

# **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

## Contents

### **1 INTRODUCTION**

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET DEFINITION AND SCOPE OF THE STUDY
- 1.3 MARKETS COVERED
- 1.4 STAKEHOLDERS
- 1.5 BASE CURRENCY CONSIDERED FOR THE PROBIOTICS IN ANIMAL MARKET
- 1.6 ASSUMPTIONS

### **2 RESEARCH METHODOLOGY**

- 2.1 ARRIVING AT THE PROBIOTICS IN ANIMAL FEED MARKET SIZE
  - 2.1.1 RESEARCH METHODOLOGY
  - 2.1.2 TOP-DOWN APPROACH
  - 2.1.3 BOTTOM UP APPROACH
  - 2.1.4 DEMAND SIDE ANALYSIS
  - 2.1.5 MACROINDICATOR-BASED APPROACH

### **3 EXECUTIVE SUMMARY**

### **4 PROBIOTICS IN ANIMAL FEED MARKET: REGULATORY FRAMEWORK**

- 4.1 NORTH AMERICA: REGULATORY ENVIRONMENT ANALYSIS
- 4.2 EUROPE: REGULATORY ENVIRONMENT ANALYSIS
- 4.3 ASIA-PACIFIC: REGULATORY ENVIRONMENT ANALYSIS
- 4.4 LATIN AMERICA: REGULATORY ENVIRONMENT ANALYSIS

### **5 MARKET OVERVIEW**

- 5.1 INTRODUCTION
- 5.2 KEY MARKET DYNAMICS
- 5.3 DEMAND SIDE ANALYSIS
- 5.4 MARKET DRIVERS AND INHIBITORS
- 5.5 OPPORTUNITIES

