

Poultry Feed Market Report by Nature (Conventional, Organic), Form (Mashed, Pellets, Crumbles, and Others), Additives (Antibiotics, Vitamins, Antioxidants, Amino Acid, Feed Enzymes, Feed Acidifiers, and Others), Animal Type (Layers, Broilers, Turkey, and Others), Distribution Channel (Offline, Online), and Region 2024-2032

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Abstracts

The global poultry feed market size reached US\$ 210.4 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 289.0 Billion by 2032, exhibiting a growth rate (CAGR) of 3.5% during 2024-2032. The increasing poultry consumption across the globe, growing health consciousness among consumers, significant technological advancements, imposition of supportive agricultural policies, increasing focus on sustainable farming practices, and expanding international trade agreements are some of the major factors propelling the market.

Poultry feed refers to the nourishment provided to domesticated birds, including ducks, chickens, and turkeys, to meet their dietary needs for growth, reproduction, and overall well-being. It comprises several ingredients, such as grains, proteins, corn, soybeans, and wheat. Poultry feed is widely used for broiler chicken farming, egg production, layer hens, turkeys, ducks, geese, and exotic birds. It aids in optimizing growth rates, increasing egg yields, and improving meat quality. Poultry feed also provides disease resistance, enhances feather quality, and boosts reproductive performance.

The imposition of supportive agricultural policies, subsidies, and grants, encouraging extensive and more advanced farming, is propelling the market growth. Additionally, the increasing focus on sustainable farming practices is facilitating the demand for

environmentally friendly, organic, and non-genetically modified organism (GMO) poultry feeds. Besides this, the improving economic conditions and elevating disposable incomes, which are influencing a dietary shift among consumers towards protein-rich foods, including poultry products, are acting as another growth-inducing factor. Furthermore, the expanding international trade agreements that are opening new avenues for poultry products are catalyzing the market growth. Other factors, including rising emphasis on humane treatment of animals, increasing investment in research and innovation to develop new feed formulations, and growing focus on maintaining feed quality, are anticipated to drive the market growth.

Poultry Feed Market Trends/Drivers:

The increasing poultry consumption across the globe

Poultry has become a staple across the globe due to its affordability, versatility, and high protein content. Along with this, the increasing cultural shift towards meat consumption, coupled with aggressive marketing efforts by producers, has significantly elevated the demand for poultry products. This surge is not just limited to conventional meat cuts but extends to processed foods, such as sausages, nuggets, and other convenience products that utilize poultry. This heightened consumer interest puts pressure on poultry farms to increase production, which, in turn, elevates the demand for quality poultry feed. In addition, the increased feed demand also emphasizes quality, as consumers are focusing on healthy and ethically sourced products. Moreover, poultry farms are investing in quality feeds that enhance meat quality, reduce diseases, and adhere to increasingly stringent food safety regulations.

The growing health consciousness among consumers

The growing awareness about health and nutrition among consumers is significantly impacting the poultry feed market. Consumers are not only concerned about their well-being but also the nutritional quality of the food they consume. This focus on health extends to the quality of poultry products available in the market, thus influencing the types of feed that poultry farmers use. Furthermore, the health-conscious consumer often seeks out organic, antibiotic-free, or free-range poultry products, reflecting a willingness to pay a premium for perceived higher quality. Moreover, the health consciousness trend has sparked a broader societal discourse on food safety.

The significant technological advancements

Technological advancements are playing an increasingly pivotal role in shaping the

poultry feed market. In line with this, the recent advances in nutritional science, which have led to more precisely formulated feeds that can optimize poultry growth, improve disease resistance, and enhance the quality of poultry products, are propelling the market growth. Additionally, the ongoing research and development (R&D) initiatives focusing on creating feeds that are both nutrient-rich and easily digestible, thereby maximizing the feed conversion ratio, are acting as another growth-inducing factor. Furthermore, the introduction of cutting-edge manufacturing technologies, such as automation and data analytics, which allow for consistent quality and efficient production methods, reducing the cost per unit of feed, is contributing to the market growth.

Poultry Feed Industry Segmentation:

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

Breakup by Nature:

Conventional
Organic

Conventional dominates the market

The report has provided a detailed breakup and analysis of the market based on nature. This includes conventional and organic. According to the report, conventional represented the largest segment.

