

# **Global Probiotics in Animal Feed Market by Bacteria (Lactobacilli, Streptococcus Thermophiles, Bifidobacteria, Others), by Livestock (Cattle Feed, Poultry Feed, Swine Feed, Pet Food), by Geography – Analysis & Forecast to 2019**

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## **Abstracts**

The global probiotics in animal feed market is estimated to grow at a CAGR of 7.7% from 2014 to 2019. The increasing awareness regarding animal health, concerns about quality animal produce, and the rising demand for meat and related products across the global are boosting the demand for probiotics-based animal feed worldwide. The rising disposable incomes of consumers in the Asia-Pacific and Latin American regions have caused a hike in the demand for quality feed products for animals, especially pet food. The rising meat consumption in these regions is also driving the growth of the global probiotics in animal feed market.

In this report, the global probiotics in animal feed market has been segmented, on the basis of livestock, into cattle feed, poultry feed, swine feed, and pet food. The pet food segment is projected to grow at the fastest CAGR during the forecast period of 2014 to 2019.

The Asia-Pacific region is the largest market for probiotics in animal feed, globally. The region constituted 32.1% of the global market in 2014 and offers high growth potential for producers of probiotics for animal feed. Asia-Pacific has been steadily progressing due to high awareness about probiotics in animal feed due to increased consumer concern about the preventive healthcare for livestock. The average income level of people in Asia-Pacific is rising, which has led to the increased expenditure on feed with added ingredients such as probiotics.

The global probiotics in animal feed market is a highly competitive market, owing to the presence of major firms, such as E. I. du Pont de Nemours and Company (U.S.), Royal DSM N.V. (The Netherlands), Yakult Honsha Co. Ltd. (Japan), Nebraska Cultures Inc. (U.S.), and Chr. Hansen Holdings A/S (Denmark), among others. These players are resorting to innovative product developments, partnerships, mergers & acquisitions, and expansion of existing production facilities, with the objective of expanding their shares in the global probiotics in animal feed market.

### **Reasons to Buy the Report:**

From an insight perspective, this research report has focused on various levels of analysis—industry analysis, market share analysis of top players, company profiles, which together comprise and discuss the basic views on the competitive landscape; emerging and high-growth segments of the global probiotics in animal feed market; high-growth regions and countries, along with their respective regulatory policies; government initiatives; and market drivers, restraints, and opportunities.

The report will enrich both established firms as well as new entrants/smaller firms to gauge the pulse of the market, which in turn will help the firms in garnering a greater share in the concerned market. Firms purchasing the report could use any one or combination of the below mentioned five strategies (market penetration, product development/innovation, market development, market diversification, and competitive assessment) for strengthening their market share.

The report provides insights on the following pointers:

**Market Penetration:** Comprehensive information on probiotics-based animal feed offered by the top 10 players in the global probiotics in animal feed market

**Product Development/Innovation:** Detailed insights on upcoming technologies, research & development activities, and new product launches in the global probiotics in animal feed market

**Market Development:** Comprehensive information about lucrative emerging markets; the report analyzes the market for various applications of probiotics in animal feed across regions

**Market Diversification:** Exhaustive information about new products, untapped geographies, recent developments, and investments in the global probiotics in

animal feed market

Competitive Assessment: In-depth assessment of market shares, strategies, products, and manufacturing capabilities of the leading players in the global probiotics in animal feed market

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