### **6 PROBIOTICS IN ANIMAL FEED MARKET, BY BACTERIA**

## 6.1 INTRODUCTION

### 6.2 GLOBAL LACTOBACILLI PROBIOTICS IN ANIMAL FEED MARKET, BY GEOGRAPHY

### 6.3 GLOBAL BIFIDOBACTERIA PROBIOTICS IN ANIMAL FEED MARKET, BY GEOGRAPHY

### 6.4 GLOBAL STREPTOCOCCUS THERMOPHILES PROBIOTICS IN ANIMAL FEED MARKET, BY GEOGRAPHY

### 6.5 GLOBAL OTHER BACTERIA IN ANIMAL FEED MARKET, BY GEOGRAPHY

## 7 PROBIOTICS IN ANIMAL FEED MARKET, BY LIVESTOCK

### 7.1 INTRODUCTION

#### 7.2 PROBIOTICS IN CATTLE FEED MARKET, BY GEOGRAPHY

#### 7.3 PROBIOTICS IN SWINE FEED MARKET, BY GEOGRAPHY

#### 7.4 PROBIOTICS IN POULTRY FEED MARKET, BY GEOGRAPHY

#### 7.5 PROBIOTICS IN PET FOOD MARKET, BY GEOGRAPHY

## 8 PROBIOTICS IN ANIMAL FEED MARKET, BY GEOGRAPHY

### 8.1 INTRODUCTION

#### 8.2 NORTH AMERICA PROBIOTICS IN ANIMAL FEED MARKET

##### 8.2.1 NORTH AMERICA PROBIOTICS IN ANIMAL FEED MARKET, BY BACTERIA

##### 8.2.2 NORTH AMERICA PROBIOTICS IN ANIMAL FEED MARKET, BY LIVESTOCK

##### 8.2.3 NORTH AMERICA PROBIOTICS IN ANIMAL FEED MARKET, BY GEOGRAPHY

#### 8.3 EUROPE PROBIOTICS IN ANIMAL FEED MARKET

##### 8.3.1 EUROPE PROBIOTICS IN ANIMAL FEED MARKET, BY BACTERIA

##### 8.3.2 EUROPE PROBIOTICS IN ANIMAL FEED MARKET, BY LIVESTOCK

##### 8.3.3 EUROPE PROBIOTICS IN ANIMAL FEED MARKET, BY GEOGRAPHY

#### 8.4 ASIA-PACIFIC PROBIOTICS IN ANIMAL FEED MARKET

##### 8.4.1 ASIA-PACIFIC PROBIOTICS IN ANIMAL FEED MARKET, BY BACTERIA

##### 8.4.2 ASIA-PACIFIC PROBIOTICS IN ANIMAL FEED MARKET, BY LIVESTOCK

##### 8.4.3 ASIA-PACIFIC PROBIOTICS IN ANIMAL FEED MARKET, BY GEOGRAPHY

#### 8.5 LATIN AMERICA PROBIOTICS IN ANIMAL FEED MARKET

##### 8.5.1 LATIN AMERICA PROBIOTICS IN ANIMAL FEED MARKET, BY BACTERIA

##### 8.5.2 LATIN AMERICA PROBIOTICS IN ANIMAL FEED MARKET, BY LIVESTOCK

##### 8.5.3 LATIN AMERICA PROBIOTICS IN ANIMAL FEED MARKET, BY GEOGRAPHY

#### 8.6 ROW PROBIOTICS IN ANIMAL FEED MARKET

##### 8.6.1 ROW PROBIOTICS IN ANIMAL FEED MARKET, BY BACTERIA

8.6.2 ROW PROBIOTICS IN ANIMAL FEED MARKET, BY LIVESTOCK

8.6.3 ROW PROBIOTICS IN ANIMAL FEED MARKET, BY GEOGRAPHY

## **9 PROBIOTICS IN ANIMAL FEED MARKET: COMPETITIVE LANDSCAPE**

9.1 PROBIOTICS IN ANIMAL FEED MARKET: MARKET SHARE ANALYSIS

9.2 COMPANY PRESENCE IN PROBIOTICS IN ANIMAL FEED MARKET, BY BACTERIA

9.3 MERGERS & ACQUISITIONS

9.4 EXPANSIONS

9.5 AGREEMENTS AND JOINT VENTURES

9.6 NEW PRODUCT DEVELOPMENT AND INVESTMENTS

## **10 PROBIOTICS IN ANIMAL FEED MARKET, BY COMPANY**

(Overview, Financials, Products & Services, Strategy, and Developments)\*

10.1 NEBRASKA CULTURES INC.

10.2 ARLA FOODS

10.3 CHR. HANSEN HOLDINGS A/S

10.4 E. I. DU PONT DE NEMOURS AND COMPANY

10.5 YAKULT HONSHA CO., LTD.

10.6 GROUPE DANONE

10.7 ROYAL DSM N.V.

10.8 GENERAL MILLS, INC.

10.9 LALLEMEND HEALTH CO. LIMITED

10.10 NESTLE S.A.

10.11 MOTHER DAIRY

\*Details on overview, financials, product & services, strategy, and developments might not be captured in case of unlisted company

## **11 APPENDIX**

11.1 CUSTOMIZATION OPTIONS

11.1.1 TECHNICAL ANALYSIS

11.1.2 LOW-COST SOURCING LOCATIONS

11.1.3 REGULATORY FRAMEWORK

11.1.4 PROBIOTIC USAGE DATA

11.1.5 IMPACT ANALYSIS

11.1.6 TRADE ANALYSIS

11.1.7 HISTORICAL DATA AND TRENDS

11.2 INTRODUCING RT: REAL TIME MARKET INTELLIGENCE

11.2.1 RT SNAPSHOTS

## List Of Tables

### LIST OF TABLES

TABLE 1 ASSUMPTIONS OF THE RESEARCH STUDY

TABLE 2 GLOBAL PROBIOTICS IN ANIMAL FEED PEER MARKET SIZE, 2014 (USD MN)

TABLE 3 GLOBAL PROBIOTICS IN ANIMAL FEED LIVESTOCK MARKETS, 2014 (USD MN)

