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Liquid Milk Replacers Market by Type (Medicated and Non-Medicated), Livestock (Calves, Piglets, Kittens, Puppies, Foals, Kids & Lambs), and Region (North America, Europe, Asia Pacific and Rest of the World) - Global Forecast to 2023

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Abstracts

“Increasing consumption of dairy products is expected to drive the overall growth of the liquid milk replacers market.”

The liquid milk replacers market size is expected to grow from USD 188 million in 2018 to USD 243 million by 2023, at a Compound Annual Growth Rate (CAGR) of 5.3% during the forecast period. The liquid milk replacers market is driven by various factors such as the increasing consumption of dairy products and the adoption of precision nutrition techniques. However, logistical and preservation advantages associated with powdered milk replacers can hinder the growth of the market.

“The medicated segment is expected to grow at a higher CAGR during the forecast period.”

The medicated segment is the faster-growing segment in the liquid milk replacers market, by type. The liquid milk replacers market, by type, has been categorized into medicated and non-medicated. Medicated liquid milk replacers provide various health benefits and improve the performance of infant livestock. These milk replacers are mainly fed to infant livestock that has physical and nutritional deficiencies, weaknesses, or diseases; and require an enhanced nutritional diet. This has led livestock rearers to use medicated liquid milk replacers.

“The calves segment, by livestock, is projected to hold the largest market share during

the forecast period."

Raising healthy calves is one of the major aspects of livestock management, in general, given their use in dairy and meat production. An optimal level of nutrition in the early life of animals facilitates their faster growth and early maturity. Infant calves should be carefully reared so that they attain about 70%-75% of mature body weight at puberty. Poor feeding could lead to a higher age of calves at first calving and an overall reduction in their life spans. These factors are expected to drive the adoption of liquid milk replacers in this segment.

"North America is expected to record the highest growth rate during the forecast period."

According to various studies conducted by the USDA National Dairy Heifer Evaluation Project, more than half of the country's farms used milk replacers as an effective source of nutrition during livestock pre-weaning periods. Milk replacers act as an important dietary requirement for pre-weaning livestock, wherein their proper portioning and formulation results in improved biosecurity, better livestock performance, and greater economic viability. Furthermore, liquid milk replacers, when strategically formulated, could also help to improve livestock growth and performance, which could essentially result in a better outcome than what is attainable with a whole milk diet.

In-depth interviews were conducted with Chief Executive Officers (CEOs), marketing directors, other innovation and technology directors, and executives from various key organizations operating in the liquid milk replacers market.

By Company Type: Tier 1: 23%, Tier 2: 30%, and Tier 3: 47%

By Designation: C-level Executives: 24%, Directors: 36%, and Others: 40%

By Region: North America: 34%, Europe: 50%, APAC: 8%, and MEA: 8%

The liquid milk replacers market comprises major providers such as Liprovit, BV (Netherlands), Calva products LLC (US), PETAG Inc. (US), Cargill (US), Archer Daniels Midland Company (ADM) (US), CHS Inc. (US), Land O'Lakes Inc. (US), Glanbia Plc (Ireland), Nutreco N.V. (Netherlands), and Lactalis Group (France). The study includes an in-depth competitive analysis of these key players in the liquid milk replacers market, along with their company profiles, recent developments, and key market strategies.

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Research Coverage:

The market study covers the liquid milk replacers market across various segments. It aims at estimating the market size and the growth potential of this market across different segments, on the basis of type, livestock size, and region. The study also includes an in-depth competitive analysis of the key players in the market; along with their company profiles, key observations related to their product and business offerings, recent developments, and key market strategies.

Key Benefits of Buying the Report:

The report will help the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall liquid milk replacers market and its subsegments. This report will help the stakeholders to understand the competitive landscape, to gain more insights to better position their businesses, and to plan suitable go-to-market strategies. The report will also help the stakeholders to understand the pulse of the market and will provide them with information on key market drivers, restraints, challenges, and opportunities.

