

Global Rumen Protected Niacin Market Growth 2026-2032

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Abstracts

The global Rumen Protected Niacin market size is predicted to grow from US\$ 767 million in 2025 to US\$ 1310 million in 2032; it is expected to grow at a CAGR of 8.1% from 2026 to 2032.

In 2025, global sales volume of rumen-protected niacin reached 141,000 metric tons, with an average price of \$5,574 per ton.

Rumen-protected niacin (RPN) is a feed additive created by physically encapsulating niacin (Vitamin B3; chemical name: pyridine-3-carboxylic acid) using specific coating technologies?such as hydrogenated vegetable oil, stearic acid, acrylic resin, ethyl cellulose, sodium carboxymethyl cellulose, or mixed wall materials. This process ensures stability within the ruminant rumen (requiring an effective bypass rate of over 80%) while allowing for release and absorption in the abomasum and small intestine. Niacin is a vital vitamin for ruminants?particularly dairy cows during the periparturient period?playing a key role in energy metabolism, lipid transport, and the prevention of ketosis. However, standard niacin is rapidly degraded by rumen microorganisms (with degradation rates exceeding 90%) and fails to reach the small intestine to exert its nutritional effects; thus, rumen-protection technology is crucial to overcoming this bottleneck.

The raw materials for RPN fall into two main categories: niacin (Vitamin B3) and coating materials. Global production capacity for niacin is ample, with China being one of the world's largest producers. Synthesis primarily utilizes the 3-methylpyridine oxidation method or the quinoline oxidation method, using feedstocks such as 3-methylpyridine and nitric acid; prices are influenced by petrochemical industry cycles. Regarding coating materials, stearic acid is predominantly derived from hydrogenated palm oil,

with procurement costs rising from 5.34 CNY/kg to 7.77 CNY/kg. Niacin is water-soluble, placing extremely high demands on coating density; cold-spray coating processes yield rumen-bypass rates of only 30%–50% for water-soluble ingredients. Achieving a bypass rate exceeding 85% requires a hot-spray 'dumpling-style' coating process (forming a core before spraying), which significantly increases processing complexity and costs.

The cost structure of RPN is characterized by coating materials and processing fees accounting for a significantly larger share of the total cost than the active ingredient itself. In the unit cost structure of rumen-protected niacin, direct materials account for approximately 81%–87%; within this category, stearic acid makes up over 50% of material costs, while niacin accounts for only 5%–10%. Direct labor represents 3%–5%, and manufacturing overhead accounts for 8%–12%. Although niacin constitutes a small fraction of the finished product's weight, its high unit price means that the impact of procurement price fluctuations on total cost is diluted by the substantial use of coating materials. Furthermore, the equipment investment and energy consumption associated with hot-spray coating processes result in a higher share of manufacturing overhead compared to standard feed additives, while multi-layer microencapsulation techniques (such as combinations of sodium carboxymethyl cellulose, gelatin, and ethyl cellulose) further drive up processing costs. Companies primarily seek to reduce costs by optimizing wall material ratios (e.g., a 1:2 blend of acrylic resin and ethyl cellulose), improving hot-spray coating processes, and launching composite products with lower niacin content (such as Meiwineng Plus); however, price fluctuations in raw materials—specifically niacin and stearic acid—remain the most critical factors affecting total costs.

LP Information, Inc. (LPI) ' newest research report, the "Rumen Protected Niacin Industry Forecast" looks at past sales and reviews total world Rumen Protected Niacin sales in 2025, providing a comprehensive analysis by region and market sector of projected Rumen Protected Niacin sales for 2026 through 2032. With Rumen Protected Niacin sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Rumen Protected Niacin industry.

This Insight Report provides a comprehensive analysis of the global Rumen Protected Niacin landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Rumen Protected Niacin portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an

accelerating global Rumen Protected Niacin market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Rumen Protected Niacin and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Rumen Protected Niacin.

This report presents a comprehensive overview, market shares, and growth opportunities of Rumen Protected Niacin market by product type, application, key manufacturers and key regions and countries.

Segmentation by Type:

Granules

Microencapsulated Powder

Coated Pellets

Other

Segmentation by Coating Technology:

Single-layer Fat Coating

Polymer Resin Coating

Microencapsulation

Other

Segmentation by Small Intestine Release Rate:

50%-70%

70%-80%

>80%

Segmentation by Application:

Calf

Dairy Cattle

Beef Cattle

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Balchem (US)

QualiTech (US)

BEWITAL agri (DE)

Vetagro (IT)

Jubilant Ingrevia (IN)

Hubbard Feeds (US)

Hangzhou Kangdequan Feed Co., Ltd. (CN)

Shanghai Menon Animal Nutrition Technology Co., Ltd. (CN)

Beijing Oriental Tianhe Biotechnology Co., Ltd. (CN)

MISMA (GB)

Key Questions Addressed in this Report

What is the 10-year outlook for the global Rumen Protected Niacin market?

What factors are driving Rumen Protected Niacin market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Rumen Protected Niacin market opportunities vary by end market size?