TABLE 4 GLOBAL PROBIOTICS IN ANIMAL FEED MARKET: MACROINDICATORS, BY GEOGRAPHY, 2014 (MN)

TABLE 5 GLOBAL PROBIOTICS IN ANIMAL FEED MARKET, BY LIVESTOCK, 2013-2019 (USD MN)

TABLE 6 GLOBAL PROBIOTICS IN ANIMAL FEED MARKET, BY GEOGRAPHY, 2013-2019 (USD MN)

TABLE 7 GLOBAL PROBIOTICS IN ANIMAL FEED MARKET, BY BACTERIA, 2013-2019 (USD MN)

TABLE 8 GLOBAL PROBIOTICS IN ANIMAL FEED MARKET: COMPARISON WITH APPLICATION MARKETS, 2013-2019 (USD MN)

TABLE 9 GLOBAL PROBIOTICS IN ANIMAL FEED MARKET, BY TYPE, 2013-2019 (USD MN)

TABLE 10 GLOBAL LACTOBACILLI PROBIOTICS IN ANIMAL FEED MARKET, BY GEOGRAPHY, 2013–2019 (USD MN)

TABLE 11 GLOBAL BIFIDOBACTERIA PROBIOTICS IN ANIMAL FEED MARKET, BY GEOGRAPHY, 2013–2019 (USD MN)

TABLE 12 GLOBAL STREPTOCOCCUS THERMOPHILES PROBIOTICS IN ANIMAL FEED MARKET, BY GEOGRAPHY, 2013–2019 (USD MN)

TABLE 13 GLOBAL OTHER BACTERIA IN ANIMAL FEED MARKET, BY GEOGRAPHY, 2013–2019 (USD MN)

TABLE 14 PROBIOTICS IN ANIMAL FEED MARKET, BY LIVESTOCK, 2013–2019 (USD MN)

TABLE 15 GLOBAL PROBIOTICS IN CATTLE FEED MARKET, BY GEOGRAPHY, 2013-2019 (USD MN)

TABLE 16 GLOBAL PROBIOTICS IN FEED FOR MILK ANIMALS MARKET, BY GEOGRAPHY, 2013-2019 (USD MN)

TABLE 17 GLOBAL PROBIOTICS IN FEED FOR MEAT ANIMALS MARKET, BY GEOGRAPHY, 2013-2019 (USD MN)

TABLE 18 GLOBAL PROBIOTICS IN SWINE FEED MARKET, BY GEOGRAPHY, 2013-2019 (USD MN)



TABLE 19 GLOBAL PROBIOTICS IN POULTRY FEED MARKET, BY GEOGRAPHY, 2013-2019 (USD MN)

TABLE 20 GLOBAL PROBIOTICS IN PET FOOD MARKET, BY GEOGRAPHY, 2013-2019 (USD MN)

TABLE 21 GLOBAL PROBIOTICS IN CAT FOOD MARKET, BY GEOGRAPHY, 2013-2019 (USD MN)

TABLE 22 GLOBAL PROBIOTICS IN DOG FOOD MARKET, BY GEOGRAPHY, 2013-2019 (USD MN)

TABLE 23 PROBIOTICS IN ANIMAL FEED MARKET, BY GEOGRAPHY, 2013-2019 (USD MN)

TABLE 24 NORTH AMERICA PROBIOTICS IN ANIMAL FEED MARKET, BY BACTERIA, 2013-2019 (USD MN)

TABLE 25 NORTH AMERICA PROBIOTICS IN ANIMAL FEED MARKET, BY LIVESTOCK, 2013-2019 (USD MN)

TABLE 26 PROBIOTICS IN CATTLE FEED IN NORTH AMERICA, 2013-2019 (USD MN)

TABLE 27 PROBIOTICS IN PET FOOD IN NORTH AMERICA, 2013-2019 (USD MN)

TABLE 28 NORTH AMERICA PROBIOTICS IN ANIMAL FEED MARKET, BY GEOGRAPHY, 2013-2019 (USD MN)

