

Animal Growth Promoters Market by Types (Phytogenic, Probiotics, Acidifiers, Prebiotics, and Others), Animal Type (Livestock, Aquaculture, Poultry, Porcine), and Region 2024-2032

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Abstracts

The global animal growth promoters market size reached US\$ 16.8 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 26.2 Billion by 2032, exhibiting a growth rate (CAGR) of 4.89% during 2024-2032. The global market is rapidly expanding, driven by the increasing global demand for animal protein, technological innovations in growth-promoting agents, and the shifting regulatory and consumer preferences towards more sustainable and ethical livestock production practices.

Animal Growth Promoters Market Analysis:

Market Growth and Size: The global animal growth promoters market is experiencing significant growth, propelled by increasing demand for meat and dairy products worldwide. The market is substantial, with notable expansions in regions like North America, Europe, and the Asia Pacific. The latter shows considerable growth due to rising meat consumption and a growing emphasis on livestock productivity.

Major Market Drivers: Key drivers include the rising global demand for animal protein and efficiency in animal production. Advances in animal health science and a surge in large-scale livestock farming are also contributing factors. Additionally, the rising awareness of animal health and productivity among farmers is influencing market dynamics.

Technological Advancements: Innovations in this sector include the development of new and safer growth-promoting agents and the application of biotechnological methods in animal nutrition. Precision livestock farming, incorporating IoT and AI for monitoring animal health, is another technological progression.

Industry Applications: The primary application is in the livestock industry, focusing on poultry, swine, cattle, and aquaculture. These growth promoters are used to enhance feed efficiency, weight gain, and overall health, thereby optimizing the production process.

Key Market Trends: Sustainable and natural growth promoters are gaining traction, reflecting a shift towards organic farming practices. Regulatory bodies are increasingly scrutinizing the use of antibiotics as growth promoters, pushing the market towards alternative solutions.

Geographical Trends: The North American and European markets are mature, with strict regulatory frameworks guiding the use of growth promoters. The Asia Pacific region is rapidly growing, driven by expanding livestock industries and increasing demand for animal products.

Competitive Landscape: The market is competitive, with key players focusing on research and innovation to develop safer and more efficient growth promoters. Strategic collaborations and expansions are common to enhance market presence.

Challenges and Opportunities: The industry faces challenges such as regulatory constraints and rising concerns about antibiotic resistance. However, opportunities lie in developing alternative growth promoters, catering to the demand for sustainable practices, and exploring untapped markets in developing regions

Animal Growth Promoters Market Trends:

Increasing demand for animal protein:

As the global population continues to rise, so does the demand for animal protein, which includes meat, dairy, and eggs. This demand is particularly noticeable in developing countries where economic growth is leading to higher incomes and changing dietary preferences. Consequently, there's a growing pressure on livestock producers to enhance production efficiency and meet this rising demand. Animal growth promoters are seen as a vital tool in this context, helping to improve feed efficiency, increase growth rates, and optimize overall animal health. This trend is also fueled by the ongoing intensification of livestock farming practices, where maximizing output per animal becomes crucial. However, this increase in demand must be balanced with concerns about animal welfare and the potential impact on human health and the environment.

Technological advancements and innovation:

The market is being significantly driven by technological advancements and innovations. These developments include the creation of new and improved growth-

promoting agents, such as probiotics, prebiotics, and other natural growth promoters that are seen as safer and more sustainable alternatives to traditional antibiotics. These innovations are essential in addressing the growing concern over antibiotic resistance, which has led to stricter regulations and a gradual phasing out of antibiotic growth promoters in many parts of the world. The industry is also benefiting from advancements in genetic research, which are leading to a better understanding of animal growth and metabolism among the masses.

Regulatory changes and consumer attitudes

The regulatory landscape and shifting consumer attitudes are significantly impacting the market. Globally, there is an increasing movement towards more stringent regulations concerning the use of antibiotics in animal production, driven by concerns over antibiotic resistance and its implications for human health. This regulatory tightening is encouraging the development and adoption of alternative growth promoters, such as enzymes, probiotics, and phytonutrients. Concurrently, there is a growing consumer awareness and concern about how food is produced, including animal welfare, the use of chemicals in farming, and the environmental impact of livestock production. This shift in consumer attitudes is pushing the industry towards more transparent, sustainable, and ethical practices, influencing the types of growth promoters that are acceptable and in demand.