How does Rumen Protected Niacin break out by Type, by Application?

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
 - 2.1.1 Global Rumen Protected Niacin Annual Sales 2021-2032
 - 2.1.2 World Current & Future Analysis for Rumen Protected Niacin by Geographic Region, 2021, 2025 & 2032
 - 2.1.3 World Current & Future Analysis for Rumen Protected Niacin by Country/Region, 2021, 2025 & 2032
- 2.2 Rumen Protected Niacin Segment by Type
 - 2.2.1 Granules
 - 2.2.2 Microencapsulated Powder
 - 2.2.3 Coated Pellets
 - 2.2.4 Other
 - 2.2.5 Rumen Protected Niacin Sales by Type
 - 2.2.5.1 Global Rumen Protected Niacin Sales Market Share by Type (2021-2026)
 - 2.2.5.2 Global Rumen Protected Niacin Revenue and Market Share by Type (2021-2026)
 - 2.2.5.3 Global Rumen Protected Niacin Sale Price by Type (2021-2026)
- 2.3 Rumen Protected Niacin Segment by Coating Technology
 - 2.3.1 Single-layer Fat Coating
 - 2.3.2 Polymer Resin Coating
 - 2.3.3 Microencapsulation
 - 2.3.4 Other
 - 2.3.5 Rumen Protected Niacin Sales by Coating Technology
 - 2.3.5.1 Global Rumen Protected Niacin Sales Market Share by Coating Technology (2021-2026)

2.3.5.2 Global Rumen Protected Niacin Revenue and Market Share by Coating Technology (2021-2026)

2.3.5.3 Global Rumen Protected Niacin Sale Price by Coating Technology (2021-2026)

2.4 Rumen Protected Niacin Segment by Small Intestine Release Rate

2.4.1 50%-70%

2.4.2 70%-80%

2.4.3 >80%

2.4.4 Rumen Protected Niacin Sales by Small Intestine Release Rate

2.4.4.1 Global Rumen Protected Niacin Sales Market Share by Small Intestine Release Rate (2021-2026)

2.4.4.2 Global Rumen Protected Niacin Revenue and Market Share by Small Intestine Release Rate (2021-2026)

2.4.4.3 Global Rumen Protected Niacin Sale Price by Small Intestine Release Rate (2021-2026)

2.5 Rumen Protected Niacin Segment by Application

2.5.1 Calf

2.5.2 Dairy Cattle

2.5.3 Beef Cattle

2.5.4 Others

2.5.5 Rumen Protected Niacin Sales by Application

2.5.5.1 Global Rumen Protected Niacin Sale Market Share by Application (2021-2026)

2.5.5.2 Global Rumen Protected Niacin Revenue and Market Share by Application (2021-2026)

2.5.5.3 Global Rumen Protected Niacin Sale Price by Application (2021-2026)

3 GLOBAL BY COMPANY

3.1 Global Rumen Protected Niacin Breakdown Data by Company

3.1.1 Global Rumen Protected Niacin Annual Sales by Company (2021-2026)

3.1.2 Global Rumen Protected Niacin Sales Market Share by Company (2021-2026)

3.2 Global Rumen Protected Niacin Annual Revenue by Company (2021-2026)

3.2.1 Global Rumen Protected Niacin Revenue by Company (2021-2026)

3.2.2 Global Rumen Protected Niacin Revenue Market Share by Company (2021-2026)

3.3 Global Rumen Protected Niacin Sale Price by Company

3.4 Key Manufacturers Rumen Protected Niacin Producing Area Distribution, Sales Area, Product Type

- 3.4.1 Key Manufacturers Rumen Protected Niacin Product Location Distribution
- 3.4.2 Players Rumen Protected Niacin Products Offered
- 3.5 Market Concentration Rate Analysis
 - 3.5.1 Competition Landscape Analysis
 - 3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
- 3.6 New Products and Potential Entrants
- 3.7 Market M&A Activity & Strategy

4 WORLD HISTORIC REVIEW FOR RUMEN PROTECTED NIACIN BY GEOGRAPHIC REGION

- 4.1 World Historic Rumen Protected Niacin Market Size by Geographic Region (2021-2026)
 - 4.1.1 Global Rumen Protected Niacin Annual Sales by Geographic Region (2021-2026)
 - 4.1.2 Global Rumen Protected Niacin Annual Revenue by Geographic Region (2021-2026)
- 4.2 World Historic Rumen Protected Niacin Market Size by Country/Region (2021-2026)
 - 4.2.1 Global Rumen Protected Niacin Annual Sales by Country/Region (2021-2026)
 - 4.2.2 Global Rumen Protected Niacin Annual Revenue by Country/Region (2021-2026)
- 4.3 Americas Rumen Protected Niacin Sales Growth
- 4.4 APAC Rumen Protected Niacin Sales Growth
- 4.5 Europe Rumen Protected Niacin Sales Growth
- 4.6 Middle East & Africa Rumen Protected Niacin Sales Growth

