

Global Horse Feed Market - Forecast from 2026 to 2031

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Abstracts

The global horse feed market, with a 4.64% CAGR, is projected to increase from USD 12.098 billion in 2025 to USD 15.879 billion in 2031.

The global horse feed market is positioned for steady growth, driven by a confluence of factors centered on equine health, specialized nutrition, and the economics of equestrian sports. Horse feed, encompassing a range of products from pasture and hay to concentrated nutritional mixes, is fundamental to equine care. The market's expansion is underpinned by an increased awareness of animal health, a rising equine population, and the growing commercial and competitive footprint of horse-related sports.

A primary driver of market growth is the heightened awareness and sophistication regarding equine nutrition among horse owners, riders, and trainers. There is a growing trend towards seeking customized nutritional plans from experts to optimize animal health and performance. This is supported by the availability of detailed nutritional guidelines from academic and international institutions, which educate owners on the principles of animal nutrition. This evolving knowledge base is shifting demand from generic feed towards specialized, high-quality products tailored to meet specific dietary requirements, thereby driving value and volume in the market.

The expanding global horse population itself creates a foundational demand for feed. A larger population necessitates a greater volume of feed for basic survival, growth, and maintenance. This consistent, population-driven demand provides a stable base for market growth, with the requirement for nutritional products directly correlated to the number of horses being maintained and cared for.

The intrinsic health benefits of specialized horse feed further propel the market. Modern feed formulations are designed to provide essential energy, enhance performance, and protect against muscular disorders and other health issues. Critically, the understanding that dietary requirements vary significantly between individual horses—based on age, breed, activity level, and health status—is fueling demand for customized and specialized feed palates. This move towards personalized nutrition represents a significant value-creation opportunity for manufacturers.

The popularity and commercialization of horse-related sports represent a major growth vector. The visibility of events such as dressage, endurance riding, and horse racing is increasing, elevating the performance standards for competitive animals. This creates a direct need for high-performance feeds that can support intense training, enhance recovery, and contribute to competitive success. The marketing advantage for brands associated with winning horses at prestigious events further intensifies competition and innovation within the feed sector, creating a premium segment driven by performance outcomes.

This dynamic market environment presents substantial opportunities for new entrants. Continuous innovation in product formulation, with a focus on delivering improved health and performance benefits, allows new players to carve out niches. The specific demand within the competition segment for feeds that aid in rapid recovery presents a targeted avenue for development. The potential for significant brand recognition through association with successful equine athletes offers a powerful marketing lever that can be leveraged by agile and innovative companies.

The competitive landscape includes established players such as Royal Horse, BASF SE, and CHR Hansen. These companies leverage their expertise to offer a diversified portfolio, including specialized lines for sports, breeding, and leisure. The integration of digital solutions for feed analysis and formulation underscores a broader industry trend towards precision nutrition and data-driven animal care, highlighting the market's ongoing technological advancement and its alignment with sophisticated equine management practices.

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.

Horse Feed Market Key Developments:

In February 2023, Bluegrass Horse Feed launched a new product Mare Prepare specifically for broodmares and horses with fertility issues. It consists of omega fatty acid, DHA, and EPA which provide benefits in fertility and reproductive health.

In October 2020, Nutrena® launched Rebound Technology in its feed. This technology helps horses in recovering from hard work or strenuous competition. Moreover, it was developed with an approach of comparable measure to human athletic recovery thus, it can provide recovery for consecutive performance days.

In September 2020, Saracen Horse Feed launched a 1.5 kg travel pouch addition to its Recovery Mash which was launched in 2019. It is suitable for traveling, competing, and after exertion. It provides hydration and benefits in hindgut health.