TABLE 29 EUROPE PROBIOTICS IN ANIMAL FEED MARKET, BY BACTERIA, 2013-2019 (USD MN)

TABLE 30 EUROPE PROBIOTICS IN ANIMAL FEED MARKET, BY LIVESTOCK, 2013-2019 (USD MN)

TABLE 31 PROBIOTICS IN CATTLE FEED IN EUROPE, 2013-2019 (USD MN)

TABLE 32 PROBIOTICS IN PET FOOD IN EUROPE, 2013-2019 (USD MN)

TABLE 33 EUROPE PROBIOTICS IN ANIMAL FEED MARKET, BY GEOGRAPHY, 2013-2019 (USD MN)

TABLE 34 ASIA-PACIFIC PROBIOTICS IN ANIMAL FEED MARKET, BY BACTERIA, 2013-2019 (USD MN)

TABLE 35 ASIA-PACIFIC PROBIOTICS IN ANIMAL FEED MARKET, BY LIVESTOCK, 2013-2019 (USD MN)

TABLE 36 PROBIOTICS IN CATTLE FEED IN ASIA-PACIFIC, 2013-2019 (USD MN)

TABLE 37 PROBIOTICS IN PET FOOD IN ASIA-PACIFIC, 2013-2019 (USD MN)

TABLE 38 ASIA-PACIFIC PROBIOTICS IN ANIMAL FEED MARKET, BY GEOGRAPHY, 2013-2019 (USD MN)

TABLE 39 LATIN AMERICA PROBIOTICS IN ANIMAL FEED MARKET, BY BACTERIA, 2013-2019 (USD MN)

TABLE 40 LATIN AMERICA PROBIOTICS IN ANIMAL FEED MARKET, BY LIVESTOCK, 2013-2019 (USD MN)

TABLE 41 PROBIOTICS IN CATTLE FEED IN LATIN AMERICA, 2013-2019 (USD MN)

TABLE 42 PROBIOTICS IN PET FOOD IN LATIN AMERICA, 2013-2019 (USD MN)

TABLE 43 LATIN AMERICA PROBIOTICS IN ANIMAL FEED MARKET, BY  
GEOGRAPHY, 2013-2019 (USD MN)

TABLE 44 ROW PROBIOTICS IN ANIMAL FEED MARKET, BY BACTERIA, 2013-2019  
(USD MN)

TABLE 45 ROW PROBIOTICS IN ANIMAL FEED MARKET, BY LIVESTOCK,  
2013-2019 (USD MN)

TABLE 46 PROBIOTICS IN CATTLE FEED IN ROW, 2013-2019 (USD MN)

TABLE 47 PROBIOTICS IN PET FOOD IN ROW, 2013-2019 (USD MN)

TABLE 48 ROW PROBIOTICS IN ANIMAL FEED MARKET, BY GEOGRAPHY,  
2013-2019 (USD MN)

TABLE 49 PROBIOTICS IN ANIMAL FEED MARKET: MARKET SHARE ANALYSIS,  
2014 (%)

TABLE 50 GLOBAL PROBIOTICS IN ANIMAL FEED MARKET: MERGERS &  
ACQUISITIONS

TABLE 51 GLOBAL PROBIOTICS IN ANIMAL FEED MARKET: EXPANSIONS

TABLE 52 GLOBAL PROBIOTICS IN ANIMAL FEED MARKET: AGREEMENTS

TABLE 53 GLOBAL PROBIOTICS IN ANIMAL FEED MARKET: NEW PRODUCT  
DEVELOPMENT AND INVESTMENTS

TABLE 54 CHR. HANSEN HOLDINGS A/S: KEY FINANCIALS, 2009-2013 (USD MN)

TABLE 55 E. I. DU PONT DE NEMOURS AND COMPANY: KEY OPERATIONS DATA,  
2010-2014 (USD MN)

TABLE 56 E. I. DU PONT DE NEMOURS AND COMPANY: KEY FINANCIALS,  
2010-2014 (USD MN)

