

Phytogenic Feed Additives Market Size, Share & Trends Analysis Report By Animal (Poultry, Swine, Ruminants), By Application (Antimicrobial Effect, Digestion Enhancement), By Distribution Channel, By Region, And Segment Forecasts, 2025 - 2030

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Abstracts

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Phytogenic Feed Additives Market Growth & Trends

The global phytogenic feed additives market is expected to reach USD 1.48 billion by 2030, registering a CAGR of 6.04% over the forecast period, according to a new report by Grand View Research, Inc. In recent years, a trend of rise in global meat consumption and its production has been noticed. Multiple factors like population growth, increasing incomes, and altering dietary preferences impact this growth. According to November 2024 data published by Statistisches Bundesamt, the official statistical office of the German government, the U.S., France, Germany, and China are among the top meat-consuming countries in the world, with global average per capita meat consumption reaching over 44.5 kgs. This has gradually increased animal production, with poultry leading among ruminants and swine in terms of production growth. The sector is estimated to have grown significantly by about 68% since 2002. Additionally, global meat production has grown at a significant rate of more than 17% since 2012.

As per capita meat consumption trends continue to rise, there is a growing opportunity for these natural phytogenic additives, which enhance animal health, growth, and productivity. Awareness of the benefits of feed additives is increasing among consumers and industry stakeholders, particularly concerning livestock diseases, meat quality, and safety. This awareness has led to a demand for phytogenic feed additives that promote animal welfare and sustainable practices,

addressing environmental concerns associated with meat production. For instance, methane-reducing feed additives derived from sources like lemongrass and red seaweed are gaining attention for their potential to lower greenhouse gas emissions from livestock while maintaining productivity.

Environmental considerations drive the development of sustainable feed additives, such as those incorporating insect or plant-based proteins, which reduce reliance on traditional feed sources. This shift aligns with consumer demand for environmentally friendly products and sustainable livestock production.

Furthermore, phytogenic feed additives (PFAs) have, in recent years, emerged as effective alternatives to antibiotic growth promoters (AGPs) following the European Union's (EU) ban on the use of antibiotics as growth promoters in animal feed. Multiple studies from around the world highlight the efficacy of PFAs in enhancing gut health, improving feed efficiency, and supporting overall animal performance, addressing concerns over livestock health and meat quality. This is proving pivotal in replacing antibiotic growth promoters (AGPs), thereby addressing the industry's crucial livestock health and meat quality challenges. As knowledge and research on PFAs expand, their role in sustainable animal production continues to gain recognition.

Phytogenic Feed Additives Market Report Highlights

By animal, the poultry segment held a significant share of around 44% in 2024. This can be attributed to factors like the everyday use of PFAs in improving the quality of poultry products like eggs and meat and the constant research initiatives to explore the effect of novel phytogenic substances.

By application, the AGP replacement segment is expected to grow at the highest rate over the forecast period. Amidst the growing concerns over increasing antibiotic resistance, PFAs are proving viable alternatives that support benefits like improved immune function and gut health.

The e-commerce segment is expected to grow at the highest rate of over 7.05% over the forecast period. This segment is expected to disrupt the market by improving the accessibility and efficiency of the PFA procurement processes. These digital platforms facilitate direct connections between producers and manufacturers, enabling better pricing, tailored solutions, and quicker responses to market demands, ultimately

transforming traditional supply chains.

Asia Pacific dominates the market in terms of market share and is anticipated to witness a significant growth rate of over 6.58% over the forecast period. This dominance can be attributed to the growing penetration of phytogenic feed additive products and research activities in the South Asian countries of the region. Apart from prominent countries like India, China, Japan, and Australia, research activities have been on the rise in countries like Indonesia in recent years.

The overall MEA market is poised to show promising growth over the forecast period owing to the emergence of research initiatives in the region's low-middle-income countries (LMIC). Traditionally, countries like South Africa, Saudi Arabia, UAE, Kuwait, and others dominate the regional market regarding animal production, animal care products consumption, and R&D activities. However, LMICs have contributed to this in recent years by engaging in research activities.

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