5 AMERICAS

- 5.1 Americas Rumen Protected Niacin Sales by Country
 - 5.1.1 Americas Rumen Protected Niacin Sales by Country (2021-2026)
 - 5.1.2 Americas Rumen Protected Niacin Revenue by Country (2021-2026)
- 5.2 Americas Rumen Protected Niacin Sales by Type (2021-2026)
- 5.3 Americas Rumen Protected Niacin Sales by Application (2021-2026)
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Brazil

6 APAC

6.1 APAC Rumen Protected Niacin Sales by Region

6.1.1 APAC Rumen Protected Niacin Sales by Region (2021-2026)

6.1.2 APAC Rumen Protected Niacin Revenue by Region (2021-2026)

6.2 APAC Rumen Protected Niacin Sales by Type (2021-2026)

6.3 APAC Rumen Protected Niacin Sales by Application (2021-2026)

6.4 China

6.5 Japan

6.6 South Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

6.10 China Taiwan

7 EUROPE

7.1 Europe Rumen Protected Niacin by Country

7.1.1 Europe Rumen Protected Niacin Sales by Country (2021-2026)

7.1.2 Europe Rumen Protected Niacin Revenue by Country (2021-2026)

7.2 Europe Rumen Protected Niacin Sales by Type (2021-2026)

7.3 Europe Rumen Protected Niacin Sales by Application (2021-2026)

7.4 Germany

7.5 France

7.6 UK

7.7 Italy

7.8 Russia

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Rumen Protected Niacin by Country

8.1.1 Middle East & Africa Rumen Protected Niacin Sales by Country (2021-2026)

8.1.2 Middle East & Africa Rumen Protected Niacin Revenue by Country (2021-2026)

8.2 Middle East & Africa Rumen Protected Niacin Sales by Type (2021-2026)

8.3 Middle East & Africa Rumen Protected Niacin Sales by Application (2021-2026)

8.4 Egypt

8.5 South Africa

8.6 Israel

8.7 Turkey

8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers & Growth Opportunities

9.2 Market Challenges & Risks

9.3 Industry Trends

10 MANUFACTURING COST STRUCTURE ANALYSIS

10.1 Raw Material and Suppliers

10.2 Manufacturing Cost Structure Analysis of Rumen Protected Niacin

10.3 Manufacturing Process Analysis of Rumen Protected Niacin

10.4 Industry Chain Structure of Rumen Protected Niacin

11 MARKETING, DISTRIBUTORS AND CUSTOMER

11.1 Sales Channel

11.1.1 Direct Channels

11.1.2 Indirect Channels

11.2 Rumen Protected Niacin Distributors

11.3 Rumen Protected Niacin Customer

12 WORLD FORECAST REVIEW FOR RUMEN PROTECTED NIACIN BY GEOGRAPHIC REGION

12.1 Global Rumen Protected Niacin Market Size Forecast by Region

12.1.1 Global Rumen Protected Niacin Forecast by Region (2027-2032)

12.1.2 Global Rumen Protected Niacin Annual Revenue Forecast by Region (2027-2032)

12.2 Americas Forecast by Country (2027-2032)

12.3 APAC Forecast by Region (2027-2032)

12.4 Europe Forecast by Country (2027-2032)

12.5 Middle East & Africa Forecast by Country (2027-2032)

12.6 Global Rumen Protected Niacin Forecast by Type (2027-2032)

12.7 Global Rumen Protected Niacin Forecast by Application (2027-2032)

13 KEY PLAYERS ANALYSIS

13.1 Balchem (US)

- 13.1.1 Balchem (US) Company Information
- 13.1.2 Balchem (US) Rumen Protected Niacin Product Portfolios and Specifications
- 13.1.3 Balchem (US) Rumen Protected Niacin Sales, Revenue, Price and Gross Margin (2021-2026)
- 13.1.4 Balchem (US) Main Business Overview
- 13.1.5 Balchem (US) Latest Developments
- 13.2 QualiTech (US)
 - 13.2.1 QualiTech (US) Company Information
 - 13.2.2 QualiTech (US) Rumen Protected Niacin Product Portfolios and Specifications
 - 13.2.3 QualiTech (US) Rumen Protected Niacin Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.2.4 QualiTech (US) Main Business Overview
 - 13.2.5 QualiTech (US) Latest Developments
- 13.3 BEWITAL agri (DE)
 - 13.3.1 BEWITAL agri (DE) Company Information
 - 13.3.2 BEWITAL agri (DE) Rumen Protected Niacin Product Portfolios and Specifications
 - 13.3.3 BEWITAL agri (DE) Rumen Protected Niacin Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.3.4 BEWITAL agri (DE) Main Business Overview
 - 13.3.5 BEWITAL agri (DE) Latest Developments
- 13.4 Vetagro (IT)
 - 13.4.1 Vetagro (IT) Company Information
 - 13.4.2 Vetagro (IT) Rumen Protected Niacin Product Portfolios and Specifications
 - 13.4.3 Vetagro (IT) Rumen Protected Niacin Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.4.4 Vetagro (IT) Main Business Overview
 - 13.4.5 Vetagro (IT) Latest Developments
- 13.5 Jubilant Ingrevia (IN)
 - 13.5.1 Jubilant Ingrevia (IN) Company Information
 - 13.5.2 Jubilant Ingrevia (IN) Rumen Protected Niacin Product Portfolios and Specifications
 - 13.5.3 Jubilant Ingrevia (IN) Rumen Protected Niacin Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.5.4 Jubilant Ingrevia (IN) Main Business Overview
 - 13.5.5 Jubilant Ingrevia (IN) Latest Developments
- 13.6 Hubbard Feeds (US)
 - 13.6.1 Hubbard Feeds (US) Company Information
 - 13.6.2 Hubbard Feeds (US) Rumen Protected Niacin Product Portfolios and