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Contents

1 INTRODUCTION

1.1 OBJECTIVES OF THE STUDY
1.2 MARKET DEFINITION
1.3 STUDY SCOPE
  1.3.1 MARKETS COVERED
  1.3.2 GEOGRAPHIC SEGMENTATION
1.4 PERIODIZATION CONSIDERED
1.5 CURRENCY CONSIDERED
1.6 UNITS
1.7 STAKEHOLDERS

2 RESEARCH METHODOLOGY

2.1 RESEARCH DATA
  2.1.1 SECONDARY DATA
    2.1.1.1 Key data from secondary sources
  2.1.2 PRIMARY DATA
    2.1.2.1 Key data from primary sources
    2.1.2.2 Breakdown of primaries
2.2 MARKET SIZE ESTIMATION
2.3 DATA TRIANGULATION
2.4 RESEARCH ASSUMPTIONS & LIMITATIONS
  2.4.1 RESEARCH ASSUMPTIONS
  2.4.2 RESEARCH LIMITATIONS

3 EXECUTIVE SUMMARY

4 PREMIUM INSIGHTS

4.1 ATTRACTIVE OPPORTUNITIES IN THE LIQUID MILK REPLACERS MARKET
4.2 LIQUID MILK REPLACERS MARKET, BY KEY COUNTRY
4.3 LIQUID MILK REPLACERS MARKET IN EUROPE, BY LIVESTOCK & KEY COUNTRY
4.4 LIQUID MILK REPLACERS MARKET, BY LIVESTOCK & REGION
4.5 LIQUID MILK REPLACERS MARKET, BY TYPE & REGION

5 MARKET OVERVIEW

5.1 INTRODUCTION
5.2 MARKET DYNAMICS
5.2.1 DRIVERS
5.2.1.1 Rising consumption of dairy products
5.2.1.2 Adoption of precision nutrition techniques
5.2.2 RESTRAINTS
5.2.2.1 Logistical and preservation advantages associated with powdered milk replacers
5.2.3 OPPORTUNITIES
5.2.3.1 Usage of milk replacers for piglets, foals, lambs, and kids
5.2.4 CHALLENGES
5.2.4.1 Pricing & lack of awareness leading to distributional hindrances
5.3 VALUE CHAIN ANALYSIS

6 LIQUID MILK REPLACERS MARKET, BY TYPE

6.1 INTRODUCTION
6.2 MEDICATED LIQUID MILK REPLACERS
6.2.1 PREVENTING INFANT LIVESTOCK FROM BACTERIAL ENTERITIS AND BACTERIAL PNEUMONIA DISEASES FUELING THE DEMAND FOR MEDICATED LIQUID MILK REPLACERS
6.3 NON-MEDICATED LIQUID MILK REPLACERS
6.3.1 RISE IN THE DEMAND FOR NON-MEDICATED LIQUID MILK REPLACERS IS ATTRIBUTED DUE TO LOW PRICE AND INCREASING ORGANIZED DAIRY FARMING INDUSTRY IN EMERGING COUNTRIES

7 LIQUID MILK REPLACERS MARKET, BY LIVESTOCK

7.1 INTRODUCTION
7.2 CALVES
7.2.1 NUTRITIONAL NEEDS AND BOOST THEIR IMMUNITY TOWARD DISEASES IN CALVES HAS LEAD THE USAGE OF LIQUID MILK REPLACERS IN CALVES
7.3 PIGLETS
7.3.1 PROTECTION FROM INVADING PATHOGENS TO PIGLETS HAS DRIVEN THE USAGE OF LIQUID MILK REPLACERS IN PIGLETS
7.4 OTHERS
7.4.1 LIQUID MILK REPLACER IS A SUBSTITUTE MADE FOR INFANT ANIMALS

