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India's Poultry Sector in 2025: Trends and Transitions

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The Indian poultry industry in 2025 is witnessing rapid growth and structural transformation. India ranks as the second-largest egg producer and the fifth-largest broiler meat producer globally. The sector comprises commercial poultry farms (70% market share) and backyard poultry (30%), both playing critical roles in rural livelihoods and nutritional security. Major egg-producing states include Andhra Pradesh, Tamil Nadu, Telangana, West Bengal, and Karnataka, while Tamil Nadu, Andhra Pradesh, Maharashtra, Karnataka, and Haryana lead broiler meat production. Despite challenges like price volatility, disease outbreaks, and feed cost inflation, the poultry sector remains vital to India's economy with growing export potential, technological adoption, and government support (DAHD, 2024; IMARC, 2025).

Structure and Socioeconomic Importance of the Poultry Sector

The Indian poultry sector is divided mainly into commercial poultry and backyard poultry. Commercial poultry dominates with around 70% of market share, characterized by its scale, efficiency, and integration. This segment supports over 6.5 million farmers directly and nearly 25 million people in allied activities such as feed, pharmaceuticals, transport, and marketing (DAHD, 2024).

Backyard poultry contributes 30% and is vital for supplementary income and nutritional support to rural households, especially women. It is actively promoted through government schemes aimed at rural development and empowerment.

Poultry's Role in Nutritional Security

Eggs and poultry meat provide essential high-quality protein, vitamins, and micronutrients. The Indian Council of Medical Research (ICMR) recommends a per capita consumption of 180 eggs and 10.8 kg poultry meat annually, yet current availability is around 103 eggs and 4.5 kg meat per capita, indicating considerable potential for growth (IMARC, 2025).

Egg Production and Leading States

India's egg production is driven by commercial layer farms utilizing advanced systems like environmentally controlled sheds and automation for feeding and egg collection. The major egg-producing states, contributing over 64% of national production, are:

- ❖ Andhra Pradesh: ~17.85%
- ❖ Tamil Nadu: ~15.64%
- ❖ Telangana: ~12.87%
- ❖ West Bengal: ~11.37%

❖ Karnataka: ~6.62% (DAHD, 2024)

Key Egg Production Statistics (2023–2024)

- Total Egg Production: ~142.77 billion eggs/year
- Per Capita Availability: ~103 eggs/year
- Annual Growth Rate: ~6–7% (DAHD, 2024)

Feed, Health, and Environmental Sustainability

Feed accounts for about 65–70% of production costs and mainly consists of maize, soybean meal, vitamins, minerals, and additives. Robust biosecurity, vaccination, and disease surveillance protocols are critical to maintaining flock health. Increasingly, eco-friendly practices such as organic poultry farming and low-input rural poultry production are gaining attraction.

Egg Marketing and Export Potential

Egg marketing channels include producers, wholesalers, retailers, and bodies like the National Egg Coordination Committee (NECC), which stabilizes prices and promotes consumption. India exports eggs, egg powder, and hatching eggs primarily to the Middle East, Africa, Maldives, and South Asia, though export growth is limited by cold chain and packaging infrastructure (The Poultry Site, 2025).

The Growing Broiler Industry

Broiler farming is among the fastest-growing segments in livestock. Driven by urbanization, rising incomes, and changing dietary preferences, poultry meat is viewed as an affordable, healthy protein source.

Major Broiler-Producing States

- ❖ Tamil Nadu
- ❖ Andhra Pradesh
- ❖ Maharashtra
- ❖ Karnataka
- ❖ Haryana (Report Linker, 2025)

Key Broiler Industry Statistics (2023–2024)

- Poultry Meat Production: ~5.3 million metric tons/year
- Per Capita Meat Availability: ~4.5 kg/year
- Annual Growth Rate: ~8–9% (IMARC, 2025)

Technological Advancements in Broiler Farming

The broiler sector has adopted innovations like environmentally controlled sheds, automated feeding systems, IoT monitoring, and precision farming tools. These contribute to higher growth rates, reduced mortality, and improved feed efficiency.

Broiler Breeds and Market Integration

High-performing broiler breeds such as Cobb, Ross, and Hubbard are commonly used alongside Indian-developed strains like Vencobb, Sunbro, and Krishibro. Large integrated companies such as Suguna Foods, Venky's, Godrej Agrovet, Skylark Foods, Sneha Farms etc. control significant parts of the supply chain (Mordor Intelligence, 2025).

Consumer Trends and Processed Poultry Exports

Urban consumers increasingly prefer hygienic, antibiotic-free, and organic meat options. The rise of online delivery platforms has also changed consumption patterns. Exports of processed chicken and ready-to-cook products to the Middle East, Sri Lanka, Maldives, and Bhutan are expanding.

Policy Support and Rural Entrepreneurship

Government initiatives under the National Livestock Mission and related schemes provide financial aid, training, and subsidies to small-scale poultry entrepreneurs, promoting poultry

as a sustainable livelihood option, particularly for women and marginalized communities (Technical Textiles, 2024).

SWOT Analysis of the Poultry Industry

1. **Strengths:** Technological advances, market integration, consumer acceptance
2. **Weaknesses:** Infrastructure gaps, high feed costs, fragmented markets
3. **Opportunities:** Urbanization, health consciousness, export growth
4. **Threats:** Disease outbreaks, environmental issues, price volatility

Conclusion

India's poultry industry in 2025 is positioned for growth fueled by innovation, policy support, and expanding domestic and international markets. Addressing challenges such as feed cost management, disease control, and infrastructure development will be a key to sustaining progress.

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