Specifications

13.6.3 Hubbard Feeds (US) Rumen Protected Niacin Sales, Revenue, Price and Gross Margin (2021-2026)

13.6.4 Hubbard Feeds (US) Main Business Overview

13.6.5 Hubbard Feeds (US) Latest Developments

13.7 Hangzhou Kangdequan Feed Co., Ltd. (CN)

13.7.1 Hangzhou Kangdequan Feed Co., Ltd. (CN) Company Information

13.7.2 Hangzhou Kangdequan Feed Co., Ltd. (CN) Rumen Protected Niacin Product Portfolios and Specifications

13.7.3 Hangzhou Kangdequan Feed Co., Ltd. (CN) Rumen Protected Niacin Sales, Revenue, Price and Gross Margin (2021-2026)

13.7.4 Hangzhou Kangdequan Feed Co., Ltd. (CN) Main Business Overview

13.7.5 Hangzhou Kangdequan Feed Co., Ltd. (CN) Latest Developments

13.8 Shanghai Menon Animal Nutrition Technology Co., Ltd. (CN)

13.8.1 Shanghai Menon Animal Nutrition Technology Co., Ltd. (CN) Company Information

13.8.2 Shanghai Menon Animal Nutrition Technology Co., Ltd. (CN) Rumen Protected Niacin Product Portfolios and Specifications

13.8.3 Shanghai Menon Animal Nutrition Technology Co., Ltd. (CN) Rumen Protected Niacin Sales, Revenue, Price and Gross Margin (2021-2026)

13.8.4 Shanghai Menon Animal Nutrition Technology Co., Ltd. (CN) Main Business Overview

13.8.5 Shanghai Menon Animal Nutrition Technology Co., Ltd. (CN) Latest Developments

13.9 Beijing Oriental Tianhe Biotechnology Co., Ltd. (CN)

13.9.1 Beijing Oriental Tianhe Biotechnology Co., Ltd. (CN) Company Information

13.9.2 Beijing Oriental Tianhe Biotechnology Co., Ltd. (CN) Rumen Protected Niacin Product Portfolios and Specifications

13.9.3 Beijing Oriental Tianhe Biotechnology Co., Ltd. (CN) Rumen Protected Niacin Sales, Revenue, Price and Gross Margin (2021-2026)

13.9.4 Beijing Oriental Tianhe Biotechnology Co., Ltd. (CN) Main Business Overview

13.9.5 Beijing Oriental Tianhe Biotechnology Co., Ltd. (CN) Latest Developments

13.10 MISMA (GB)

13.10.1 MISMA (GB) Company Information

13.10.2 MISMA (GB) Rumen Protected Niacin Product Portfolios and Specifications

13.10.3 MISMA (GB) Rumen Protected Niacin Sales, Revenue, Price and Gross Margin (2021-2026)

13.10.4 MISMA (GB) Main Business Overview

13.10.5 MISMA (GB) Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Rumen Protected Niacin Annual Sales CAGR by Geographic Region (2021, 2025 & 2032) & (\$ millions)

Table 2. Rumen Protected Niacin Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of Granules

Table 4. Major Players of Microencapsulated Powder

Table 5. Major Players of Coated Pellets

Table 6. Major Players of Other

Table 7. Global Rumen Protected Niacin Sales by Type (2021-2026) & (Tons)

Table 8. Global Rumen Protected Niacin Sales Market Share by Type (2021-2026)

Table 9. Global Rumen Protected Niacin Revenue by Type (2021-2026) & (\$ million)

Table 10. Global Rumen Protected Niacin Revenue Market Share by Type (2021-2026)

Table 11. Global Rumen Protected Niacin Sale Price by Type (2021-2026) & (US\$/Ton)

Table 12. Major Players of Single-layer Fat Coating

Table 13. Major Players of Polymer Resin Coating

Table 14. Major Players of Microencapsulation

Table 15. Major Players of Other

Table 16. Global Rumen Protected Niacin Sales by Coating Technology (2021-2026) & (Tons)

Table 17. Global Rumen Protected Niacin Sales Market Share by Coating Technology (2021-2026)

Table 18. Global Rumen Protected Niacin Revenue by Coating Technology (2021-2026) & (\$ million)

Table 19. Global Rumen Protected Niacin Revenue Market Share by Coating Technology (2021-2026)

Table 20. Global Rumen Protected Niacin Sale Price by Coating Technology (2021-2026) & (US\$/Ton)