TO MEET THEIR NUTRITIONAL NEEDS

8 LIQUID MILK REPLACERS MARKET, BY REGION

8.1 INTRODUCTION
8.2 NORTH AMERICA
8.2.1 US
8.2.1.1 Irreplaceable dietary value and ease of access have led to a robust market for liquid milk replacers in the country
8.2.2 MEXICO
8.2.2.1 The calves segment is projected to grow at the highest from 2018 to 2023
8.2.3 CANADA
8.2.3.1 The calves segment dominated the livestock market in 2017
8.3 EUROPE
8.3.1 GERMANY
8.3.1.1 The consumption of liquid milk replacers in Germany is majorly driven by the rising demand for milk products among consumers
8.3.2 UK
8.3.2.1 The calves segment dominated this market in 2017
8.3.3 FRANCE
8.3.3.1 Liquid milk replacers market in the country is driven by increasing adoption of precision nutrition technique
8.3.4 SPAIN
8.3.4.1 The calves segment is projected to grow at the highest CAGR during the forecast period
8.3.5 ITALY
8.3.5.1 The market for piglets is projected to grow at the second-highest CAGR during the forecast period
8.3.6 REST OF EUROPE
8.3.6.1 The calves segment dominated this market in 2017, and it is projected to grow at the highest CAGR between 2018 and 2023
8.4 ASIA PACIFIC
8.4.1 CHINA
8.4.1.1 A gradual rise in the adoption of precision nutrition techniques in the country has driven the market for liquid milk replacers
8.4.2 INDIA
8.4.2.1 Rising consumption of milk product have driven the use of liquid milk replacers by livestock rearers in their rearing systems
8.4.3 AUSTRALIA

8.4.3.1 The calves segment dominated this market in 2017
8.4.4 JAPAN
8.4.4.1 Adoption of nutritional dietary components to help improve dietary well-being, and health of pre-weaning livestock has driven the market in the country
8.4.5 REST OF ASIA PACIFIC
8.4.5.1 The calves segment is projected to grow at the highest CAGR during the forecast period
8.5 REST OF THE WORLD (ROW)
8.5.1 SOUTH AMERICA
8.5.1.1 The calves segment dominated South American market, by livestock in 2017
8.5.2 MIDDLE EAST
8.5.2.1 It is projected to grow at the highest CAGR during the forecast period
8.5.3 AFRICA
8.5.3.1 The calves segment have dominated the African market for liquid milk replacers by livestock

9 COMPETITIVE LANDSCAPE

9.1 OVERVIEW
9.2 MARKET RANKING ANALYSIS
9.3 MARKET SHARE ANALYSIS
9.4 COMPETITIVE SCENARIO FOR POWDER MILK REPLACERS
9.4.1 EXPANSIONS AND INVESTMENTS
9.4.2 ACQUISITIONS
9.4.3 NEW PRODUCT LAUNCHES

10 COMPANY PROFILES

10.1 CARGILL

(Business Overview, Products Offered, Recent Developemnt, SWOT Analysis, and MNM View)*

10.2 ARCHER DANIELS MIDLAND COMPANY
10.3 CHS INC.
10.4 LAND O’LAKES INC.
10.5 LIPROVIT BV
10.6 GLANBIA, PLC
10.7 NUTRECO N.V.

10.8 LACTALIS GROUP
10.9 CALVA PRODUCTS, LLC
10.10 PETAG INC.

*Details on Business Overview, Products Offered, Recent Developemnt, SWOT Analysis, and MNM View might not be captured in case of unlisted companies.