Animal Growth Promoters Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the global, regional, and country levels for 2024-2032. Our report has categorized the market based on types, and animal type.

Breakup by Types:

- Phytogenic
- Probiotics
- Acidifiers
- Prebiotics
- Others

Probiotics account for the majority of the market share

The report has provided a detailed breakup and analysis of the market based on the types. This includes phytogenic, probiotics, acidifiers, prebiotics, and others. According

to the report, probiotics represented the largest segment.

Probiotics, as the largest segment in the market, are increasingly preferred due to their multifaceted benefits in animal health and productivity. These beneficial bacteria play a crucial role in enhancing gut health, providing a boost to immunity, and improving feed conversion efficiency in animals. The rising awareness about the negative impacts of antibiotics has shifted the focus towards probiotics, which offer a natural and sustainable alternative. The efficacy of probiotics in preventing diseases and promoting growth in various animal species, coupled with ongoing research and development leading to more effective and species-specific strains, is fueling their widespread adoption.

On the contrary, phytogenics, derived from plant-based sources, are gaining traction in the market. These natural compounds, which include essential oils, herbs, and spices, are appreciated for their antimicrobial, antioxidant, and anti-inflammatory properties. Phytogenics are being increasingly used as a natural alternative to synthetic growth promoters, particularly in the wake of growing concerns over antibiotic resistance and animal welfare.

Moreover, acidifiers, often used to lower the pH of feed and the gastrointestinal tract, play a significant role in the animal growth promoters market. These products, which include organic acids like citric acid and formic acid, help in enhancing feed hygiene and improving digestion efficiency, thereby promoting better growth in animals.

Additionally, prebiotics, which serve as food for beneficial gut bacteria, are important in maintaining the gut flora balance in animals. These non-digestible fiber compounds are essential for stimulating the growth and activity of probiotics in the gut, leading to improved digestion, immunity, and overall animal health.

Breakup by Animal Type:

Livestock

Aquaculture

Poultry

Porcine

Poultry holds the largest share in the industry

A detailed breakup and analysis of the market based on the animal type have also been

provided in the report. This includes livestock, aquaculture, poultry, and porcine. According to the report, poultry accounted for the largest market share.

The poultry segment dominates the animal type category in the animal growth promoters market. This dominance is attributed to the massive global consumption of poultry meat and eggs, driving the demand for efficient growth promoters in this sector. Poultry farmers extensively use growth promoters to enhance feed efficiency, increase weight gain, and reduce disease incidence, which are critical in meeting the burgeoning global demand for poultry products. The increasing adoption of advanced farming practices and the continual research in poultry nutrition further contribute to the growth of this segment.

On the other hand, the livestock segment, encompassing cattle, sheep, and goats, is a significant part of the animal growth promoters market. Growth promoters in this segment are used to enhance meat and milk production, contributing to the efficiency and profitability of livestock farming.

Besides this, in aquaculture, growth promoters are vital for improving the overall health, feed efficiency, and growth rate of aquatic species. This segment is growing due to the increasing demand for seafood and the expansion of aquaculture practices globally.

Furthermore, the porcine segment, related to swine farming, utilizes growth promoters to enhance the growth rate and feed efficiency of pigs. This segment plays an important role in the market, given the significant global consumption of pork and pork products.

Breakup by Region:

- North America
 - United States
 - Canada
- Europe
 - Germany
 - France
 - United Kingdom
 - Italy
 - Spain
 - Russia
- Others
- Asia Pacific

China
Japan
India
South Korea
Australia
Indonesia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

Asia Pacific leads the market, accounting for the largest animal growth promoters market share

The market research report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia and others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, Asia Pacific accounted for the largest market share.

The Asia-Pacific region stands as the largest segment in the market, a position it owes largely to the region's burgeoning population and rapidly growing economies, particularly in countries like China and India. This growth is fueling an unprecedented demand for animal protein, which in turn is driving the need for efficient livestock production. Additionally, the region is witnessing a shift in dietary preferences towards more meat and dairy consumption. The diverse agricultural practices across different countries in Asia-Pacific, ranging from traditional to highly advanced farming techniques, create a broad market for various types of growth promoters.

