

# **Bovine Artificial Insemination Market Size, Share & Trends Analysis Report By Solution, By Distribution Channel (Public, Private), By Sector, By Region, And Segment Forecasts, 2024 - 2030**

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## **Abstracts**

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### **Bovine Artificial Insemination Market Growth & Trends**

The global bovine artificial insemination market size is anticipated to reach USD 4.54 billion by 2030 and is projected to grow at a CAGR of 6.32% from 2024 to 2030, according to a new report by Grand View Research, Inc. The primary market growth is due to the increasing demand for meat, dairy, and dairy products. According to OECD estimates for 2020 to 2029, cow milk accounts for approximately 80% of global milk production. China and India are expected to contribute more than 30% of global milk production by 2029. The OECD estimates that milk, fresh dairy products, butter, and cheese consumption will increase worldwide from 2022 to 2031. For instance, cheese consumption is projected to grow from 25,500 kt pw in 2022 to 28,136 kt pw in 2031.

The milk production in India increased from 187.30 million tons in 2018–2019 to 230.58 million tons in 2022–2023, growing at a CAGR of over 6%, according to the data published by the Press Information Bureau of India in May 2024. These factors are expected to fuel the demand for cattle AI products and services to ensure successful breeding regimes. The AI enables farm owners and ranchers to select the best semen for their cows, resulting in calves with desired traits like increased meat yield or milk production.

The advancements in breeding technology have made AI a more efficient and affordable option for farmers. Semen collected from top-performing bulls and stored for later use enables producers/ranchers to access superior genetics without the need to maintain bulls on their farms or purchase expensive bulls. In addition, governments in several key markets support the adoption of AI as a means of improving livestock productivity.

Improvement in semen processing and preservation techniques enhanced the quality and longevity of bovine semen. Advanced cryopreservation methods, such as the use of liquid nitrogen and extenders, enable the long-term storage & transportation of semen while maintaining high fertility rates. These developments significantly expanded the availability and accessibility of quality semen, promoting the use of AI.

Sexed semen technology allows cattle breeders to control the gender ratio of their calves, catering to specific market demands. Sexed semen technology creates new opportunities for dairy and beef producers by offering greater flexibility in breeding strategies & market specialization. In 2022, Genus plc, one of the key players in the market, reported USD 340.64 million in sales from its bovine genetics division-ABS Global. The company reported an increase of 3% in bovine volume, comprising semen and embryos, to reach around 25 million units. On the other hand, the company's Sexcel and IntelliGen product lines witnessed an 18% surge in volume.

In May 2024, the National Dairy Development Board of India (NDDB) developed a novel technology to produce "Sexed Sorted Semen Straws," intending to increase the chances of conceiving female calves to help boost milk production. The product is similar to a test tube that can store frozen semen, which can be later used for AI, and is manufactured to prevent impure semen from entering the system of the offspring due to natural mating.

## Bovine Artificial Insemination Market Report Highlights

Based on solutions, the service segment led the market with the largest revenue share of 39.01% in 2023. This can be attributed to the fact that bovine AI techniques are becoming more popular and widely used in major markets. For instance, over 31.5 million semen straws have been sold globally by Urus Group, one of the industry's top companies. AI is the most practical and cost-effective biotechnology tool for getting better genetics to farmers' doorsteps.

Based on solutions, the semen segment is expected to grow at the fastest CAGR over the forecast period. This segment is further divided into normal (conventional) and sexed semen. Among them, sexed semen segment is expected to grow with the highest growth rate. Farmers can use sexed sperm to improve genetics in their herds and raise their chances of having a heifer calf

Based on distribution channel, the private segment led the market with the largest revenue share of 55.94% in 2023 and is anticipated to grow at the fastest CAGR over the forecast period, owing to the fact that most market participants engage in direct or indirect sales efforts through distribution alliances. For instance, Genex (Urus Group) offers online shopping for numerous herd care products and bovine genetics. Customers can look through the company's web catalog for product alternatives

Based on sector, the dairy segment led the market with the largest revenue share of 62.25% in 2023 and it is also anticipated to grow at the fastest CAGR during the forecast period. This can be owed to the increasing milk production, consumption of dairy & dairy products, and the requirement for sustainably sourced animal protein are some of the main reasons influencing the segment share. The demand for bovine dairy products, such as milk and cheese, dwarfs the demand for bovine meat

North America market accounted for the largest revenue share of 29.74% in 2023, attributed to the wide-scale use of Artificial Insemination (AI) techniques and the increasing need to meet consumer demands for sustainable animal protein sources. AI has given farmers more control over the genetic makeup of their cattle. To breed cows with similar traits, they can choose

sires with particular traits such as high milk production, illness resistance, or meat yield

Asia Pacific region is anticipated to grow at the fastest CAGR of 7.32% over the forecast period. This due to the increasing demand for dairy products and advancements in AI techniques in developing economies is likely to propel the market growth

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