11 APPENDIX

11.1 DISCUSSION GUIDE
11.2 KNOWLEDGE STORE: MARKETSANDMARKETS' SUBSCRIPTION PORTAL
11.3 AVAILABLE CUSTOMIZATIONS
11.4 RELATED REPORTS
11.5 AUTHOR DETAILS

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List Of Tables

LIST OF TABLES

Table 1 US DOLLAR EXCHANGE RATE CONSIDERED FOR THE STUDY, 2013–2017
Table 2 LIQUID MILK REPLACERS MARKET SNAPSHOT (VALUE), 2018 VS. 2023
Table 3 LIQUID MILK REPLACERS MARKET SIZE, BY TYPE, 2016-2023 (USD THOUSAND)
Table 4 LIQUID MILK REPLACERS MARKET SIZE, BY TYPE, 2016-2023 (MT)
Table 5 MEDICATED: LQIUID MILK REPLACERS MARKET SIZE, BY REGION, 2016-2023 (USD THOUSANDS)
Table 6 MEDICATED: LIQUID MILK REPLACERS MARKET SIZE, BY REGION, 2016-2023 (MT)
Table 7 NON-MEDICATED: LIQUID MILK REPLACERS MARKET SIZE, BY REGION, 2016-2023 (USD THOUSANDS)
Table 8 NON-MEDICATED: LIQUID MILK REPLACERS MARKET SIZE, BY REGION, 2016-2023 (MT)
Table 9 LIQUID MILK REPLACERS MARKET SIZE, BY LIVESTOCK, 2016–2023 (USD THOUSANDS)
Table 10 LIQUID MILK REPLACERS MARKET SIZE, BY LIVESTOCK, 2016–2023 (MT)
Table 11 CALVES: LIQUID MILK REPLACERS MARKET SIZE, BY REGION, 2016–2023 (USD THOUSANDS)
Table 12 PIGLETS: LIQUID MILK REPLACERS MARKET SIZE, BY REGION, 2016–2023 (USD THOUSANDS)
Table 13 PIGLETS: LIQUID MILK REPLACERS MARKET SIZE, BY REGION, 2016–2023 (MT)
Table 14 OTHERS: LIQUID MILK REPLACERS MARKET SIZE, BY REGION, 2016–2023 (USD THOUSANDS)
Table 15 OTHERS: LIQUID MILK REPLACERS MARKET SIZE, BY REGION, 2016–2023 (MT)
Table 16 MILK REPLACERS MARKET SIZE, BY FORM, 2016–2023 (USD THOUSAND)
Table 17 MILK REPLACERS MARKET SIZE, BY FORM, 2016–2023 (MT)
Table 18 LIQUID MILK REPLACERS MARKET SIZE, BY REGION, 2016–2023 (USD THOUSAND)
Table 19 LIQUID MILK REPLACERS MARKET SIZE, BY REGION, 2016–2023 (MT)
Table 20 NORTH AMERICA: LIQUID MILK REPLACERS MARKET SIZE, BY COUNTRY, 2016–2023 (USD THOUSAND)