TABLE 57 YAKULT HONSHA CO. LTD: KEY FINANCIALS, 2010-2014 (USD MN)

TABLE 58 GROUPE DANONE: KEY OPERATIONS, 2009-2013 (USD MN)

TABLE 59 GROUPE DANONE: KEY FINANCIALS, 2009-2013 (USD MN)

TABLE 60 ROYAL DSM N.V.: KEY FINANCIALS, 2010-2014 (USD MN)

TABLE 61 GENERAL MILLS, INC.: KEY FINANCIALS, 2010-2014 (USD MN)

TABLE 62 NESTLE S.A.: KEY FINANCIALS, 2010-2014 (USD MN)

TABLE 63 MOTHER DAIRY: KEY FINANCIALS, 2010-2014 (USD MN)

## List Of Figures

### LIST OF FIGURES

FIGURE 1 MARKET DEFINITION AND SCOPE OF THE STUDY

FIGURE 2 INTEGRATED ECOSYSTEM OF PROBIOTICS IN ANIMAL FEED MARKET

FIGURE 3 TOP-DOWN APPROACH

FIGURE 4 BOTTOM UP APPROACH

FIGURE 5 DEMAND SIDE ANALYSIS

FIGURE 6 MACROINDICATOR-BASED APPROACH

FIGURE 7 PROBIOTICS IN ANIMAL FEED MARKET: SNAPSHOT, 2014

FIGURE 8 PROBIOTICS IN ANIMAL FEED MARKET: GROWTH ASPECTS

FIGURE 9 GLOBAL PROBIOTICS IN ANIMAL FEED MARKET, BY LIVESTOCK, 2014 VS 2019

FIGURE 10 GLOBAL PROBIOTICS IN ANIMAL FEED, BY GEOGRAPHY, 2014 (USD MN)

FIGURE 11 GLOBAL PROBIOTICS IN ANIMAL FEED MARKET, BY BACTERIA, 2013-2019 (USD MN)

FIGURE 12 GLOBAL LACTOBACILLI PROBIOTICS IN ANIMAL FEED MARKET, BY GEOGRAPHY, 2013–2019 (USD MN)

FIGURE 13 GLOBAL BIFIDOBACTERIA PROBIOTICS IN ANIMAL FEED MARKET, BY GEOGRAPHY, 2013–2019 (USD MN)

FIGURE 14 GLOBAL STREPTOCOCCUS THERMOPHILES PROBIOTICS IN ANIMAL FEED MARKET, BY GEOGRAPHY, 2013–2019 (USD MN)

FIGURE 15 GLOBAL OTHER BACTERIA IN ANIMAL FEED MARKET, BY GEOGRAPHY, 2013–2019 (USD MN)

FIGURE 16 PROBIOTICS IN ANIMAL FEED MARKET, BY LIVESTOCK, 2014 & 2019 (USD MN)

FIGURE 17 GLOBAL PROBIOTICS IN CATTLE FEED MARKET, BY GEOGRAPHY, 2013-2019 (USD MN)

FIGURE 18 GLOBAL PROBIOTICS IN SWINE FEED MARKET, BY GEOGRAPHY, 2013-2019 (USD MN)

FIGURE 19 GLOBAL PROBIOTICS IN POULTRY FEED MARKET, BY GEOGRAPHY, 2013-2019 (USD MN)

FIGURE 20 GLOBAL PROBIOTICS IN PET FOOD MARKET, BY GEOGRAPHY, 2013-2019 (USD MN)

FIGURE 21 PROBIOTICS IN ANIMAL FEED MARKET: GROWTH ANALYSIS, BY GEOGRAPHY, 2014 & 2019 (USD MN)

FIGURE 22 NORTH AMERICA PROBIOTICS IN ANIMAL FEED MARKET OVERVIEW,

2014 & 2019 (%)

FIGURE 23 NORTH AMERICA PROBIOTICS IN ANIMAL FEED MARKET, BY BACTERIA, 2013-2019 (USD MN)

