

Global Herbage Market - Forecast from 2026 to 2031

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Abstracts

The global herbage market, at a 7.09% CAGR, is anticipated to reach USD 1281.219 million in 2031 from USD 849.401 million in 2025.

The herbage market, encompassing the leafy and succulent stems of herbaceous plants, is experiencing robust growth driven by its multifaceted applications in livestock nutrition, human health, and sustainable agriculture. The sector is defined by the convergence of several major consumer and agricultural trends, including the rising demand for dairy, the expansion of plant-based diets, and increased governmental support for organic farming practices.

A primary driver of market expansion is the critical role of herbage in enhancing livestock health and productivity. High-quality herbage serves as a fundamental source of protein-rich forage, directly improving animal nutrition. This is particularly significant for the dairy industry, where the use of nutrient-dense herbage is integral to boosting livestock health and milk output. As global demand for dairy products continues to rise, dairy farmers are increasingly adopting superior herbage to improve herd health and increase production volumes, creating a sustained demand driver for the market.

Parallely, the growth in vegetarian and vegan diets is propelling the market from the consumer side. A global shift towards plant-based nutrition, motivated by health, environmental, and ethical considerations, is increasing the consumption of herbage for human dietary needs. This trend is most pronounced in the Asia-Pacific region, which has a high prevalence of vegetarianism, further solidifying the demand base for plant-derived food sources.

The diverse functional applications of herbage across multiple industries significantly contribute to its market momentum. Beyond its core use as livestock feed, herbage is a vital raw material for herbal medicines. Varieties such as thyme-leafed gratiola and

coriander are utilized for their therapeutic properties, including enhancing cognitive function and aiding digestion. Furthermore, specific herbage types are incorporated into animal feed as supplements to boost anti-inflammatory capabilities. The utility of herbage also extends to amenity horticulture, where grasses are employed for landscaping, decorating lawns, and surfacing sports fields, demonstrating the product's wide-ranging commercial value.

Government policies and initiatives are acting as powerful catalysts for market growth. Numerous governments are actively promoting organic farming and the adoption of natural agricultural inputs through targeted funding and policy frameworks. Programs designed to support organic transition and research, alongside national schemes that encourage cluster-based organic farming, are directly increasing the cultivation of herbage. These initiatives lower barriers to adoption for farmers and legitimize herbage-based systems as a viable and sustainable agricultural model.

Geographically, the Asia-Pacific region is expected to be a significant and dominant market for herbage. This leadership is attributed to a combination of factors, including a growing demand for dairy products, a high rate of vegetarianism, and improving living standards. Supportive government initiatives aimed at increasing organic cultivation in the region further augment these demand-side drivers, creating a favorable environment for market expansion.

The competitive landscape includes international players such as Alltech, For Farmers, and Associated British Food PLC. These companies are engaged in providing innovative feed solutions, specialized supplements, and value-added services. Their ongoing missions often focus on elevating the agricultural sector and creating new, sustainable business models, which aligns with the broader market trends driving the herbage industry forward. The focus on specialized nutrition and sustainable agri-food solutions underscores the market's progression toward higher value and scientifically supported products.

Key Benefits of this Report:

Insightful Analysis: Gain detailed market insights covering major as well as emerging geographical regions, focusing on customer segments, government policies and socio-economic factors, consumer preferences, industry verticals, and other sub-segments.

Competitive Landscape: Understand the strategic maneuvers employed by key

players globally to understand possible market penetration with the correct strategy.

Market Drivers & Future Trends: Explore the dynamic factors and pivotal market trends and how they will shape future market developments.

Actionable Recommendations: Utilize the insights to exercise strategic decisions to uncover new business streams and revenues in a dynamic environment.

Caters to a Wide Audience: Beneficial and cost-effective for startups, research institutions, consultants, SMEs, and large enterprises.

What do businesses use our reports for?

Industry and Market Insights, Opportunity Assessment, Product Demand Forecasting, Market Entry Strategy, Geographical Expansion, Capital Investment Decisions, Regulatory Framework & Implications, New Product Development, Competitive Intelligence

Report Coverage:

Historical data from 2021 to 2025 & forecast data from 2026 to 2031

Growth Opportunities, Challenges, Supply Chain Outlook, Regulatory Framework, and Trend Analysis

Competitive Positioning, Strategies, and Market Share Analysis

Revenue Growth and Forecast Assessment of segments and regions including countries

Company Profiling (Strategies, Products, Financial Information, and Key Developments among others.

Herbage Market Segmentation:

By Type

Grasses

Legumes

Others

By Distribution Channel

Direct To Consumer (D2C)

Wholesalers

Others

By Applications

Animal Feed

Compost & Manure

Others

By Geography

North America

USA

Canada

Mexico

South America

Brazil

Argentina

Others

Europe

Germany

France

United Kingdom

Spain

Italy

Others

Middle East and Africa

Saudi Arabia

UAE

Israel

Others

Asia Pacific

China

India

Japan

South Korea

Indonesia

Thailand

Others

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