Table 21 NORTH AMERICA: LIQUID MILK REPLACERS MARKET SIZE, BY COUNTRY, 2016–2023 (MT)
Table 22 NORTH AMERICA: LIQUID MILK REPLACERS MARKET SIZE, BY LIVESTOCK, 2016–2023 (USD THOUSAND)
Table 23 NORTH AMERICA: LIQUID MILK REPLACERS MARKET SIZE, BY LIVESTOCK, 2016–2023 (MT)
Table 24 NORTH AMERICA: LIQUID MILK REPLACERS MARKET SIZE, BY TYPE, 2016–2023 (USD THOUSAND)
Table 25 NORTH AMERICA: LIQUID MILK REPLACERS MARKET SIZE, BY TYPE, 2016–2023 (MT)
Table 26 US: LIQUID MILK REPLACERS MARKET SIZE, BY LIVESTOCK, 2016–2023 (USD THOUSAND)
Table 27 US: LIQUID MILK REPLACERS MARKET SIZE, BY LIVESTOCK, 2016–2023 (MT)
Table 28 MEXICO: LIQUID MILK REPLACERS MARKET SIZE, BY LIVESTOCK, 2016–2023 (USD THOUSAND)
Table 29 MEXICO: LIQUID MILK REPLACERS MARKET SIZE, BY LIVESTOCK, 2016–2023 (MT)
Table 30 CANADA: LIQUID MILK REPLACERS MARKET SIZE, BY LIVESTOCK, 2016–2023 (USD THOUSAND)
Table 31 CANADA: LIQUID MILK REPLACERS MARKET SIZE, BY LIVESTOCK, 2016–2023 (MT)
Table 32 EUROPE: LIQUID MILK REPLACERS MARKET SIZE, BY COUNTRY, 2016–2023 (USD THOUSAND)
Table 33 EUROPE: LIQUID MILK REPLACERS MARKET SIZE, BY COUNTRY, 2016–2023 (MT)
Table 34 EUROPE: LIQUID MILK REPLACERS MARKET SIZE, BY LIVESTOCK, 2016–2023 (USD THOUSAND)
Table 35 EUROPE: LIQUID MILK REPLACERS MARKET SIZE, BY LIVESTOCK, 2016–2023 (MT)
Table 36 EUROPE: LIQUID MILK REPLACERS MARKET SIZE, BY TYPE, 2016–2023 (USD THOUSAND)
Table 37 EUROPE: LIQUID MILK REPLACERS MARKET SIZE, BY TYPE, 2016–2023 (MT)
Table 38 GERMANY: LIQUID MILK REPLACERS MARKET SIZE, BY LIVESTOCK, 2016–2023 (USD THOUSAND)
Table 39 GERMANY: LIQUID MILK REPLACERS MARKET SIZE, BY LIVESTOCK, 2016–2023 (MT)
Table 40 UK: LIQUID MILK REPLACERS MARKET SIZE, BY LIVESTOCK, 2016–2023

(USD THOUSAND)
Table 41 UK: LIQUID MILK REPLACERS MARKET SIZE, BY LIVESTOCK, 2016–2023 (MT)
Table 42 FRANCE: LIQUID MILK REPLACERS MARKET SIZE, BY LIVESTOCK, 2016–2023 (USD THOUSAND)
Table 43 FRANCE: LIQUID MILK REPLACERS MARKET SIZE, BY LIVESTOCK, 2016–2023 (MT)
Table 44 SPAIN: LIQUID MILK REPLACERS MARKET SIZE, BY LIVESTOCK, 2016–2023 (USD THOUSAND)
Table 45 SPAIN: LIQUID MILK REPLACERS MARKET SIZE, BY LIVESTOCK, 2016–2023 (MT)
Table 46 ITALY: LIQUID MILK REPLACERS MARKET SIZE, BY LIVESTOCK, 2016–2023 (USD THOUSAND)
Table 47 ITALY: LIQUID MILK REPLACERS MARKET SIZE, BY LIVESTOCK, 2016–2023 (MT)
Table 48 REST OF EUROPE: LIQUID MILK REPLACERS MARKET SIZE, BY LIVESTOCK, 2016–2023 (USD THOUSAND)
Table 49 REST OF EUROPE: LIQUID MILK REPLACERS MARKET SIZE, BY LIVESTOCK, 2016–2023 (MT)
Table 50 ASIA PACIFIC: LIQUID MILK REPLACERS MARKET SIZE, BY COUNTRY, 2016–2023 (USD THOUSAND)
Table 51 ASIA PACIFIC: LIQUID MILK REPLACERS MARKET SIZE, BY COUNTRY, 2016–2023 (MT)
Table 52 ASIA PACIFIC: LIQUID MILK REPLACERS MARKET SIZE, BY LIVESTOCK, 2016–2023 (USD THOUSAND)
Table 53 ASIA PACIFIC: LIQUID MILK REPLACERS MARKET SIZE, BY LIVESTOCK, 2016–2023 (MT)
Table 54 ASIA PACIFIC: LIQUID MILK REPLACERS MARKET SIZE, BY TYPE, 2016–2023 (USD THOUSAND)
Table 55 ASIA PACIFIC: LIQUID MILK REPLACERS MARKET SIZE, BY TYPE, 2016–2023 (MT)
Table 56 CHINA: LIQUID MILK REPLACERS MARKET SIZE, BY LIVESTOCK, 2016–2023 (USD THOUSAND)
Table 57 CHINA: LIQUID MILK REPLACERS MARKET SIZE, BY LIVESTOCK, 2016–2023 (MT)
Table 58 INDIA: LIQUID MILK REPLACERS MARKET SIZE, BY LIVESTOCK, 2016–2023 (USD THOUSAND)
Table 59 INDIA: LIQUID MILK REPLACERS MARKET SIZE, BY LIVESTOCK, 2016–2023 (MT)

