

# **Global Animal Intestinal Health Market Size Study, by Additive (Probiotics, Prebiotics, Phytogenics, Immunostimulants), by Livestock (Poultry, Ruminants, Swine, Aquaculture, Other Livestock), by Form (Dry, Liquid), by Function (Metabolism, Weight Gain, Nutrient Digestion, Disease Prevention, Bone and Joint Health), by Source (Microbial, Plant-Based) and Regional Forecasts 2022-2032**

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## **Abstracts**

The global animal intestinal health market size was estimated at USD 4.45 billion in 2023 and is projected to grow at a compound annual growth rate (CAGR) of 7.60% from 2024 to 2032. The animal intestinal health market is anticipated to witness significant growth over the forecast period, driven by a confluence of factors including the rising adoption of pets, increasing global meat consumption, a growing focus on livestock gut health, and advancements in gut health supplements. As pet humanization trends surge, pet owners are increasingly vigilant about their pets' gut health, driving the demand for probiotics, prebiotics, and other supplements that maintain intestinal microbiota balance. Additionally, the burgeoning meat production, especially in developing regions, is propelling the consumption of feed additives and antibiotics aimed at protecting the gut health of livestock.

The growth of the market is significantly influenced by the increased application of animal health ingredients in feed products designed to enhance livestock production and improve animal protein quality. The rise in population, incomes, and urbanization globally has resulted in increased consumption of food products such as meat, eggs, and milk, thereby propelling the demand for nutritious poultry meat and other livestock products. Moreover, the growing consumer awareness regarding the health benefits

associated with animal protein consumption, such as improved bone health and immunity, has further amplified the demand for livestock products. This has led stakeholders to incorporate feed additives like probiotics, prebiotics, and phytogenics to enhance animal health and prevent digestive disorders in livestock. However, the market faces challenges due to stringent regulations governing the use of functional feed additives. International regulatory bodies such as the FDA, WHO, and EFSA impose stringent guidelines on the usage of various additives in feed products, posing challenges for probiotic manufacturers and adding to the overall cost of product development. Additionally, the approval processes for new products are lengthy and costly, further hindering market growth. The market presents substantial opportunities with a shift towards natural growth promoters (NGPs) due to increasing awareness about feed and food safety. The use of antimicrobial growth promoters (AGPs) has been linked to the development of resistant bacteria and antibiotic residue in animals, leading to a proposed ban by the EU. This has spurred a transition to natural growth promoters such as probiotics, prebiotics, phytogenics, and immunostimulants, contributing to market growth.

North America has dominated the global animal intestinal health market, accounting for 34.6% of the market share in 2023, driven by a robust industry presence and efficient distribution networks. The U.S. and Canada hold significant market shares due to rising pet ownership and increasing awareness about animal health among pet owners. Additionally, the strong presence of leading brands and developed veterinary infrastructure further support market growth in this region. Also, Asia Pacific has emerged as the fastest-growing regional market, with countries like India, China, Japan, and Australia experiencing double-digit growth rates due to expanding meat consumption and a heightened focus on animal welfare practices. The rapidly growing pet population and increasing presence of global manufacturers in Asia Pacific have improved product access across veterinary clinics and retail channels.

Major market players included in this report are:

Anco Animal Nutrition Competence GmbH

Archer Daniels Midland Company

Bluestar Adisseo Co Ltd.

Biorigin

Cargill Incorporated

Chr. Hansen Holding A/S

Calpis Co., Ltd

Delacon Biotechnik Ges.M.B.H.

DuPont de Nemours, Inc.

Dr. Eckel Animal Nutrition GmbH & Co.

Evonik Industries

Koninklijke DSM N.V.  
Kemin Industries, Inc.  
Lallemand, Inc.  
NutraCo N.V.

The detailed segments and sub-segments of the market are explained below:

By Additive:

- Probiotics
- Prebiotics
- Phytogenics
- Immunostimulants

By Livestock:

- Poultry
- Ruminants
- Swine
- Aquaculture
- Other Livestock

By Form:

- Dry
- Liquid

By Function:

- Metabolism
- Weight Gain
- Nutrient Digestion
- Disease Prevention
- Bone and Joint Health

By Source:

- Microbial
- Plant-Based

By Region:

- North America
- U.S.
- Canada
- Europe
- UK
- Germany
- France
- Spain
- Italy

- ROE
- Asia Pacific
- China
- India
- Japan
- Australia
- South Korea
- RoAPAC
- Latin America
- Brazil
- Mexico
- RoLA
- Middle East & Africa
- Saudi Arabia
- South Africa
- RoMEA

Years considered for the study are as follows:

- Historical year – 2022
- Base year – 2023
- Forecast period – 2024 to 2032

Key Takeaways:

- Market Estimates & Forecast for 10 years from 2022 to 2032.
- Annualized revenues and regional level analysis for each market segment.
- Detailed analysis of geographical landscape with Country level analysis of major regions.
- Competitive landscape with information on major players in the market.
- Analysis of key business strategies and recommendations on future market approach.
- Analysis of competitive structure of the market.
- Demand side and supply side analysis of the market.

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