**Poultry Keeping Machinery Market: Revenue Contribution from the Feeding Product Type Segment Anticipated to Grow 1.4X by 2026 End: Global Industry Analysis and Opportunity Assessment, 2016-2026**

**Description:**

Demand for poultry keeping machinery is likely to remain moderate in future. Poultry keeping machinery such as feeding, drinking, housing and climate control systems have been an integral part of a poultry setup. However with emerging markets focusing on high egg output and quality meat, there is a shift in focus towards broiler harvesting and slaughtering and egg handling and management machinery, which is resulting in increasing sales of such equipment.

The varying global diet and food consumption patterns and burgeoning requirement for economic and protein rich meat products have been the strong factors demanding poultry products among other meats. With the large markets of Asia Pacific and North America catering to the majority of the global supply of poultry products such as meat and eggs, there has been a thriving demand for specialised equipment and machinery from the aforementioned regions.

The demand for poultry keeping machinery is anticipated to remain moderate during the forecast period, translating into an absolute incremental opportunity of approximately US$ 1,707.5 Mn over the forecast period. With poultry keeping machinery automation to act as a market differentiator and adoption of cage free system in relatively mature markets, the global poultry keeping machinery market is expected to witness a moderate growth during the forecast period.

The outbreak of bird diseases is hampering the growth of the global poultry keeping machinery market. Increase in consumption of poultry meat across geographies will require the establishment of new poultry facilities with modern amenities to ensure healthy growth of livestock. This in turn is expected to drive market growth. The increased demand for advanced products creates pressure on manufacturers to provide unique and technologically advanced product offerings. This has led to significant investment in research and development by equipment manufacturers. However, this market faces some restraints that are hampering the growth of the global poultry keeping machinery market.

Due to the recent outbreak of diseases such as swine flu, poultry producers are significantly investing in residue, waste management and vaccination machinery to prevent a future disease outbreak and to maintain a hygienic and safe environment. Stringent regulations and duties associated with the import of poultry products and poultry keeping machinery is also restraining the growth of some key markets. In addition, higher cost of machinery and requirement of larger setup area limit a specific consumer segment encompassing small size poultry farmers in markets such as North Africa and the rest of Latin America.

Sustainable demand for machinery from large scale poultry enterprises and meat processing companies across the globe.

Asia Pacific dominated the global poultry keeping machinery consumption in 2015, with a share of 37.8% in terms of machine units. It is also expected to continue in this state over the forecast period. The poultry keeping machinery market in Asia Pacific is expected to be largely influenced and driven by poultry industries in China and India.

Escalating demand for poultry keeping machinery from Malaysia, Indonesia and Thailand and other ASEAN economies are expected to create lucrative opportunities for manufacturers. Increasing adoption of automated systems such as egg collection, handling and management machinery and broiler harvesting and management systems are expected to drive the revenue sales of poultry keeping machinery in the Middle East and Africa region. Sustainable demand for machinery from large scale poultry enterprises and meat processing companies are driving the sales in Brazil and Mexico, and are expected to translate into collective incremental opportunity of US$ 139.4 Mn between the years 2016 and 2026.

The North America poultry keeping machinery market is expected to expand at a relatively higher value...
growth rate of 3.1% over the forecast period, accounting for a revenue market share of 27.2% of the global poultry keeping machinery market by 2026 end. The Western Europe poultry keeping machinery market is expected to exhibit a relatively slower growth owing to the maturing sales of new machinery, and hence the market is expected to remain stagnant throughout the forecast period.

Product innovation and expansion through collaboration and new dealership network is the trend among key players.

Some of the market participants identified in the global poultry keeping machinery market are Jansen Poultry Equipment, Vencomatic Group, Valco Companies, Inc, Hartmann Lebensmitteltechnik Anlagenbau GmbH, HAMEX-GROUP, TEXHA PA LLC, Big Dutchman International GmbH and Petersime NV among other key participants in the market.
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