Table 60 AUSTRALIA: LIQUID MILK REPLACERS MARKET SIZE, BY LIVESTOCK, 2016–2023 (USD THOUSAND)
Table 61 AUSTRALIA: LIQUID MILK REPLACERS MARKET SIZE, BY LIVESTOCK, 2016–2023 (MT)
Table 62 JAPAN: LIQUID MILK REPLACERS MARKET SIZE, BY LIVESTOCK, 2016–2023 (USD THOUSAND)
Table 63 JAPAN: LIQUID MILK REPLACERS MARKET SIZE, BY LIVESTOCK, 2016–2023 (MT)
Table 64 REST OF ASIA PACIFIC: LIQUID MILK REPLACERS MARKET SIZE, BY LIVESTOCK, 2016–2023 (USD THOUSAND)
Table 65 REST OF ASIA PACIFIC: LIQUID MILK REPLACERS MARKET SIZE, BY LIVESTOCK, 2016–2023 (MT)
Table 66 ROW: LIQUID MILK REPLACERS MARKET SIZE, BY REGION, 2016–2023 (USD THOUSAND)
Table 67 ROW: LIQUID MILK REPLACERS MARKET SIZE, BY REGION, 2016–2023 (MT)
Table 68 ROW: LIQUID MILK REPLACERS MARKET SIZE, BY LIVESTOCK, 2016–2023 (USD THOUSAND)
Table 69 ROW: LIQUID MILK REPLACERS MARKET SIZE, BY LIVESTOCK, 2016–2023 (MT)
Table 70 ROW: LIQUID MILK REPLACERS MARKET SIZE, BY TYPE, 2016–2023 (USD THOUSAND)
Table 71 ROW: LIQUID MILK REPLACERS MARKET SIZE, BY TYPE, 2016–2023 (MT)
Table 72 SOUTH AMERICA: LIQUID MILK REPLACERS MARKET SIZE, BY LIVESTOCK, 2016–2023 (USD THOUSAND)
Table 73 SOUTH AMERICA: LIQUID MILK REPLACERS MARKET SIZE, BY LIVESTOCK, 2016–2023 (MT)
Table 74 MIDDLE EAST: LIQUID MILK REPLACERS MARKET SIZE, BY LIVESTOCK, 2016–2023 (USD THOUSAND)
Table 75 MIDDLE EAST: LIQUID MILK REPLACERS MARKET SIZE, BY LIVESTOCK, 2016–2023 (MT)
Table 76 AFRICA: LIQUID MILK REPLACERS MARKET SIZE, BY LIVESTOCK, 2016–2023 (USD THOUSAND)
Table 77 AFRICA: LIQUID MILK REPLACERS MARKET SIZE, BY LIVESTOCK, 2016–2023 (MT)
Table 78 EXPANSIONS AND INVESTMENTS, 2014-2016
Table 79 ACQUISITIONS, 2016
Table 80 NEW PRODUCT LAUNCHES, 2017

