

# **Feed Palatability Enhancers & Modifiers Market by Type (Natural and Synthetic), by Livestock (Swine, Poultry, Cattle, Pets, Aquaculture, and Others) - Global Trends & Forecasts to 2019**

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## **Abstracts**

Owing to the rise in living standards, the increasing demand for meat consumption, animal products/food, and concern towards the overall health of animals, the demand for better animal feed has increased. These factors are acting as drivers for the feed palatability enhancers & modifiers market. This report estimates the market value of feed palatability enhancers & modifiers products and their types. In terms of geography, the report is segmented into Asia-Pacific, Europe, North America, and Rest of the World (ROW). The feed palatability enhancers & modifiers market is mainly segmented on the basis of type, livestock and geography. With the growing market potential and increasing preference from animal producers, the feed palatability enhancers & modifiers market is likely to witness significant growth in the coming years. The feed flavors, sweeteners and texturants type segments included in this report are based on prevalent alternates, that is, natural and synthetic.

The report estimates the global feed palatability enhancers & modifiers market in terms of value (\$million). The drivers, restraints, and opportunities of the animal feed palatability enhancers & modifiers market are also discussed in the report. The report includes the various development strategies of the market players such as mergers & acquisitions, expansion plans, new product launches, participations, and other developments.

The Asia-Pacific is the largest- and fastest-growing market for feed palatability enhancers & modifiers while North America is the second largest market. These two regions are closely followed by Europe while ROW is the slowest-growing market.

The companies enjoying a significant market share are Eli Lilly and Company (U.S.), Kerry (Ireland), Associated British Foods (U.K.), and Diana Foods (France). The existing dominant players are leveraging their innovative capabilities and customer relations to commercialize novel products and increase their adoption.

The top four players in the feed palatability enhancers & modifiers industry held a market share of around 21% signifying the participation of a large number of players in this market.

In order to provide a deeper understanding of the competitive landscape, the report profiles 10 key players of the feed palatability enhancers market, and provides more than hundred market tables, categorized according to type, livestock and geography.

**The report divides the global feed palatability enhancers& modifiers consumption market into the following four segments:**

#### By Type

Natural

Synthetic

#### By Livestock:

Swine

Poultry

Cattle

Aquaculture

Pets

Others

## By Geography

North America

Europe

Asia-Pacific

Rest of the World

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## About

The report, "Feed Palatability Enhancers & Modifiers Market by Type (Natural and Synthetic), by Livestock (Swine, Poultry, Cattle, Pets, Aquaculture, and Others) - Global Trends & Forecasts to 2019", defines and segments the global market with an analysis and projection of the market size, in terms of value, of types of feed flavors, sweeteners, and texturants.

The Feed Palatability Enhancers & Modifiers Market was valued at \$2,577.8 Million in 2013 and is projected to grow at a CAGR of 3.5% from 2014 to 2019.

Leading players in feed palatability enhancers market include

Eli Lilly and Company (U.S.)

Kerry Group (Ireland)

Associated British Foods Plc. (U.K.)

Diana Foods (France)

The report has also identifies the driving and restraining factors for the global market with analyses of trends, opportunities, winning imperatives, and challenges. The market is segmented and values are projected on the basis of the main regions such as North America, Europe, Asia-Pacific (APAC), and Rest of the World (ROW). The key countries are covered for each region and their market trends are studied.

Flavors are feed additives that are used to enhance taste of the feed to stimulate intake. Along with the taste, flavors also enhance the smell of the food product; the aroma being a primary factor behind the preference of the feed. The flavors also mask the unpleasant taste of the feed, which might result from adding other feed additives for medicinal purposes. Sweeteners are products used to sweeten the feed and are used as a substitute for sugar. Texture is the surface of the material perceived by the sense of touch. The mouth feel, enhanced by texturants, is another prime factor that

encourages the feed to be preferred.

The report segments the global market into the following three segments:

By Type:

Natural

Synthetic

By Livestock:

Swine

Poultry

Cattle

Pets

Aquaculture

Others

By Geography:

- North America
- Europe
- Asia-Pacific
- Rest of the World



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