Table 21. Major Players of 50%-70%

Table 22. Major Players of 70%-80%

Table 23. Major Players of >80%

Table 24. Global Rumen Protected Niacin Sales by Small Intestine Release Rate (2021-2026) & (Tons)

Table 25. Global Rumen Protected Niacin Sales Market Share by Small Intestine Release Rate (2021-2026)

Table 26. Global Rumen Protected Niacin Revenue by Small Intestine Release Rate

(2021-2026) & (\$ million)

Table 27. Global Rumen Protected Niacin Revenue Market Share by Small Intestine Release Rate (2021-2026)

Table 28. Global Rumen Protected Niacin Sale Price by Small Intestine Release Rate (2021-2026) & (US\$/Ton)

Table 29. Global Rumen Protected Niacin Sale by Application (2021-2026) & (Tons)

Table 30. Global Rumen Protected Niacin Sale Market Share by Application (2021-2026)

Table 31. Global Rumen Protected Niacin Revenue by Application (2021-2026) & (\$ million)

Table 32. Global Rumen Protected Niacin Revenue Market Share by Application (2021-2026)

Table 33. Global Rumen Protected Niacin Sale Price by Application (2021-2026) & (US\$/Ton)

Table 34. Global Rumen Protected Niacin Sales by Company (2021-2026) & (Tons)

Table 35. Global Rumen Protected Niacin Sales Market Share by Company (2021-2026)

Table 36. Global Rumen Protected Niacin Revenue by Company (2021-2026) & (\$ millions)

Table 37. Global Rumen Protected Niacin Revenue Market Share by Company (2021-2026)

Table 38. Global Rumen Protected Niacin Sale Price by Company (2021-2026) & (US\$/Ton)

Table 39. Key Manufacturers Rumen Protected Niacin Producing Area Distribution and Sales Area

Table 40. Players Rumen Protected Niacin Products Offered

Table 41. Rumen Protected Niacin Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

Table 42. New Products and Potential Entrants

Table 43. Market M&A Activity & Strategy

Table 44. Global Rumen Protected Niacin Sales by Geographic Region (2021-2026) & (Tons)

Table 45. Global Rumen Protected Niacin Sales Market Share Geographic Region (2021-2026)

Table 46. Global Rumen Protected Niacin Revenue by Geographic Region (2021-2026) & (\$ millions)

Table 47. Global Rumen Protected Niacin Revenue Market Share by Geographic Region (2021-2026)

Table 48. Global Rumen Protected Niacin Sales by Country/Region (2021-2026) &

(Tons)

Table 49. Global Rumen Protected Niacin Sales Market Share by Country/Region (2021-2026)

Table 50. Global Rumen Protected Niacin Revenue by Country/Region (2021-2026) & (\$ millions)

Table 51. Global Rumen Protected Niacin Revenue Market Share by Country/Region (2021-2026)

Table 52. Americas Rumen Protected Niacin Sales by Country (2021-2026) & (Tons)

Table 53. Americas Rumen Protected Niacin Sales Market Share by Country (2021-2026)

Table 54. Americas Rumen Protected Niacin Revenue by Country (2021-2026) & (\$ millions)

Table 55. Americas Rumen Protected Niacin Sales by Type (2021-2026) & (Tons)

Table 56. Americas Rumen Protected Niacin Sales by Application (2021-2026) & (Tons)

Table 57. APAC Rumen Protected Niacin Sales by Region (2021-2026) & (Tons)

Table 58. APAC Rumen Protected Niacin Sales Market Share by Region (2021-2026)

Table 59. APAC Rumen Protected Niacin Revenue by Region (2021-2026) & (\$ millions)

Table 60. APAC Rumen Protected Niacin Sales by Type (2021-2026) & (Tons)

Table 61. APAC Rumen Protected Niacin Sales by Application (2021-2026) & (Tons)

Table 62. Europe Rumen Protected Niacin Sales by Country (2021-2026) & (Tons)

Table 63. Europe Rumen Protected Niacin Revenue by Country (2021-2026) & (\$ millions)

Table 64. Europe Rumen Protected Niacin Sales by Type (2021-2026) & (Tons)

Table 65. Europe Rumen Protected Niacin Sales by Application (2021-2026) & (Tons)

Table 66. Middle East & Africa Rumen Protected Niacin Sales by Country (2021-2026) & (Tons)

Table 67. Middle East & Africa Rumen Protected Niacin Revenue Market Share by Country (2021-2026)

Table 68. Middle East & Africa Rumen Protected Niacin Sales by Type (2021-2026) & (Tons)

Table 69. Middle East & Africa Rumen Protected Niacin Sales by Application (2021-2026) & (Tons)

Table 70. Key Market Drivers & Growth Opportunities of Rumen Protected Niacin

Table 71. Key Market Challenges & Risks of Rumen Protected Niacin

Table 72. Key Industry Trends of Rumen Protected Niacin

Table 73. Rumen Protected Niacin Raw Material

Table 74. Key Suppliers of Raw Materials

Table 75. Rumen Protected Niacin Distributors List

Table 76. Rumen Protected Niacin Customer List

Table 77. Global Rumen Protected Niacin Sales Forecast by Region (2027-2032) & (Tons)

