



Country
Insights



INDIA
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WE WOULD LIKE TO THANK THE IEC SUPPORT GROUP FOR THEIR CONTINUED PATRONAGE





Opportunities

Aggressive growth in egg production & per capita consumption

- Indian Egg Production Volume is Growing with CAGR of 6.5% and reached **130 billion eggs** production/annum
- Per Capita consumption increased from 65 eggs in year 2016 to **101 eggs** in year 2023

Opportunity is still huge in terms of per capita consumption

Increased demand for protein

- Urbanization, Change in dietary habits and Increase in Income levels are causing 6-7% of growth per annum

Population Growth

- Egg is the affordable solution for increased hunger and malnutrition

Branded Eggs

- Branded eggs market is growing at 20% to 25% per annum

Organized Retail & E-Commerce

- Online delivery platforms made it easy for farmers to access consumers. There is huge opportunity in Eggs sale through E-Commerce





Industry Challenges

Input prices; Maize & Soya

- Prices of Maize and Soya are growing at CAGR of 8% over a decade which is higher than egg prices growth

Egg Prices

- Sometimes, prices are lower than the cost of production

Low Awareness on the benefits of Egg consumption

- Impact of rumours on egg consumption is high

Technology Adoption

- Adoption of technology can further increase the efficiency



Future of the industry

Supply Side

Technological Advancements

- Artificial Intelligence
 - Early detection of diseases
 - Alerts on deviations
 - Precision feeding
- Robotics
 - Reduction in physical labour

Increased productivity & efficient supply chains will impact the supply side

Demand Side

Health and Nutrition Trends

- Health-conscious consumers are increasing in number, and they seek out natural and minimally processed foods, eggs are likely to remain a popular choice.

Powder and Liquid egg products

- Longer shelf life and Convenience is leading to 6% to 7% CAGR

Consumer shift towards protein rich foods will be impacting the demand side