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Global Postbiotics in Animal Feed Market - 2025 -2032

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Abstracts

Postbiotics in Animal Feed Market Size

The global market for postbiotics in animal feed reached US$17.50 billion in 2024 and is expected to reach US$35.18 billion by 2032, growing at a CAGR of 9.12% during the forecast period 2025-2032.

The demand for postbiotics in the animal feed market is gaining momentum as the livestock industry shifts toward sustainable, antibiotic-free production systems. In poultry farming, where feed efficiency and gut health are critical, postbiotics offer a reliable alternative to antibiotic growth promoters (AGPs). Their proven ability to enhance immune response, improve feed conversion ratios, and reduce pathogen load aligns well with regulatory pressures and consumer expectations for clean-label, residue-free meat. Leading players such as Alltech and Cargill are already capitalizing on this shift by introducing postbiotic solutions tailored for intensive poultry production.

This trend is further supported by the global push for safer, more environmentally friendly animal nutrition practices. Postbiotics, being shelf-stable and easy to integrate into feed, provide operational and cost advantages to producers. In high-growth regions such as Southeast Asia and South America, where demand for protein is surging, poultry integrators are increasingly adopting postbiotic-based feed strategies to enhance productivity while meeting export standards. As scientific validation and commercial trials continue to prove efficacy, the adoption curve for postbiotics in animal feed is expected to steepen significantly in the coming years.

Postbiotics in Animal Feed Market Trend

A key trend accelerating the adoption of postbiotics in the animal feed market is the growing body of scientific validation and controlled commercial trials demonstrating their

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efficacy. Numerous peer-reviewed studies have confirmed that postbiotics derived from strains such as Lactiplantibacillus plantarum significantly improve gut health, enhance immune response, and support optimal growth performance in species such as poultry, swine, shrimp, and rabbits.

For instance, trials have shown that postbiotics improve feed conversion ratios and weight gain in broilers, while also reducing pathogenic bacteria like E. coli and Salmonella. These outcomes are critical to producers seeking antibiotic-free solutions that maintain or boost productivity under commercial farming conditions.

This increasing body of evidence is accelerating commercialization, as feed manufacturers and integrators translate scientific findings into viable, market-ready solutions. Leading companies are incorporating postbiotics into functional feed additives aimed at high-stress production environments, particularly in regions with strong regulatory restrictions on antibiotics. The reliable, measurable outcomes from commercial-scale trials are enabling faster adoption and de-risking investment in postbiotic innovation, positioning it as a strategic component in sustainable, high-performance animal nutrition programs.

Market Dynamics

Rising Demand for Antibiotic Alternatives

The global shift away from antibiotic growth promoters (AGPs) in animal agriculture is a major driver propelling the demand for postbiotics in animal feed. With increasing concerns about antimicrobial resistance (AMR), regulatory bodies across regions, particularly in the EU, North America, and parts of Asia, are enforcing strict limitations or bans on the use of antibiotics in livestock production. This has created a strong market need for safe, effective, and sustainable alternatives that can support animal health and productivity without compromising food safety.

Postbiotics offer a compelling solution in this context due to their proven ability to enhance gut health, modulate the immune system, and improve feed efficiency, without the risks associated with live microorganisms or antibiotic residues. Their ease of formulation, long shelf life, and stability during feed processing further increase their appeal to feed manufacturers and integrators. As consumer demand for antibiotic-free meat and dairy products rises, postbiotics are emerging as a strategic component in sustainable animal nutrition programs.

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High product development costs

One of the primary barriers to the expansion of the postbiotics market in animal feed is the high cost of product development. Developing effective postbiotic formulations requires advanced R&D infrastructure, strain-specific fermentation processes, precision inactivation techniques, and thorough safety and efficacy testing. These activities are both time- and capital-intensive, particularly when developing species-specific formulations. Additionally, the need for high-quality microbial inputs and optimized culture media further drives up production costs, making it difficult for smaller feed manufacturers to enter the market.

Moreover, regulatory compliance and approval processes for new feed additives increase the financial burden on manufacturers. As postbiotics are still an emerging category in animal nutrition, companies must allocate substantial resources toward scientific validation, clinical trials, and regulatory documentation to secure product approvals across different regions. These high initial investments, combined with the uncertainty of return on investment, can slow market penetration and innovation, especially among startups and mid-sized players, despite the strong demand for antibiotic-free feed solutions.

Segment Analysis

The global postbiotics in animal feed market is segmented based on animal type, form, function, source and region.

Rising Demand for Postbiotics in Poultry Feed

A key driver for the growing use of postbiotics in poultry feed is the rising demand for antibiotic alternatives due to increasing regulatory restrictions and consumer concerns about antimicrobial resistance. Poultry producers are actively seeking safe, effective, and sustainable solutions that can support animal health and performance without relying on antibiotic growth promoters. Postbiotics offer a scientifically validated option, delivering consistent health benefits such as improved gut integrity, immune modulation, and disease resilience, all while avoiding the risks associated with live microbial products.

