

# **Global Poultry Vitamin Market Size Study, by Product Type (Chicken, Ducks, Turkey, Others), by Nature (Conventional, Organic), by Vitamin Type (Retinol, Calciferol, Tocopherol, Phylloquinone, Others) and Regional Forecasts 2022-2032**

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## **Abstracts**

Global Poultry Vitamin Market was valued at USD 1.51 billion in 2023 and is projected to reach USD 2.8 billion by 2032, exhibiting a CAGR of 7.74% during the forecast period from 2024 to 2032. Poultry vitamins are essential nutrients added to the diet of poultry to ensure their optimal health, growth, and productivity. These vitamins include A, D, E, K, and B-complex vitamins, each playing a crucial role in various bodily functions such as bone development, immune response, metabolism, and overall vitality. Adequate vitamin supplementation helps prevent deficiencies, enhances disease resistance, and improves feed efficiency, ultimately contributing to better egg production and meat quality in poultry farming.

The Global Poultry Vitamin Market is driven by rising demand for nutritional vitamins and growing awareness regarding health and fitness trends across the world. Vitamins, as essential organic substances, play a critical role in the metabolic processes of animal organisms, significantly impacting performance and health. When incorporated into poultry feed, vitamins enhance productivity, improve feed conversion rates, and promote animal welfare. These benefits, such as boosting immunity and addressing metabolic disorders such as ascites-related mortality in chickens, are driving the demand for vitamin feed additives, thus propelling the growth of the global market. Moreover, the rising awareness of the benefits of vitamins in animal feed and advancements in vitamin formulation technology offer lucrative growth opportunities for market. However, the market faces challenges such as high costs associated with organic vitamins and fluctuating prices of raw materials is going to impede the overall demand for the market during the forecast period 2024-2032.

The key regions considered for the Global Poultry Vitamin Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. In 2023, North America region led the market share and is anticipated to retain its dominance throughout the forecast period. This regional growth is attributed to the rise in the number of U.S. consumers adopting healthy lifestyles, leading to increased consumption of animal protein. The burgeoning U.S. health and fitness industry is expected to further amplify this trend, promoting active and healthy living. Furthermore, the market in Asia Pacific is anticipated to develop at the fastest rate over the forecast period 2024-2032.

Major market players included in this report are:

Balchem Corporation  
QualiTech, LLC  
Zinpro Corporation  
Anpario plc  
SHV Holdings N.V.  
BASF SE  
Kemin Industries, Inc  
Bluestar Adisseo Company  
Koninklijke DSM N.V.  
Cargill Incorporated

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

By Product Type:

- Chicken
- Ducks
- Turkey
- Others

By Nature:

- Conventional
- Organic

By Vitamin Type:

- Retinol
- Calciferol
- Tocopherol
- Phylloquinone
- Others

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
- 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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