Table 78. Global Rumen Protected Niacin Revenue Forecast by Region (2027-2032) & (\$ millions)

Table 79. Americas Rumen Protected Niacin Sales Forecast by Country (2027-2032) & (Tons)

Table 80. Americas Rumen Protected Niacin Annual Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 81. APAC Rumen Protected Niacin Sales Forecast by Region (2027-2032) & (Tons)

Table 82. APAC Rumen Protected Niacin Annual Revenue Forecast by Region (2027-2032) & (\$ millions)

Table 83. Europe Rumen Protected Niacin Sales Forecast by Country (2027-2032) & (Tons)

Table 84. Europe Rumen Protected Niacin Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 85. Middle East & Africa Rumen Protected Niacin Sales Forecast by Country (2027-2032) & (Tons)

Table 86. Middle East & Africa Rumen Protected Niacin Revenue Forecast by Country (2027-2032) & (\$ millions)

Table 87. Global Rumen Protected Niacin Sales Forecast by Type (2027-2032) & (Tons)

Table 88. Global Rumen Protected Niacin Revenue Forecast by Type (2027-2032) & (\$ millions)

Table 89. Global Rumen Protected Niacin Sales Forecast by Application (2027-2032) & (Tons)

Table 90. Global Rumen Protected Niacin Revenue Forecast by Application (2027-2032) & (\$ millions)

Table 91. Balchem (US) Basic Information, Rumen Protected Niacin Manufacturing Base, Sales Area and Its Competitors

Table 92. Balchem (US) Rumen Protected Niacin Product Portfolios and Specifications

Table 93. Balchem (US) Rumen Protected Niacin Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 94. Balchem (US) Main Business

Table 95. Balchem (US) Latest Developments

Table 96. QualiTech (US) Basic Information, Rumen Protected Niacin Manufacturing Base, Sales Area and Its Competitors

Table 97. QualiTech (US) Rumen Protected Niacin Product Portfolios and

Specifications

Table 98. QualiTech (US) Rumen Protected Niacin Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 99. QualiTech (US) Main Business

Table 100. QualiTech (US) Latest Developments

Table 101. BEWITAL agri (DE) Basic Information, Rumen Protected Niacin Manufacturing Base, Sales Area and Its Competitors

Table 102. BEWITAL agri (DE) Rumen Protected Niacin Product Portfolios and Specifications

Table 103. BEWITAL agri (DE) Rumen Protected Niacin Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 104. BEWITAL agri (DE) Main Business

Table 105. BEWITAL agri (DE) Latest Developments

Table 106. Vetagro (IT) Basic Information, Rumen Protected Niacin Manufacturing Base, Sales Area and Its Competitors

Table 107. Vetagro (IT) Rumen Protected Niacin Product Portfolios and Specifications

Table 108. Vetagro (IT) Rumen Protected Niacin Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 109. Vetagro (IT) Main Business

Table 110. Vetagro (IT) Latest Developments

Table 111. Jubilant Ingrevia (IN) Basic Information, Rumen Protected Niacin Manufacturing Base, Sales Area and Its Competitors

Table 112. Jubilant Ingrevia (IN) Rumen Protected Niacin Product Portfolios and Specifications

Table 113. Jubilant Ingrevia (IN) Rumen Protected Niacin Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 114. Jubilant Ingrevia (IN) Main Business

Table 115. Jubilant Ingrevia (IN) Latest Developments

Table 116. Hubbard Feeds (US) Basic Information, Rumen Protected Niacin Manufacturing Base, Sales Area and Its Competitors

Table 117. Hubbard Feeds (US) Rumen Protected Niacin Product Portfolios and Specifications

Table 118. Hubbard Feeds (US) Rumen Protected Niacin Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 119. Hubbard Feeds (US) Main Business

Table 120. Hubbard Feeds (US) Latest Developments

Table 121. Hangzhou Kangdequan Feed Co., Ltd. (CN) Basic Information, Rumen Protected Niacin Manufacturing Base, Sales Area and Its Competitors

Table 122. Hangzhou Kangdequan Feed Co., Ltd. (CN) Rumen Protected Niacin

Product Portfolios and Specifications

Table 123. Hangzhou Kangdequan Feed Co., Ltd. (CN) Rumen Protected Niacin Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 124. Hangzhou Kangdequan Feed Co., Ltd. (CN) Main Business

Table 125. Hangzhou Kangdequan Feed Co., Ltd. (CN) Latest Developments

Table 126. Shanghai Menon Animal Nutrition Technology Co., Ltd. (CN) Basic Information, Rumen Protected Niacin Manufacturing Base, Sales Area and Its Competitors

Table 127. Shanghai Menon Animal Nutrition Technology Co., Ltd. (CN) Rumen Protected Niacin Product Portfolios and Specifications

Table 128. Shanghai Menon Animal Nutrition Technology Co., Ltd. (CN) Rumen Protected Niacin Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 129. Shanghai Menon Animal Nutrition Technology Co., Ltd. (CN) Main Business

