

# **Feed Pigment Market by Type (Carotenoids, Curcumin, Caramel, Spirulina & Others), Carotenoids Source (Natural & Synthetic), Livestock (Swine, Cattle, Poultry, Aquatic Animals & Others), & by Region - Global Trends & Forecasts to 2020**

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## **Abstracts**

“Feed pigments market projected to grow at a CAGR of 3.2%”

The feed pigments market is projected to grow at a CAGR of 3.2% from 2015 to 2020. The market is further driven by factors such as increasing meat consumption and growing industrialization of pork, poultry, and aquaculture business. The high growth potential in emerging markets such as aquaculture and untapped regions such as Asia-Pacific, Middle-East, and Africa provides new growth opportunities for market players.

“Carotenoids accounted for the largest market share in 2014”

Among the types of feed pigments such as carotenoids, curcumin, caramel, spirulina, and others, carotenoids accounted for the largest market share in 2014, followed by spirulina and curcumin. Carotenoids are used on a large scale due to their antioxidant features which benefit the health of the animals and their capacity to enhance the pigmentation in poultry and aquatic animals.

“Synthetic feed pigments lead the market with the largest share”

On the basis of source, the carotenoids feed pigments market is led by the synthetic feed pigments segment, followed by natural feed pigments. Synthetic feed pigments are abundantly available and less costly. Thus, they are used on a wide scale by the animal farmers.

Leading players such as BASF SE (Germany), Royal DSM N. V. (the Netherlands), Kemin Industries, Inc. (U.S.), D.D. Williamson & Co., Inc. (DDW) (U.S.), and Guangzhou Leader Bio-Technology Co., Ltd (China) have been profiled in this report. Along with these companies, other players having a strong presence in the global feed pigments market are also profiled in this report which include Innovad AD NV/SA (Belgium), Vitafor NV (Belgium), Behn Meyer Group (Malaysia), Nutrex NV (Belgium), and Novus International, Inc. (U.S.).

**Reasons to buy this report:**

To get a comprehensive overview of the global feed pigments market

To gain wide-ranging information about the top players in this industry, their product portfolios, and key strategies adopted by them

To gain insights of the major countries/regions in which the feed pigments market is flourishing

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## About

The research report provides a structured study and an insight into the feed pigment market, which is currently witnessing a steady growth owing to the increasing demand of high-grade feed supplements for adding nutritional value and increasing the organoleptic characteristics of animal feed. Rising meat consumption and industrialization of pork and poultry meat production may help this sector in attaining considerable market share in the future. Feed pigments play a vital role in the animal's growth. The main factor slowing the growth of this market is increasing cost of the raw materials used to produce feed across the globe. This report takes into account the above mentioned factors and their influence on the market dynamics.

Carotenoids are the most-consumed pigments, globally. These pigments are available in a wide variety. Apart from enhancing the visual appeal of the feed, these also have auxiliary functions, such as increasing the palatability and serving as anti-oxidant, anti-inflammatory agents and much more. Poultry is estimated to have recorded the largest share in the global feed pigment market in 2013. The report contains profiles of leading players in the feed pigment market, including industry heavyweights such as the PHW Group (Germany), Synthite Industries Ltd (India), BASF SE (Germany), Novus International, Inc. (U.S.) and Royal DSM NV (The Netherlands).

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