

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?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL ALFALFA HAY MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY TYPE

- 6.1 Bales
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Pellets
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
- 6.3 Cubes

6.3.1 Market Trends

6.3.2 Market Forecast

7 MARKET BREAKUP BY APPLICATION

7.1 Daily Animal Feed

7.1.1 Market Trends

7.1.2 Market Forecast

7.2 Poultry Feed

7.2.1 Market Trends

7.2.2 Market Forecast

7.3 Horse Feed

7.3.1 Market Trends

7.3.2 Market Forecast

7.4 Others

7.4.1 Market Trends

7.4.2 Market Forecast

8 MARKET BREAKUP BY END USER

8.1 Poultry

8.1.1 Market Trends

8.1.2 Market Forecast

8.2 Cattle

8.2.1 Market Trends

8.2.2 Market Forecast

8.3 Livestock

8.3.1 Market Trends

8.3.2 Market Forecast

8.4 Others

8.4.1 Market Trends

8.4.2 Market Forecast

9 MARKET BREAKUP BY REGION

9.1 North America

9.1.1 United States

9.1.1.1 Market Trends

9.1.1.2 Market Forecast

9.1.2 Canada

9.1.2.1 Market Trends

9.1.2.2 Market Forecast

9.2 Asia-Pacific

9.2.1 China

9.2.1.1 Market Trends

9.2.1.2 Market Forecast

9.2.2 Japan

9.2.2.1 Market Trends

9.2.2.2 Market Forecast

9.2.3 India

9.2.3.1 Market Trends

9.2.3.2 Market Forecast

9.2.4 South Korea

9.2.4.1 Market Trends

9.2.4.2 Market Forecast

9.2.5 Australia

9.2.5.1 Market Trends

9.2.5.2 Market Forecast

9.2.6 Indonesia

9.2.6.1 Market Trends

9.2.6.2 Market Forecast

9.2.7 Others

9.2.7.1 Market Trends

9.2.7.2 Market Forecast

9.3 Europe

9.3.1 Germany

9.3.1.1 Market Trends

9.3.1.2 Market Forecast

9.3.2 France

9.3.2.1 Market Trends

9.3.2.2 Market Forecast

9.3.3 United Kingdom

9.3.3.1 Market Trends

9.3.3.2 Market Forecast

9.3.4 Italy

9.3.4.1 Market Trends

9.3.4.2 Market Forecast

9.3.5 Spain

- 9.3.5.1 Market Trends
- 9.3.5.2 Market Forecast
- 9.3.6 Russia
 - 9.3.6.1 Market Trends
 - 9.3.6.2 Market Forecast
- 9.3.7 Others
 - 9.3.7.1 Market Trends
 - 9.3.7.2 Market Forecast
- 9.4 Latin America
 - 9.4.1 Brazil
 - 9.4.1.1 Market Trends
 - 9.4.1.2 Market Forecast
 - 9.4.2 Mexico
 - 9.4.2.1 Market Trends
 - 9.4.2.2 Market Forecast
 - 9.4.3 Others
 - 9.4.3.1 Market Trends
 - 9.4.3.2 Market Forecast
- 9.5 Middle East and Africa
 - 9.5.1 Market Trends
 - 9.5.2 Market Breakup by Country
 - 9.5.3 Market Forecast

10 SWOT ANALYSIS

- 10.1 Overview
- 10.2 Strengths
- 10.3 Weaknesses
- 10.4 Opportunities
- 10.5 Threats

11 VALUE CHAIN ANALYSIS

12 PORTERS FIVE FORCES ANALYSIS

- 12.1 Overview
- 12.2 Bargaining Power of Buyers
- 12.3 Bargaining Power of Suppliers
- 12.4 Degree of Competition