Conventional poultry feed is generally cost-efficient to produce than organic or specialized feeds, making it a more convenient choice for both producers and consumers. Furthermore, the widespread production and distribution channels for conventional feed ensure that it is readily available, even in remote or less-developed regions. Additionally, conventional feeds have been in use for a considerable time, making them a well-known and trusted option among poultry farmers. Moreover, it faces fewer regulatory challenges compared to organic or non-GMO feeds, making it easier to produce and launch in the market. Besides this, conventional feeds are more consistent in nutritional content due to controlled manufacturing processes, making them a reliable choice for poultry health and growth.

Breakup by Form:

Mashed
Pellets
Crumbles
Others

Pellets holds the largest share in the market

A detailed breakup and analysis of the market based on form has also been provided in the report. This includes mashed, pellets, crumbles, and other. According to the report, pellets represented the largest segment.

Pellets offer a balanced mix of nutrients in each unit, ensuring that poultry receives a consistent nutritional intake, which is essential for optimal growth and health. Additionally, the compact form of pellets minimizes feed waste, as they are less likely to be scattered compared to loose or crumbled feed. Besides this, the pelleting process often involves heat treatment, which makes some nutrients more digestible, leading to better feed conversion rates and improved overall poultry health. Moreover, they are easier to handle, transport, and store compared to other forms of poultry feed. Their compact nature requires less storage space, and they are less susceptible to spoilage.

Breakup by Additives:

Antibiotics
Vitamins
Antioxidants
Amino Acid
Feed Enzymes
Feed Acidifiers
Others

Amino acid holds the largest share in the market

A detailed breakup and analysis of the market based on additives has also been provided in the report. This includes antibiotics, vitamins, antioxidants, amino acid, feed enzymes, feed acidifiers, and others. According to the report, amino acid accounted for the largest market share.

Amino acids are the structural parts of proteins that are crucial for the growth, repair,

and overall well-being of poultry. Several essential amino acids, including lysine and threonine, cannot be synthesized by the birds and must be provided through diet, making them indispensable additives. Furthermore, supplementing poultry feed with amino acids enables better feed conversion ratios, allowing birds to achieve the desired weight and growth with less feed, thereby reducing overall feed costs. Moreover, amino acid additives are more cost-effective than whole protein sources, such as fish meal or soybean meal. This affordability makes them a go-to choice for poultry producers looking to maximize returns.

Breakup by Animal Type:

Layers

Broilers

Turkey

Others

Broilers holds the largest share in the market

A detailed breakup and analysis of the market based on the animal type has also been provided in the report. This includes layers, broilers, turkey, and others. According to the report, broilers accounted for the largest market share.

Broilers are bred specifically for rapid growth and meat production, which necessitates a consistent, high-quality feed. Furthermore, broilers are one of the most cost-effective types of poultry to raise, owing to their short growth cycle and high feed-to-meat conversion ratio. This makes them an attractive option for poultry farmers, thereby fueling the need for specialized broiler feed. Additionally, they have specific dietary needs to achieve optimal growth and meat quality. These specialized requirements increase the demand for targeted poultry feeds. Moreover, broilers often benefit from vertically integrated supply chains where feed producers, farmers, and meat processors collaborate closely. This ensures a steady and optimized feed supply.

Breakup by Distribution Channel:

Offline

Online

Offline holds the largest share in the market

A detailed breakup and analysis of the market based on distribution channel has also been provided in the report. This includes offline and online. According to the report, offline accounted for the largest market share.

Offline distribution channels have established supply chain logistics, which enable efficient and reliable delivery of poultry feed to various markets, from urban centers to rural areas. Furthermore, many poultry farmers prefer to physically inspect the feed before purchase, something that offline retail allows. Additionally, offline channels provide immediate access to poultry feed without the waiting period associated with shipping. Moreover, the direct interactions between distributors and customers in offline channels often result in long-standing relationships built on trust and personalized service. Apart from this, retailers and distributors in offline channels have specialized knowledge about poultry feed, offering customers valuable advice and recommendations.

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

Asia Pacific exhibits a clear dominance, accounting for the largest poultry feed 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); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, 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.

Asia Pacific is witnessing rapid population growth, leading to increased demand for poultry products and, consequently, poultry feed. Furthermore, the growing disposable income among the middle class, leading to higher consumption of meat and poultry products, is acting as another growth-inducing factor. Besides this, poultry is widely accepted and consumed across various cultures and religions in the Asia Pacific, resulting in higher demand for poultry feed. Additionally, the predominance of smallholder farmers in the region is facilitating the need for specialized feed catering to specific requirements. Moreover, the imposition of various supportive policies by regional governments, such as subsidies and training programs, to boost poultry farming is contributing to the market growth. Along with this, the lower labor costs in many Asia Pacific countries, which makes poultry farming and feed production more cost-effective, are strengthening the market growth.

