needs for chemical-free food, thus boosting the demand in the India eggs market. Organic food is being increasingly adopted by consumers in Tier I cities, and online platforms are actively promoting certified organic eggs. The category is also gaining significance owing to various brand endorsement of nutritionists and health influencers, which attracts the attention of health-conscious urban consumers looking for ethical and premium egg options.

Retail Leads the Market with Growing Household Demand and Organized Retail Shelf Space Expansion

Retail continues to be the largest end-use category boosting the market growth, led by household egg consumption and proliferation of organised retail channels in cities. Packaged eggs are preferred by consumers for hygiene, brand appeal, and ease of use. Growing visibility in supermarkets and online channels has consolidated this trend. Retail demand is additionally boosted by changes in lifestyle, growing protein-rich diet awareness, and appealing packaging that improves shelf appeal and consumer

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confidence.

The food service category is rapidly growing because of increasing demand from restaurants, QSRs, bakeries, and hotels, propelling the growth of the India eggs market. The culture for dining out in India is growing, and eggs are an essential part of varied menus. Institutional customers choose bulk purchase of eggs, and central kitchens utilise eggs significantly in dishes. Tourism growth and cloud kitchens also drive foodservice egg consumption even more, particularly in metro cities where dining and delivery frequency is growing.

Supermarkets Dominate the Market Via Cold Chain, Urban Penetration, and Branded Egg Visibility.

Supermarkets and hypermarkets hold the dominant CAGR by distribution channel because of their systematised cold chains, wide range, and urban reach. They enable consumers to select from different egg varieties, regular, organic, and enriched, with improved display and freshness. These chains place strong emphasis on hygiene and branding, helping to build consumer trust and confidence. As per the India eggs market report, their growing presence in Tier I and II cities makes them the primary sales channel, especially for premium and packaged eggs.

Online platforms are the most rapidly expanding distribution channel, fuelled by digitalisation, ease of use, and subscription-based models. Customers prefer home delivery of fresh, branded eggs, especially in metropolitan cities. Online grocery websites provide personalised egg packs, same-day delivery, and hygiene guarantees. Urban working professionals and health-conscious consumers are primary driving factors of this category's growth.

India Eggs Market Regional Analysis

South India Leads the Eggs Market Growth with Major Upgrades and Renewable Integration

The southern region continues to lead the market with high production and consumption rates. Vertically integrated poultry businesses in Andhra Pradesh and Tamil Nadu drive the market through their ability to maintain stable supply chains while developing innovative products with high-quality standards. The city of Namakkal in Tamil Nadu has earned the nickname "Egg Capital of India" since it produces more than 25% of the country's total egg exports. Brands like Abhi Eggs and Happy Hens target expansion across Chennai, Bengaluru and Hyderabad because of increasing customer interest and successful retailer partnerships, thus boosting the India eggs market revenue.

Emerging regions like North India are showing strong growth potential. The Delhi NCR region experiences an increase in health cafes and meal preparation services which follow the growing popularity of egg-based protein consumption. State incentives together with the proximity to major consumption markets have fuelled infrastructure development in layer farms as well as feed units across Punjab and Haryana. Cold-chain logistics combined with e-commerce platforms enable regional providers to access the growing market demand of health-oriented urban customers.

Competitive Landscape

The market is moderately fragmented, characterised by organised producers, emerging startups, and local farms. India eggs companies in the competitive field use branding techniques together with traceability systems and sustainable business practices to establish their market position. Companies implement UV sanitisation methods along with antimicrobial packaging and QR code traceability because consumer health and safety concerns are growing. The formation of strategic partnerships between retail chains and food service operators has emerged as an essential component for success for most of the India eggs market players.

For example, D2C egg brands established partnerships with major QSRs to introduce specially curated egg products. Businesses

direct their resources into cold-chain logistics together with regional warehousing to enhance their delivery efficiency and product quality. Brands achieve success through innovation by introducing omega-3 enhanced organic as well as cage-free egg products that serve distinct market categories. The market environment depends heavily on sustainable practices while ethical sourcing practices provide a competitive advantage. Producers are implementing solar power, biosecurity layer houses, and automated sorting technologies in their operations.

Abhi Foods

Abhi Foods, established in 2017 and headquartered in Hyderabad, specialises in hygienically packed white and brown eggs. It distributes via modern retail outlets and online platforms, targeting urban consumers seeking freshness, safety, and convenience.

Happy Hens Farm

Founded in 2011 in Bengaluru, Happy Hens Farm delivers organic, free-range eggs from pasture-raised hens. It caters to health-conscious and ethical consumers through sustainable farming practices and a strong direct-to-consumer presence via online and niche retail.

Sakku Group

Sakku Group, established in 1979 in Guntur, Andhra Pradesh, is a major agri-business firm offering large-scale production of conventional and enriched eggs. It caters to retail, hospitality, and export markets with integrated production and distribution facilities, boosting the overall India eggs market value.

Daulat Farms Group

Based in Ludhiana and founded in 2002, Daulat Farms Group supplies hygienic white and organic eggs to supermarkets, restaurants, and hotels. It focuses on consistent quality, farm-to-fork traceability, and partnerships with premium retail chains across India.

Other key players in the report include KEGGFARMS Private Limited, and OVOFARM.IN, among others.

Key Highlights of the India Eggs Market Report:

- Demand trajectory traced with historical data and actionable projections through 2034.
- Trends capturing innovations in hygienic packaging, nutrient-enriched eggs, and automated poultry handling systems.
- Strategic profiling of key players shaping the market, from contract poultry farmers to large-scale integrators.
- Region-wise analysis highlighting rising consumption in tier-2 cities and rural retail penetration.
- Sector-specific insights on institutional demand from hospitality, QSR chains, and food manufacturing.
- Pricing volatility and supply chain disruptions evaluated through a real-time lens, enabling risk-adjusted planning.

Why Rely on Expert Market Research?

- Dedicated agri-food sector specialists offering regionally grounded market understanding.
- Exclusive insights derived from interviews with producers, wholesalers, and cold chain stakeholders.
- Granular analysis using econometric tools tailored to India's fragmented supply base.
- Credible research process blending proprietary field intelligence with regulatory and consumption trend tracking.
- Adaptive and decision-useful intelligence built to align with sourcing, procurement, and expansion strategies.

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Call to Action

Explore the latest trends shaping the India eggs market 2025-2034 with our in-depth report. Gain strategic insights, future forecasts, and key market developments that can help you stay competitive. Download a free sample report or contact our team for customised consultation on India eggs market trends 2025 .

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