12.5 Threat of New Entrants

12.6 Threat of Substitutes

13 PRICE ANALYSIS

14 COMPETITIVE LANDSCAPE

14.1 Market Structure

14.2 Key Players

14.3 Profiles of Key Players

14.3.1 Al Dahra ACX Inc.

14.3.1.1 Company Overview

14.3.1.2 Product Portfolio

14.3.2 Alfalfa Monegros

14.3.2.1 Company Overview

14.3.2.2 Product Portfolio

14.3.3 Anderson Hay & Grain Co Inc.

14.3.3.1 Company Overview

14.3.3.2 Product Portfolio

14.3.4 Bailey Farms International

14.3.4.1 Company Overview

14.3.4.2 Product Portfolio

14.3.5 Green Prairie International Inc.

14.3.5.1 Company Overview

14.3.5.2 Product Portfolio

14.3.6 Hay USA Inc.

14.3.6.1 Company Overview

14.3.6.2 Product Portfolio

14.3.7 Oxbow Animal Health

14.3.7.1 Company Overview

14.3.7.2 Product Portfolio

14.3.8 Riverina (Mitsubishi Corporation)

14.3.8.1 Company Overview

14.3.8.2 Product Portfolio

14.3.9 Sacate Pellet Mills Inc.

14.3.9.1 Company Overview

14.3.9.2 Product Portfolio

14.3.10 SL Follen Company

14.3.10.1 Company Overview

- 14.3.10.2 Product Portfolio
- 14.3.11 Standlee Premium Products LLC
 - 14.3.11.1 Company Overview
 - 14.3.11.2 Product Portfolio
- 14.3.12 Zille S.A.
 - 14.3.12.1 Company Overview
 - 14.3.12.2 Product Portfolio

List Of Tables

LIST OF TABLES

Table 1: Global: Alfalfa Hay Market: Key Industry Highlights, 2022 and 2028

Table 2: Global: Alfalfa Hay Market Forecast: Breakup by Type (in Million Metric Tons), 2023-2028

Table 3: Global: Alfalfa Hay Market Forecast: Breakup by Application (in Million Metric Tons), 2023-2028

Table 4: Global: Alfalfa Hay Market Forecast: Breakup by End User (in Million Metric Tons), 2023-2028

Table 5: Global: Alfalfa Hay Market Forecast: Breakup by Region (in Million Metric Tons), 2023-2028

Table 6: Global: Alfalfa Hay Market: Competitive Structure

Table 7: Global: Alfalfa Hay Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Alfalfa Hay Market: Major Drivers and Challenges

Figure 2: Global: Alfalfa Hay Market: Volume Trends (in Million Metric Tons), 2017-2022

Figure 3: Global: Alfalfa Hay Market Forecast: Volume Trends (in Million Metric Tons), 2023-2028

Figure 4: Global: Alfalfa Hay Market: Breakup by Type (in %), 2022

Figure 5: Global: Alfalfa Hay Market: Breakup by Application (in %), 2022

Figure 6: Global: Alfalfa Hay Market: Breakup by End User (in %), 2022

Figure 7: Global: Alfalfa Hay Market: Breakup by Region (in %), 2022

Figure 8: Global: Alfalfa Hay (Bales) Market: Volume Trends (in Million Metric Tons), 2017 & 2022

Figure 9: Global: Alfalfa Hay (Bales) Market Forecast: Volume Trends (in Million Metric Tons), 2023-2028

Figure 10: Global: Alfalfa Hay (Pellets) Market: Volume Trends (in Million Metric Tons), 2017 & 2022

Figure 11: Global: Alfalfa Hay (Pellets) Market Forecast: Volume Trends (in Million Metric Tons), 2023-2028

Figure 12: Global: Alfalfa Hay (Cubes) Market: Volume Trends (in Million Metric Tons), 2017 & 2022

Figure 13: Global: Alfalfa Hay (Cubes) Market Forecast: Volume Trends (in Million Metric Tons), 2023-2028

Figure 14: Global: Alfalfa Hay (Daily Animal Feed) Market: Volume Trends (in Million Metric Tons), 2017 & 2022

Figure 15: Global: Alfalfa Hay (Daily Animal Feed) Market Forecast: Volume Trends (in Million Metric Tons), 2023-2028

Figure 16: Global: Alfalfa Hay (Poultry Feed) Market: Volume Trends (in Million Metric Tons), 2017 & 2022

