

# **Animal Growth Promoters and Performance Enhancers Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034**

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## **Abstracts**

The Global Animal Growth Promoters And Performance Enhancers Market was valued at USD 16.3 billion in 2024 and is estimated to grow at a CAGR of 6.3% to reach USD 29.8 billion by 2034, driven by strong momentum across developing regions where rapid urbanization, rising disposable incomes, and evolving dietary preferences are fueling higher consumption of animal-based proteins. This market is becoming increasingly vital as global food systems face mounting pressure to improve livestock productivity, efficiency, and sustainability. With an expanding global population and a rising appetite for high-quality protein, the demand for effective animal growth promoters has never been more pronounced. The intensification of commercial livestock production, particularly in Asia Pacific and Latin America, underscores the need for scalable, cost-effective solutions. Furthermore, advances in feed science, increased awareness around animal welfare, and stricter regulatory frameworks are reshaping product development strategies. Consumers and producers alike are seeking multifunctional solutions that not only enhance growth rates but also contribute to improved immune function, nutrient absorption, and overall animal well-being—driving innovation in both antibiotic and non-antibiotic product segments.

In Asia Pacific, large-scale commercial livestock operations are rapidly expanding to meet growing domestic demand, significantly impacting regional market dynamics. Countries like China, India, and Vietnam are witnessing a surge in protein consumption, propelling investment into advanced feed technologies and performance-enhancing products. With evolving consumer expectations and governmental emphasis on food security and safety, market players are responding with integrated feed additives that deliver productivity gains without compromising health or regulatory compliance.

One of the strongest growth catalysts remains the rising global demand for animal-derived proteins, which is pushing food producers to improve operational efficiency. As a result, livestock farmers are increasingly incorporating growth-promoting additives into their feed strategies. Today's modern farming practices prioritize high yield and cost-effectiveness, creating a significant market for performance enhancers that improve weight gain, fortify immune response, and maintain herd health—especially in high-volume, intensive farming systems. These additives are no longer seen as optional tools but as essential inputs to maximize output while controlling overhead.

In 2024, the antibiotic and non-antibiotic product segment accounted for USD 4.8 billion, with forecasts predicting a CAGR of 6% from 2025 to 2034. Antibiotics have long been utilized to promote weight gain and manage disease risks, particularly in industrial livestock operations. However, the increasing global concern over antimicrobial resistance, coupled with stricter regulatory guidelines, is accelerating a shift toward non-antibiotic alternatives. Industry leaders are investing in advanced solutions such as probiotics, prebiotics, enzymes, and phytogenics to deliver similar performance benefits while aligning with global food safety standards. This transition is also supported by heightened consumer awareness and a demand for transparency in animal product supply chains.

The poultry sector held the largest share of the animal growth promoters and performance enhancers market in 2024, generating USD 7.4 billion and projected to grow at a CAGR of 6.7% through 2034, capturing 45.4% of the total market. Driven by strong global demand for affordable, lean protein like chicken meat and eggs, this segment continues to experience robust expansion. Poultry producers rely heavily on feed efficiency enhancers to reduce mortality and improve output, especially given the shorter production cycles and relatively low cultural consumption barriers worldwide. These factors make poultry farming a key focus area for innovation in feed performance technology.

The United States Animal Growth Promoters and Performance Enhancers Market generated USD 3.7 billion in 2024 and is expected to grow at a CAGR of 6.1% through 2034. A high domestic demand for meat and dairy products is encouraging greater investment in feed efficiency solutions. U.S. producers are also adapting to evolving regulations that govern both medicated and non-medicated feed additives, prompting a shift toward more sustainable, compliance-focused practices. With an emphasis on animal welfare and consumer safety, the U.S. market is emerging as a hub for R&D and product development in non-antibiotic growth solutions.

Major companies operating in the global animal growth promoters and performance enhancers market include Bioniche Animal Health, DSM, Boehringer Ingelheim, Bayer Animal Health, Merck Animal Health, Cargill Inc., Zoetis Inc., Biomin Holding GmbH, Bupo Animal Health, and Elanco Animal Health Incorporated. These market leaders are intensifying R&D investments to develop safe, effective, and regulation-compliant alternatives. Their strategies include diversifying portfolios with plant-based and probiotic ingredients, forging partnerships with feed manufacturers, and expanding operations in emerging markets to capitalize on regional growth potential.

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