Horse Feed Market Segmentation:

By Type

Roughage

Concentrate

Hay

Others

By Breed Type

American Quarter Horse

Thoroughbred

Arabian Horse

Others

By Form

Pellet

Cubes

Powder

By Geography

North America

USA

Canada

Mexico

South America

Brazil

Argentina

Others

Europe

Germany

France

United Kingdom

Spain

Others

Middle East and Africa

Saudi Arabia

UAE

Israel

Others

Asia Pacific

China

India

Japan

South Korea

Indonesia

Thailand

Taiwan

Others

Contents

1. EXECUTIVE SUMMARY

2. MARKET SNAPSHOT

- 2.1. Market Overview
- 2.2. Market Definition
- 2.3. Scope of the Study
- 2.4. Market Segmentation

3. BUSINESS LANDSCAPE

- 3.1. Market Drivers
- 3.2. Market Restraints
- 3.3. Market Opportunities
- 3.4. Porter's Five Forces Analysis
- 3.5. Industry Value Chain Analysis
- 3.6. Policies and Regulations
- 3.7. Strategic Recommendations

4. TECHNOLOGICAL OUTLOOK

5. GLOBAL HORSE FEED MARKET BY TYPE

- 5.1. Introduction
- 5.2. Roughage
- 5.3. Concentratae
- 5.4. Hay
- 5.5. Others

6. GLOBAL HORSE FEED MARKET BY BREED TYPE

- 6.1. Introduction
- 6.2. American Quarter Horse
- 6.3. Thoroughbred
- 6.4. Arabian Horse
- 6.5. Others

7. GLOBAL HORSE FEED MARKET BY FORM

- 7.1. Introduction
- 7.2. Pellet
- 7.3. Cubes
- 7.4. Powder

8. GLOBAL HORSE FEED MARKET BY GEOGRAPHY

- 8.1. Introduction
- 8.2. North America
 - 8.2.1. By Type
 - 8.2.2. By Breed Type
 - 8.2.3. By Form
 - 8.2.4. By Country
 - 8.2.4.1. USA
 - 8.2.4.2. Canada
 - 8.2.4.3. Mexico
- 8.3. South America
 - 8.3.1. By Type
 - 8.3.2. By Breed Type
 - 8.3.3. By Form
 - 8.3.4. By Country
 - 8.3.4.1. Brazil
 - 8.3.4.2. Argentina
 - 8.3.4.3. Others
- 8.4. Europe
 - 8.4.1. By Type
 - 8.4.2. By Breed Type
 - 8.4.3. By Form
 - 8.4.4. By Country
 - 8.4.4.1. Germany
 - 8.4.4.2. France
 - 8.4.4.3. United Kingdom
 - 8.4.4.4. Spain
 - 8.4.4.5. Others
- 8.5. Middle East and Africa
 - 8.5.1. By Type
 - 8.5.2. By Breed Type

8.5.3. By Form

8.5.4. By Country

8.5.4.1. Saudi Arabia

8.5.4.2. UAE

8.5.4.3. Israel

8.5.4.4. Others

8.6. Asia Pacific

8.6.1. By Type

8.6.2. By Breed Type

8.6.3. By Form

8.6.4. By Country

8.6.4.1. China

8.6.4.2. India

8.6.4.3. Japan

8.6.4.4. South Korea

8.6.4.5. Indonesia

8.6.4.6. Thailand

8.6.4.7. Taiwan

8.6.4.8. Others

9. COMPETITIVE ENVIRONMENT AND ANALYSIS

9.1. Major Players and Strategy Analysis

9.2. Market Share Analysis

9.3. Mergers, Acquisitions, Agreements, and Collaborations

9.4. Competitive Dashboard

10. COMPANY PROFILES

10.1. Royal Horse

10.2. DSM-Firmenich

10.3. Alltech

10.4. Associated British Foods Plc

10.5. Purina Animal Nutrition LLC

10.6. Archer Daniels Midland

10.7. Mars, Incorporated

10.8. Kemin Industries

10.9. Kent Nutrition Group

10.10. Triple Crown Nutrition

11. APPENDIX

11.1. Currency

11.2. Assumptions

11.3. Base and Forecast Years Timeline

11.4. Key Benefits for the Stakeholders

11.5. Research Methodology

11.6. Abbreviations

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