Figure 17: Global: Alfalfa Hay (Poultry Feed) Market Forecast: Volume Trends (in Million Metric Tons), 2023-2028

Figure 18: Global: Alfalfa Hay (Horse Feed) Market: Volume Trends (in Million Metric Tons), 2017 & 2022

Figure 19: Global: Alfalfa Hay (Horse Feed) Market Forecast: Volume Trends (in Million Metric Tons), 2023-2028

Figure 20: Global: Alfalfa Hay (Other Applications) Market: Volume Trends (in Million Metric Tons), 2017 & 2022

Figure 21: Global: Alfalfa Hay (Other Applications) Market Forecast: Volume Trends (in

Million Metric Tons), 2023-2028

Figure 22: Global: Alfalfa Hay (Poultry) Market: Volume Trends (in Million Metric Tons), 2017 & 2022

Figure 23: Global: Alfalfa Hay (Poultry) Market Forecast: Volume Trends (in Million Metric Tons), 2023-2028

Figure 24: Global: Alfalfa Hay (Cattle) Market: Volume Trends (in Million Metric Tons), 2017 & 2022

Figure 25: Global: Alfalfa Hay (Cattle) Market Forecast: Volume Trends (in Million Metric Tons), 2023-2028

Figure 26: Global: Alfalfa Hay (Livestock) Market: Volume Trends (in Million Metric Tons), 2017 & 2022

Figure 27: Global: Alfalfa Hay (Livestock) Market Forecast: Volume Trends (in Million Metric Tons), 2023-2028

Figure 28: Global: Alfalfa Hay (Other End Users) Market: Volume Trends (in Million Metric Tons), 2017 & 2022

Figure 29: Global: Alfalfa Hay (Other End Users) Market Forecast: Volume Trends (in Million Metric Tons), 2023-2028

Figure 30: North America: Alfalfa Hay Market: Volume Trends (in Million Metric Tons), 2017 & 2022

Figure 31: North America: Alfalfa Hay Market Forecast: Volume Trends (in Million Metric Tons), 2023-2028

Figure 32: United States: Alfalfa Hay Market: Volume Trends (in Million Metric Tons), 2017 & 2022

Figure 33: United States: Alfalfa Hay Market Forecast: Volume Trends (in Million Metric Tons), 2023-2028

Figure 34: Canada: Alfalfa Hay Market: Volume Trends (in Million Metric Tons), 2017 & 2022

Figure 35: Canada: Alfalfa Hay Market Forecast: Volume Trends (in Million Metric Tons), 2023-2028

Figure 36: Asia-Pacific: Alfalfa Hay Market: Volume Trends (in Million Metric Tons), 2017 & 2022

Figure 37: Asia-Pacific: Alfalfa Hay Market Forecast: Volume Trends (in Million Metric Tons), 2023-2028

Figure 38: China: Alfalfa Hay Market: Volume Trends (in Million Metric Tons), 2017 & 2022

Figure 39: China: Alfalfa Hay Market Forecast: Volume Trends (in Million Metric Tons), 2023-2028

Figure 40: Japan: Alfalfa Hay Market: Volume Trends (in Million Metric Tons), 2017 & 2022

Figure 41: Japan: Alfalfa Hay Market Forecast: Volume Trends (in Million Metric Tons), 2023-2028

Figure 42: India: Alfalfa Hay Market: Volume Trends (in Million Metric Tons), 2017 & 2022

Figure 43: India: Alfalfa Hay Market Forecast: Volume Trends (in Million Metric Tons), 2023-2028

Figure 44: South Korea: Alfalfa Hay Market: Volume Trends (in Million Metric Tons), 2017 & 2022

Figure 45: South Korea: Alfalfa Hay Market Forecast: Volume Trends (in Million Metric Tons), 2023-2028

Figure 46: Australia: Alfalfa Hay Market: Volume Trends (in Million Metric Tons), 2017 & 2022

Figure 47: Australia: Alfalfa Hay Market Forecast: Volume Trends (in Million Metric Tons), 2023-2028