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List Of Figures

LIST OF FIGURES

Figure 1 LIQUID MILK REPLACERS MARKET SNAPSHOT
Figure 2 LIQUID MILK REPLACERS MARKET, BY REGION
Figure 3 LIQUID MILK REPLACERS MARKET: RESEARCH DESIGN
Figure 4 MARKET SIZE ESTIMATION METHODOLOGY: BOTTOM-UP APPROACH
Figure 5 MARKET SIZE ESTIMATION METHODOLOGY: TOP-DOWN APPROACH
Figure 6 DATA TRIANGULATION
Figure 7 LIQUID MILK REPLACERS MARKET SIZE, BY TYPE, 2018 VS. 2023 (USD MILLION)
Figure 8 LIQUID MILK REPLACERS MARKET SIZE, BY LIVESTOCK, 2018 VS. 2023 (USD MILLION)
Figure 9 LIQUID MILK REPLACERS MARKET SHARE (VALUE), BY REGION, 2017
Figure 10 FOCUS ON ANIMAL HEALTH & WELLNESS TO DRIVE THE MARKET GROWTH DURING THE FORECAST PERIOD
Figure 11 US IS PROJECTED TO BE THE FASTEST-GROWING MARKET FOR LIQUID MILK REPLACERS DURING THE FORECAST PERIOD
Figure 12 CALVES ACCOUNTED FOR THE LARGEST SHARE OF THE EUROPEAN LIQUID MILK REPLACERS MARKET
Figure 13 CALVES SEGMENT TO DOMINATE THE LIQUID MILK REPLACERS MARKET ACROSS REGIONS THROUGH 2023
Figure 14 MEDICATED TO BE A FASTER-GROWING SEGMENT DURING THE FORECAST PERIOD
Figure 15 MARKET DYNAMICS: LIQUID MILK REPLACERS MARKET
Figure 16 GLOBAL MILK PRODUCTION, 2013–2016 (MT)
Figure 17 LIQUID MILK REPLACERS: VALUE CHAIN
Figure 18 MEDICATED SEGMENT IS PROJECTED TO WITNESS THE FASTEST GROWTH IN THE LIQUID MILK REPLACERS MARKET FROM 2018 TO 2023
Figure 19 THE CALVES SEGMENT IS PROJECTED TO BE THE FASTEST-GROWING SEGMENT BETWEEN 2018 & 2023 (USD THOUSANDS)
Figure 20 CALVES: LIQUID MILK REPLACERS MARKET SIZE, BY REGION, 2018 VS. 2023 (USD THOUSANDS)
Figure 21 REGIONAL SNAPSHOT: US IS PROJECTED TO GROW AT THE HIGHEST CAGR IN THE LIQUID MILK REPLACERS MARKET
Figure 22 NORTH AMERICA: LIQUID MILK REPLACERS MARKET SIZE, BY COUNTRY, 2016–2023 (USD THOUSAND)
Figure 23 EUROPE: LIQUID MILK REPLACERS MARKET SIZE, BY COUNTRY,

2016–2023 (USD THOUSAND)
Figure 24 KEY DEVELOPMENTS OF THE LEADING PLAYERS IN THE POWDER MILK REPLACERS MARKET, 2014–2018
Figure 25 MARKET RANKING ANALYSIS OF PLAYERS IN THE LIQUID MILK REPLACERS MARKET
Figure 26 MARKET SHARE OF KEY PLAYERS IN THE POWDER MILK REPLACERS MARKET
Figure 27 CARGILL: COMPANY SNAPSHOT
Figure 28 CARGILL: SWOT ANALYSIS
Figure 29 ARCHER DANIELS MIDLAND COMPANY: COMPANY SNAPSHOT
Figure 30 ARCHER DANIELS MIDLAND COMPANY: SWOT ANALYSIS
Figure 31 CHS INC.: COMPANY SNAPSHOT
Figure 32 CHS INC.: SWOT ANALYSIS
Figure 33 LAND O'LAKES INC.: COMPANY SNAPSHOT
Figure 34 LAND O'LAKES INC.: SWOT ANALYSIS
Figure 35 LIPROVIT BV: SWOT ANALYSIS
Figure 36 GLANBIA, PLC: COMPANY SNAPSHOT
Figure 37 NUTRECO N.V.: COMPANY SNAPSHOT
Figure 38 LACTALIS GROUP: COMPANY SNAPSHOT

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