For instance, in April 2025, Cargill Animal Nutrition introduced Biostrong C-Protect, a targeted feed additive that combines a postbiotic (XPC) with phytogenic ingredients to address avian pathogenic E. coli (APEC) challenges in layer flocks. Designed to

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enhance gut health and support immune function, the product helps maintain egg production and reduce bird mortality during disease outbreaks. This launch highlights Cargill's commitment to antibiotic-free solutions and reflects the broader industry shift toward functional, science-backed feed additives that promote sustainable poultry production.

Market Geographical Share

Increasing demand for postbiotics in Animal Feed in North America

A key driver for the growing demand for postbiotics in animal feed across North America is the rising need for science-backed, antibiotic-free nutrition that enhances gut health and immunity. As regulatory pressures mount and consumer preferences shift toward sustainable and natural alternatives, postbiotics offer a robust solution due to their stability, safety, and efficacy. Their ability to promote digestive health, improve nutrient absorption, and strengthen disease resistance, especially in intensive animal farming systems, makes them an attractive choice for feed manufacturers and producers seeking consistent performance without the risks associated with live microbial additives.

For instance, in April 2025, Alltech reinforced this momentum with the publication of its white paper titled "Dietary Biotics: Strategies to Optimize Pet Intestinal Health and Wellbeing." Authored by Dr. Richard Murphy and Dr. Karina Horgan, the paper highlights the critical role of pre-, pro-, and postbiotics in maintaining a balanced gut microbiome and supporting immune function in pets. With over 40 years of scientific expertise, Alltech's findings emphasize the growing importance of postbiotics in companion animal nutrition and offer valuable insights for pet food manufacturers and stakeholders aiming to meet evolving market expectations in North America.

Sustainability Analysis

The animal nutrition sector is undergoing a major transformation, driven by sustainability targets, rising concerns over antimicrobial resistance, and increasing demands for animal welfare. In response, regulatory frameworks such as the EU Green Deal and Farm to Fork strategy are phasing out antibiotic growth promoters and zinc oxide. This shift has accelerated the demand for next-generation feed additives. Postbiotics have emerged as a reliable, stable alternative that supports gut health and enhances immune response, while ensuring consistency and safety in animal production systems.

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Postbiotics offer significant operational advantages. Unlike probiotics, they do not require colonization or activation in the digestive tract. Their active metabolites, formed during controlled fermentation, act immediately and effectively on gut microbiota and epithelial cells. This stability and precision make them ideal for large-scale integration in feed strategies aimed at improving animal health and reducing input costs.

DSM, in collaboration with Lallemand and Royal DSM-Firmenich, has positioned itself at the forefront of this innovation. Its proprietary Lactobacillus LB postbiotic blend has shown measurable benefits in piglet production. Field trials highlight its effectiveness in enhancing feed conversion ratios, improving gut microbiome composition, and reducing dependency on antibiotics. These outcomes align directly with DSM's long-term sustainability roadmap.

With mounting pressure to reduce the environmental footprint of livestock production, postbiotics represent a scalable solution for the future. As demand for antibiotic-free, high-efficiency animal proteins grows, companies that integrate postbiotic strategies will gain a competitive and sustainable edge in global markets.

Competitive Landscape

The major global players in the market include Cargill, Incorporated, Verdesian Life Sciences, Quimidroga, BioDose, Alltech, Lallemand Inc., Kemin Industries, Bioprox Healthcare and Amin Impex Pvt Ltd.

Key Developments

In January 2023, BioZyme Inc. launched AO-Biotics EQE, a proprietary postbiotic developed specifically for layers using a unique strain of Aspergillus oryzae. Backed by research and field trials, EQE has been shown to boost egg production and egg mass by 3% and reduce mortality by 20–25%, offering a targeted, performance-driven solution for enhancing egg quality and flock health.

In April 2025, Alltech's new white paper highlights the critical role of pre-, pro-, and postbiotics in improving gut health and overall wellness in pets. It emphasizes the importance of microbiome balance for digestion, immunity, and disease resistance, and showcases the efficacy of yeast-derived prebiotics like mannan-rich fraction (MRF). Backed by decades of research, the paper provides actionable insights for pet food manufacturers and veterinarians seeking science-based solutions to enhance pet health and longevity.

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In August 2024, Fonterra has partnered with Superbrewed Food to develop a protein-rich postbiotic ingredient that complements its dairy and precision-fermented protein portfolio. The collaboration also explores using lactose permeate as a sustainable feedstock, supporting circular production. Backed by strong nutritional and functional benefits, large-scale production is underway with market entry expected later this year.

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