Competitive Landscape:

Major players are investing in research and innovation to formulate feeds with enhanced nutritional profiles that promote better growth, health, and productivity in poultry. Furthermore, the growing emphasis on sustainability is prompting market leaders to source ingredients from sustainable supply chains and also offer organic feed options. Besides this, companies are offering customized feeds that are tailored to different poultry species and even breeds. Additionally, leading companies are acquiring smaller, specialized companies or merging with other market leaders to diversify product portfolios and increase market share. Apart from this, they are adopting direct-to-farmer sales and distribution models to eliminate intermediaries and offer more competitive prices. Moreover, companies are focusing on maintaining consistent product quality by carrying out robust quality assurance programs to gain farmers' trust.

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

AFGRI Animal Feeds
Alltech
Archer-Daniels-Midland Company
BASF SE
Cargill Inc.
Charoen Pokphand Foods Public Company Limited
Chr. Hansen Holdings A/S
De Heus Animal Nutrition
ForFarmers N.V.
Kent Nutrition Group (Kent Corporation)
Koninklijke DSM N.V.
Novus International Inc. (Mitsui & Co. (U.S.A.) Inc.).

Recent Developments:

In December 2023, Alltech organized a poultry school in Karnal, Haryana, India, to share recent studies, innovative solutions and best feed milling practices with its poultry customers.

In August 2020, Archer-Daniels-Midland Company partnered with Auburn University to accelerate innovation in poultry feed enzymes.

In December 2021, BASF SE launched sustainable feed enzymes for animal feed, including poultry.

Key Questions Answered in This Report

1. How big is the global poultry feed market?
2. What is the expected growth rate of the global poultry feed market during 2024-2032?
3. What are the key factors driving the global poultry feed market?
4. What has been the impact of COVID-19 on the global poultry feed market?
5. What is the breakup of the global poultry feed market based on the nature?
6. What is the breakup of the global poultry feed market based on the form?
7. What is the breakup of the global poultry feed market based on the additives?
8. What is the breakup of the global poultry feed market based on the animal type?
9. What is the breakup of the global poultry feed market based on the distribution channel?
10. What are the key regions in the global poultry feed market?

11. Who are the key players/companies in the global poultry feed market?

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 POULTRY FEED MARKET

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

6 MARKET BREAKUP BY NATURE

- 6.1 Conventional
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Organic
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast

7 MARKET BREAKUP BY FORM

7.1 Mashed

7.1.1 Market Trends

7.1.2 Market Forecast

7.2 Pellets

7.2.1 Market Trends

7.2.2 Market Forecast

7.3 Crumbles

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 ADDITIVES

8.1 Antibiotics

8.1.1 Market Trends

8.1.2 Market Forecast

8.2 Vitamins

8.2.1 Market Trends

8.2.2 Market Forecast

8.3 Antioxidants

8.3.1 Market Trends

8.3.2 Market Forecast

8.4 Amino Acid

8.4.1 Market Trends

8.4.2 Market Forecast

8.5 Feed Enzymes

8.5.1 Market Trends

8.5.2 Market Forecast

8.6 Feed Acidifiers

8.6.1 Market Trends

8.6.2 Market Forecast

8.7 Others

8.7.1 Market Trends

8.7.2 Market Forecast

9 MARKET BREAKUP BY ANIMAL TYPE

9.1 Layers

9.1.1 Market Trends

9.1.2 Market Forecast

9.2 Broilers

9.2.1 Market Trends

9.2.2 Market Forecast

9.3 Turkey

9.3.1 Market Trends

9.3.2 Market Forecast

9.4 Others

9.4.1 Market Trends

9.4.2 Market Forecast

10 MARKET BREAKUP BY DISTRIBUTION CHANNEL

10.1 Offline

10.1.1 Market Trends

10.1.2 Market Forecast

10.2 Online

10.2.1 Market Trends

10.2.2 Market Forecast

11 MARKET BREAKUP BY REGION

11.1 North America

11.1.1 United States

11.1.1.1 Market Trends

11.1.1.2 Market Forecast

11.1.2 Canada

11.1.2.1 Market Trends

11.1.2.2 Market Forecast

11.2 Asia-Pacific

11.2.1 China

11.2.1.1 Market Trends

11.2.1.2 Market Forecast

11.2.2 Japan

11.2.2.1 Market Trends

- 11.2.2.2 Market Forecast
- 11.2.3 India
 - 11.2.3.1 Market Trends
 - 11.2.3.2 Market Forecast
- 11.2.4 South Korea
 - 11.2.4.1 Market Trends
 - 11.2.4.2 Market Forecast
- 11.2.5 Australia
 - 11.2.5.1 Market Trends
 - 11.2.5.2 Market Forecast
- 11.2.6 Indonesia
 - 11.2.6.1 Market Trends
 - 11.2.6.2 Market Forecast
- 11.2.7 Others
 - 11.2.7.1 Market Trends
 - 11.2.7.2 Market Forecast
- 11.3 Europe
 - 11.3.1 Germany
 - 11.3.1.1 Market Trends
 - 11.3.1.2 Market Forecast
 - 11.3.2 France
 - 11.3.2.1 Market Trends
 - 11.3.2.2 Market Forecast
 - 11.3.3 United Kingdom
 - 11.3.3.1 Market Trends
 - 11.3.3.2 Market Forecast
 - 11.3.4 Italy
 - 11.3.4.1 Market Trends
 - 11.3.4.2 Market Forecast
 - 11.3.5 Spain
 - 11.3.5.1 Market Trends
 - 11.3.5.2 Market Forecast
 - 11.3.6 Russia
 - 11.3.6.1 Market Trends
 - 11.3.6.2 Market Forecast
 - 11.3.7 Others
 - 11.3.7.1 Market Trends
 - 11.3.7.2 Market Forecast
- 11.4 Latin America

11.4.1 Brazil

11.4.1.1 Market Trends

11.4.1.2 Market Forecast

11.4.2 Mexico

11.4.2.1 Market Trends

11.4.2.2 Market Forecast

11.4.3 Others

11.4.3.1 Market Trends

11.4.3.2 Market Forecast

11.5 Middle East and Africa

11.5.1 Market Trends

11.5.2 Market Breakup by Country

11.5.3 Market Forecast

12 SWOT ANALYSIS

12.1 Overview

12.2 Strengths

12.3 Weaknesses

12.4 Opportunities

12.5 Threats

13 VALUE CHAIN ANALYSIS

14 PORTERS FIVE FORCES ANALYSIS

14.1 Overview

14.2 Bargaining Power of Buyers

14.3 Bargaining Power of Suppliers

14.4 Degree of Competition

14.5 Threat of New Entrants

14.6 Threat of Substitutes

15 PRICE ANALYSIS

16 COMPETITIVE LANDSCAPE

16.1 Market Structure

16.2 Key Players

16.3 Profiles of Key Players

16.3.1 AFGRI Animal Feeds

16.3.1.1 Company Overview

16.3.1.2 Product Portfolio

16.3.2 Alltech

16.3.2.1 Company Overview

16.3.2.2 Product Portfolio

16.3.2.3 SWOT Analysis

16.3.3 Archer-Daniels-Midland Company

16.3.3.1 Company Overview

16.3.3.2 Product Portfolio

16.3.3.3 Financials

16.3.3.4 SWOT Analysis

16.3.4 BASF SE

16.3.4.1 Company Overview

16.3.4.2 Product Portfolio

16.3.5 Cargill Inc.

16.3.5.1 Company Overview

16.3.5.2 Product Portfolio

16.3.5.3 SWOT Analysis

16.3.6 Charoen Pokphand Foods Public Company Limited

16.3.6.1 Company Overview

16.3.6.2 Product Portfolio

16.3.6.3 Financials

16.3.6.4 SWOT Analysis

16.3.7 Chr. Hansen Holdings A/S

16.3.7.1 Company Overview

16.3.7.2 Product Portfolio

16.3.7.3 Financials

16.3.7.4 SWOT Analysis

16.3.8 De Heus Animal Nutrition

16.3.8.1 Company Overview

16.3.8.2 Product Portfolio

16.3.9 ForFarmers N.V.

16.3.9.1 Company Overview

16.3.9.2 Product Portfolio

16.3.9.3 Financials

16.3.10 Kent Nutrition Group (Kent Corporation)

16.3.10.1 Company Overview

- 16.3.10.2 Product Portfolio
- 16.3.11 Koninklijke DSM N.V.
 - 16.3.11.1 Company Overview
 - 16.3.11.2 Product Portfolio
- 16.3.12 Novus International Inc. (Mitsui & Co. (U.S.A.) Inc.)
 - 16.3.12.1 Company Overview
 - 16.3.12.2 Product Portfolio

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