Figure 48: Indonesia: Alfalfa Hay Market: Volume Trends (in Million Metric Tons), 2017 & 2022

Figure 49: Indonesia: Alfalfa Hay Market Forecast: Volume Trends (in Million Metric Tons), 2023-2028

Figure 50: Others: Alfalfa Hay Market: Volume Trends (in Million Metric Tons), 2017 & 2022

Figure 51: Others: Alfalfa Hay Market Forecast: Volume Trends (in Million Metric Tons), 2023-2028

Figure 52: Europe: Alfalfa Hay Market: Volume Trends (in Million Metric Tons), 2017 & 2022

Figure 53: Europe: Alfalfa Hay Market Forecast: Volume Trends (in Million Metric Tons), 2023-2028

Figure 54: Germany: Alfalfa Hay Market: Volume Trends (in Million Metric Tons), 2017 & 2022

Figure 55: Germany: Alfalfa Hay Market Forecast: Volume Trends (in Million Metric Tons), 2023-2028

Figure 56: France: Alfalfa Hay Market: Volume Trends (in Million Metric Tons), 2017 & 2022

Figure 57: France: Alfalfa Hay Market Forecast: Volume Trends (in Million Metric Tons), 2023-2028

Figure 58: United Kingdom: Alfalfa Hay Market: Volume Trends (in Million Metric Tons), 2017 & 2022

Figure 59: United Kingdom: Alfalfa Hay Market Forecast: Volume Trends (in Million Metric Tons), 2023-2028

Figure 60: Italy: Alfalfa Hay Market: Volume Trends (in Million Metric Tons), 2017 &

2022

Figure 61: Italy: Alfalfa Hay Market Forecast: Volume Trends (in Million Metric Tons), 2023-2028

Figure 62: Spain: Alfalfa Hay Market: Volume Trends (in Million Metric Tons), 2017 & 2022

Figure 63: Spain: Alfalfa Hay Market Forecast: Volume Trends (in Million Metric Tons), 2023-2028

Figure 64: Russia: Alfalfa Hay Market: Volume Trends (in Million Metric Tons), 2017 & 2022

Figure 65: Russia: Alfalfa Hay Market Forecast: Volume Trends (in Million Metric Tons), 2023-2028

Figure 66: Others: Alfalfa Hay Market: Volume Trends (in Million Metric Tons), 2017 & 2022

Figure 67: Others: Alfalfa Hay Market Forecast: Volume Trends (in Million Metric Tons), 2023-2028

Figure 68: Latin America: Alfalfa Hay Market: Volume Trends (in Million Metric Tons), 2017 & 2022

Figure 69: Latin America: Alfalfa Hay Market Forecast: Volume Trends (in Million Metric Tons), 2023-2028

Figure 70: Brazil: Alfalfa Hay Market: Volume Trends (in Million Metric Tons), 2017 & 2022

Figure 71: Brazil: Alfalfa Hay Market Forecast: Volume Trends (in Million Metric Tons), 2023-2028

Figure 72: Mexico: Alfalfa Hay Market: Volume Trends (in Million Metric Tons), 2017 & 2022

Figure 73: Mexico: Alfalfa Hay Market Forecast: Volume Trends (in Million Metric Tons), 2023-2028

Figure 74: Others: Alfalfa Hay Market: Volume Trends (in Million Metric Tons), 2017 & 2022

Figure 75: Others: Alfalfa Hay Market Forecast: Volume Trends (in Million Metric Tons), 2023-2028

Figure 76: Middle East and Africa: Alfalfa Hay Market: Volume Trends (in Million Metric Tons), 2017 & 2022

Figure 77: Middle East and Africa: Alfalfa Hay Market: Breakup by Country (in %), 2022

Figure 78: Middle East and Africa: Alfalfa Hay Market Forecast: Volume Trends (in Million Metric Tons), 2023-2028

Figure 79: Global: Alfalfa Hay Industry: SWOT Analysis

Figure 80: Global: Alfalfa Hay Industry: Value Chain Analysis

Figure 81: Global: Alfalfa Hay Industry: Porter's Five Forces Analysis

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