Table 130. Shanghai Menon Animal Nutrition Technology Co., Ltd. (CN) Latest Developments

Table 131. Beijing Oriental Tianhe Biotechnology Co., Ltd. (CN) Basic Information, Rumen Protected Niacin Manufacturing Base, Sales Area and Its Competitors

Table 132. Beijing Oriental Tianhe Biotechnology Co., Ltd. (CN) Rumen Protected Niacin Product Portfolios and Specifications

Table 133. Beijing Oriental Tianhe Biotechnology Co., Ltd. (CN) Rumen Protected Niacin Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 134. Beijing Oriental Tianhe Biotechnology Co., Ltd. (CN) Main Business

Table 135. Beijing Oriental Tianhe Biotechnology Co., Ltd. (CN) Latest Developments

Table 136. MISMA (GB) Basic Information, Rumen Protected Niacin Manufacturing Base, Sales Area and Its Competitors

Table 137. MISMA (GB) Rumen Protected Niacin Product Portfolios and Specifications

Table 138. MISMA (GB) Rumen Protected Niacin Sales (Tons), Revenue (\$ Million), Price (US\$/Ton) and Gross Margin (2021-2026)

Table 139. MISMA (GB) Main Business

Table 140. MISMA (GB) Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Picture of Rumen Protected Niacin
- Figure 2. Rumen Protected Niacin Report Years Considered
- Figure 3. Research Objectives
- Figure 4. Research Methodology
- Figure 5. Research Process and Data Source
- Figure 6. Global Rumen Protected Niacin Sales Growth Rate 2021-2032 (Tons)
- Figure 7. Global Rumen Protected Niacin Revenue Growth Rate 2021-2032 (\$ millions)
- Figure 8. Rumen Protected Niacin Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Figure 9. Rumen Protected Niacin Sales Market Share by Country/Region (2025)
- Figure 10. Rumen Protected Niacin Sales Market Share by Country/Region (2021, 2025 & 2032)
- Figure 11. Product Picture of Granules
- Figure 12. Product Picture of Microencapsulated Powder
- Figure 13. Product Picture of Coated Pellets
- Figure 14. Product Picture of Other
- Figure 15. Global Rumen Protected Niacin Sales Market Share by Type in 2026
- Figure 16. Global Rumen Protected Niacin Revenue Market Share by Type (2021-2026)
- Figure 17. Product Picture of Single-layer Fat Coating
- Figure 18. Product Picture of Polymer Resin Coating
- Figure 19. Product Picture of Microencapsulation
- Figure 20. Product Picture of Other
- Figure 21. Global Rumen Protected Niacin Sales Market Share by Coating Technology in 2026
- Figure 22. Global Rumen Protected Niacin Revenue Market Share by Coating Technology (2021-2026)
- Figure 23. Product Picture of 50%-70%
- Figure 24. Product Picture of 70%-80%
- Figure 25. Product Picture of >80%
- Figure 26. Global Rumen Protected Niacin Sales Market Share by Small Intestine Release Rate in 2026
- Figure 27. Global Rumen Protected Niacin Revenue Market Share by Small Intestine Release Rate (2021-2026)
- Figure 28. Rumen Protected Niacin Consumed in Calf
- Figure 29. Global Rumen Protected Niacin Market: Calf (2021-2026) & (Tons)

- Figure 30. Rumen Protected Niacin Consumed in Dairy Cattle
- Figure 31. Global Rumen Protected Niacin Market: Dairy Cattle (2021-2026) & (Tons)
- Figure 32. Rumen Protected Niacin Consumed in Beef Cattle
- Figure 33. Global Rumen Protected Niacin Market: Beef Cattle (2021-2026) & (Tons)
- Figure 34. Rumen Protected Niacin Consumed in Others
- Figure 35. Global Rumen Protected Niacin Market: Others (2021-2026) & (Tons)
- Figure 36. Global Rumen Protected Niacin Sale Market Share by Application (2025)
- Figure 37. Global Rumen Protected Niacin Revenue Market Share by Application in 2025
- Figure 38. Rumen Protected Niacin Sales by Company in 2025 (Tons)
- Figure 39. Global Rumen Protected Niacin Sales Market Share by Company in 2025
- Figure 40. Rumen Protected Niacin Revenue by Company in 2025 (\$ millions)
- Figure 41. Global Rumen Protected Niacin Revenue Market Share by Company in 2025
- Figure 42. Global Rumen Protected Niacin Sales Market Share by Geographic Region (2021-2026)
- Figure 43. Global Rumen Protected Niacin Revenue Market Share by Geographic Region in 2025
- Figure 44. Americas Rumen Protected Niacin Sales 2021-2026 (Tons)
- Figure 45. Americas Rumen Protected Niacin Revenue 2021-2026 (\$ millions)
- Figure 46. APAC Rumen Protected Niacin Sales 2021-2026 (Tons)
- Figure 47. APAC Rumen Protected Niacin Revenue 2021-2026 (\$ millions)
- Figure 48. Europe Rumen Protected Niacin Sales 2021-2026 (Tons)
- Figure 49. Europe Rumen Protected Niacin Revenue 2021-2026 (\$ millions)
- Figure 50. Middle East & Africa Rumen Protected Niacin Sales 2021-2026 (Tons)
- Figure 51. Middle East & Africa Rumen Protected Niacin Revenue 2021-2026 (\$ millions)
- Figure 52. Americas Rumen Protected Niacin Sales Market Share by Country in 2025
- Figure 53. Americas Rumen Protected Niacin Revenue Market Share by Country (2021-2026)
- Figure 54. Americas Rumen Protected Niacin Sales Market Share by Type (2021-2026)
- Figure 55. Americas Rumen Protected Niacin Sales Market Share by Application (2021-2026)
- Figure 56. United States Rumen Protected Niacin Revenue Growth 2021-2026 (\$ millions)
- Figure 57. Canada Rumen Protected Niacin Revenue Growth 2021-2026 (\$ millions)
- Figure 58. Mexico Rumen Protected Niacin Revenue Growth 2021-2026 (\$ millions)
- Figure 59. Brazil Rumen Protected Niacin Revenue Growth 2021-2026 (\$ millions)
- Figure 60. APAC Rumen Protected Niacin Sales Market Share by Region in 2025
- Figure 61. APAC Rumen Protected Niacin Revenue Market Share by Region

