

# **Alfalfa Hay Market Report by Type (Bales, Pellets, Cubes), Application (Daily Animal Feed, Poultry Feed, Horse Feed, and Others), End User (Poultry, Cattle, Livestock, and Others), and Region 2023-2028**

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## **Abstracts**

The global alfalfa hay market size reached 257.8 Million Metric Tons in 2022. Looking forward, IMARC Group expects the market to reach 353.5 Million Metric Tons by 2028, exhibiting a growth rate (CAGR) of 5.40% during 2022-2028.

Alfalfa hay is a forage source obtained from the alfalfa, or lucerne, plant. It is commonly used in the feed for ruminants, cattle, poultry and horses and is available in the form of bales, pellets and cubes. Alfalfa hay is a rich source of energy, protein, fiber, calcium, vitamins and minerals and is produced by harvesting the crop with a swather and sun drying it in strips. The dried strips are mechanically compressed into bales and further turned into smaller cubes and pellets. In comparison to the traditionally used grass hay, alfalfa hay has a nutrient content and is more palatable. It is also used in the manufacturing of nutritional supplements to promote growth and improve the immune system in animals.

### **Alfalfa Hay Market Trends:**

The increasing consciousness regarding animal nutrition among the masses is one of the key factors driving the growth of the market. Moreover, the shifting consumer preference toward premium-quality dairy and meat products is providing a thrust to the market growth. Alfalfa hay is an environment-friendly and cost-effective feed alternative with a long shelf-life. It is added to cattle feed to improve the quality and quantity of milk produced. Additionally, the utilization of hay manufactured with non-genetically modified organisms (non-GMO) crops is acting as another growth-inducing factor. This can also be attributed to the increasing consumer demand for chemical-free meat and milk-

based products. Product manufactures are utilizing innovative harvesting and processing machinery to produce long-fiber hay products and cubes with enhanced fiber content. Other factors, including significant growth in the agriculture industry, along with extensive research and development (R&D) activities in the field of animal husbandry, are anticipated to drive the market toward growth.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global alfalfa hay market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on type, application and end user.

#### Breakup by Type:

- Bales
- Pellets
- Cubes

#### Breakup by Application:

- Daily Animal Feed
- Poultry Feed
- Horse Feed
- Others

#### Breakup by End User:

- Poultry
- Cattle
- Livestock
- Others

#### Breakup by Region:

- North America
  - United States
  - Canada
- Asia-Pacific
- China

Japan  
India  
South Korea  
Australia  
Indonesia  
Others  
Europe  
Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

#### Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Al Dahra ACX Inc., Alfalfa Monegros, Anderson Hay & Grain Co Inc., Bailey Farms International, Green Prairie International Inc., Hay USA Inc., Oxbow Animal Health, Riverina (Mitsubishi Corporation), Sacate Pellet Mills Inc., SL Follen Company, Standlee Premium Products LLC, and Zille S.A.

#### Key Questions Answered in This Report:

How has the global alfalfa hay market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global alfalfa hay market?

What are the key regional markets?

What is the breakup of the market based on the type?

What is the breakup of the market based on the application?

What is the breakup of the market based on the end user?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global alfalfa hay market and who are the key players?

What is the degree of competition in the industry?

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