In Europe, the animal growth promoters market is characterized by stringent regulations and a strong focus on animal welfare and sustainable farming practices. The European Union's strict policies on the use of antibiotics in animal feed significantly influence market trends, leading to increased interest in and adoption of alternative growth promoters like probiotics and prebiotics. Moreover, the high level of consumer awareness and demand for organically produced meat and dairy products further shapes the market landscape in this region.

The North American market is a significant one, driven by the advanced livestock production systems in the United States and Canada. The region is characterized by high meat consumption and a well-established meat processing industry, which demands efficient and high-quality livestock production. Although there are growing concerns and regulations regarding the use of antibiotics, the market is adapting by gradually shifting towards alternative growth promoters.

Latin America's market is growing, influenced by the expanding livestock sector in countries like Brazil and Argentina, which are major producers of beef and poultry. The region benefits from favorable climatic conditions for animal rearing and a growing emphasis on export-oriented meat production. However, the market is also navigating challenges such as economic volatility and varying degrees of regulatory oversight. The increasing adoption of modern farming techniques and a gradual shift towards more sustainable practices are also shaping the market in this region.

The market in the Middle East and Africa is driven by the increasing demand for meat and dairy products due to growing populations and changing dietary habits. However, the market in this region faces unique challenges, including climatic constraints, resource limitations, and varying levels of economic development. Despite these challenges, there are opportunities for growth, particularly in countries with emerging economies that are beginning to invest more in livestock production and infrastructure. The market is also seeing a slow but steady shift towards adopting more modern and sustainable animal farming practices.

Leading Key Players in the Animal Growth Promoters Industry:

The key players are actively engaging in a range of strategic initiatives to strengthen their market positions and respond to the evolving industry demands. These companies are heavily investing in research and development to innovate and diversify their product portfolios, with a particular focus on natural and sustainable growth promoters like probiotics, enzymes, and herbal products, addressing the global concerns over antibiotic resistance. They are also expanding their global presence through mergers, acquisitions, and collaborations with other companies and research institutions. Furthermore, these players are increasingly adopting digital and precision farming technologies to enhance the efficacy and application of their products. Complementing these efforts, they are also navigating the complex regulatory environments across different regions, ensuring compliance while advocating for favorable policies to support market growth.

The market research report has provided a comprehensive analysis of the competitive landscape. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Alltech

Bluestar Adisseo Company (China National Bluestar (Group) Co. Ltd.)

Kemin Industries Inc.

Koninklijke DSM N.V.

Novus International Inc.

Phibro Animal Health Corporation

Vetoquinol SA

(Please note that this is only a partial list of the key players, and the complete list is provided in the report.)

Latest News:

November 30, 2023: Alltech was awarded a silver medal from EcoVadis — putting it in the top 25% of sustainable companies globally. The EcoVadis silver medal testifies to Alltech's purpose of "Working Together for a Planet of Plenty" and its commitment to prioritizing the efficient production of nutritious food while minimizing environmental impact, implementing environmentally and economically sustainable solutions, promoting fair labor practices and fostering ethical business conduct.

April 5, 2022: Adisseo and Entobel have decided to enter into a collaboration to join forces on alternative insect protein development. By evaluating the interest and adaptation of the existing solutions, they aim to improve production of insect's meal, focused on the performance of the insects and the quality of this protein meal, prioritizing the way to control the ingredients used to feed insects, and their complementarities with the most important feed additives, like methionine and enzymes.

August 24, 2023: Kemin Industries has opened a new manufacturing facility in Verona, Missouri, to produce its Proteus line of clean-label functional proteins that are used to increase yield and enhance the quality of meat and poultry products within the food industry.

Key Questions Answered in This Report

1. How big is the global animal growth promoters market?
2. What is the expected growth rate of the global animal growth promoters market during 2024-2032?
3. What are the key factors driving the global animal growth promoters market?
4. What has been the impact of COVID-19 on the global animal growth promoters

market?

5. What is the breakup of the global animal growth promoters market based on the types?

6. What is the breakup of the global animal growth promoters market based on the animal type?

7. What are the key regions in the global animal growth promoters market?

8. Who are the key players/companies in the global animal growth promoters market?

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