(2021-2026)

Figure 62. APAC Rumen Protected Niacin Sales Market Share by Type (2021-2026)

Figure 63. APAC Rumen Protected Niacin Sales Market Share by Application
(2021-2026)

Figure 64. China Rumen Protected Niacin Revenue Growth 2021-2026 (\$ millions)

Figure 65. Japan Rumen Protected Niacin Revenue Growth 2021-2026 (\$ millions)

Figure 66. South Korea Rumen Protected Niacin Revenue Growth 2021-2026 (\$
millions)

Figure 67. Southeast Asia Rumen Protected Niacin Revenue Growth 2021-2026 (\$
millions)

Figure 68. India Rumen Protected Niacin Revenue Growth 2021-2026 (\$ millions)

Figure 69. Australia Rumen Protected Niacin Revenue Growth 2021-2026 (\$ millions)

Figure 70. China Taiwan Rumen Protected Niacin Revenue Growth 2021-2026 (\$
millions)

Figure 71. Europe Rumen Protected Niacin Sales Market Share by Country in 2025

Figure 72. Europe Rumen Protected Niacin Revenue Market Share by Country
(2021-2026)

Figure 73. Europe Rumen Protected Niacin Sales Market Share by Type (2021-2026)

Figure 74. Europe Rumen Protected Niacin Sales Market Share by Application
(2021-2026)

Figure 75. Germany Rumen Protected Niacin Revenue Growth 2021-2026 (\$ millions)

Figure 76. France Rumen Protected Niacin Revenue Growth 2021-2026 (\$ millions)

Figure 77. UK Rumen Protected Niacin Revenue Growth 2021-2026 (\$ millions)

Figure 78. Italy Rumen Protected Niacin Revenue Growth 2021-2026 (\$ millions)

Figure 79. Russia Rumen Protected Niacin Revenue Growth 2021-2026 (\$ millions)

Figure 80. Middle East & Africa Rumen Protected Niacin Sales Market Share by
Country (2021-2026)

Figure 81. Middle East & Africa Rumen Protected Niacin Sales Market Share by Type
(2021-2026)

Figure 82. Middle East & Africa Rumen Protected Niacin Sales Market Share by
Application (2021-2026)

Figure 83. Egypt Rumen Protected Niacin Revenue Growth 2021-2026 (\$ millions)

Figure 84. South Africa Rumen Protected Niacin Revenue Growth 2021-2026 (\$
millions)

Figure 85. Israel Rumen Protected Niacin Revenue Growth 2021-2026 (\$ millions)

Figure 86. Turkey Rumen Protected Niacin Revenue Growth 2021-2026 (\$ millions)

Figure 87. GCC Countries Rumen Protected Niacin Revenue Growth 2021-2026 (\$
millions)

Figure 88. Manufacturing Cost Structure Analysis of Rumen Protected Niacin in 2026

Figure 89. Manufacturing Process Analysis of Rumen Protected Niacin

Figure 90. Industry Chain Structure of Rumen Protected Niacin

Figure 91. Channels of Distribution

Figure 92. Global Rumen Protected Niacin Sales Market Forecast by Region
(2027-2032)

Figure 93. Global Rumen Protected Niacin Revenue Market Share Forecast by Region
(2027-2032)

Figure 94. Global Rumen Protected Niacin Sales Market Share Forecast by Type
(2027-2032)

Figure 95. Global Rumen Protected Niacin Revenue Market Share Forecast by Type
(2027-2032)

Figure 96. Global Rumen Protected Niacin Sales Market Share Forecast by Application
(2027-2032)

Figure 97. Global Rumen Protected Niacin Revenue Market Share Forecast by
Application (2027-2032)

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