FIGURE 24 NORTH AMERICA PROBIOTICS IN ANIMAL FEED MARKET, BY LIVESTOCK, 2013-2019 (USD MN)

FIGURE 25 NORTH AMERICA PROBIOTICS IN ANIMAL FEED MARKET, BY GEOGRAPHY, 2013-2019 (USD MN)

FIGURE 26 EUROPE PROBIOTICS IN ANIMAL FEED MARKET OVERVIEW, 2014 & 2019 (%)

FIGURE 27 EUROPE PROBIOTICS IN ANIMAL FEED MARKET, BY BACTERIA, 2013-2019 (USD MN)

FIGURE 28 EUROPE PROBIOTICS IN ANIMAL FEED MARKET, BY LIVESTOCK, 2013-2019 (USD MN)

FIGURE 29 EUROPE PROBIOTICS IN ANIMAL FEED MARKET, BY GEOGRAPHY, 2013-2019 (USD MN)

FIGURE 30 ASIA-PACIFIC PROBIOTICS IN ANIMAL FEED MARKET OVERVIEW, 2014 & 2019 (%)

FIGURE 31 ASIA-PACIFIC PROBIOTICS IN ANIMAL FEED MARKET, BY BACTERIA, 2013-2019 (USD MN)

FIGURE 32 ASIA-PACIFIC PROBIOTICS IN ANIMAL FEED MARKET, BY LIVESTOCK, 2013-2019 (USD MN)

FIGURE 33 ASIA-PACIFIC PROBIOTICS IN ANIMAL FEED MARKET, BY GEOGRAPHY, 2013-2019 (USD MN)

FIGURE 34 LATIN AMERICA PROBIOTICS IN ANIMAL FEED MARKET OVERVIEW, 2014 & 2019 (%)

FIGURE 35 LATIN AMERICA PROBIOTICS IN ANIMAL FEED MARKET, BY BACTERIA, 2013-2019 (USD MN)

FIGURE 36 LATIN AMERICA PROBIOTICS IN ANIMAL FEED MARKET, BY LIVESTOCK, 2013-2019 (USD MN)

FIGURE 37 LATIN AMERICA PROBIOTICS IN ANIMAL FEED MARKET, BY GEOGRAPHY, 2013-2019 (USD MN)

FIGURE 38 ROW PROBIOTICS IN ANIMAL FEED MARKET OVERVIEW, 2014 & 2019 (%)

FIGURE 39 ROW PROBIOTICS IN ANIMAL FEED MARKET, BY BACTERIA, 2013-2019 (USD MN)

FIGURE 40 ROW PROBIOTICS IN ANIMAL FEED MARKET, BY LIVESTOCK, 2013-2019 (USD MN)

FIGURE 41 ROW PROBIOTICS IN ANIMAL FEED MARKET, BY GEOGRAPHY, 2013-2019 (USD MN)

FIGURE 42 PROBIOTICS IN ANIMAL FEED MARKET: MARKET SHARE ANALYSIS, 2014 (%)

FIGURE 43 PROBIOTICS IN ANIMAL FEED MARKET: COMPANY PRODUCT COVERAGE, BY BACTERIA, 2014

FIGURE 44 ARLA FOODS: BUSINESS REVENUE MIX, 2014

FIGURE 45 CHR. HANSEN HOLDINGS A/S: BUSINESS REVENUE MIX, 2013

FIGURE 46 E. I. DU PONT DE NEMOURS AND COMPANY: REVENUE MIX, 2013

FIGURE 47 YAKULT HONSHA CO., LTD.: REVENUE MIX, 2014

FIGURE 48 ROYAL DSM N.V.: BUSINESS REVENUE MIX, 2014

FIGURE 49 GENERAL MILLS, INC.: BUSINESS REVENUE MIX, 2014

FIGURE 50 NESTLE S.A.: BUSINESS REVENUE MIX, 2014

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