

Horse Feed Market Outlook 2025-2034: Market Share, and Growth Analysis By Type (Performance, Senior or Old, Professional, Mare And Foal, Other Types), By Nutrition Type (High Fiber, Low Starch, High Protein, High Fats), By Ingredients, By Form, By Application

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Abstracts

The Horse Feed Market is valued at USD 11.5 billion in 2025 and is projected to grow at a CAGR of 6.8% to reach USD 20.7 billion by 2034. The Horse Feed market plays a critical role in the equine industry, supporting the health, performance, and longevity of horses across sports, recreation, and agricultural sectors. The market encompasses a wide range of feed products, including concentrates, supplements, forage, and complete feeds tailored to meet the nutritional needs of horses based on age, activity level, and health status. As equestrian sports and horse ownership gain traction globally, there is growing emphasis on specialized feed formulations that enhance digestion, boost stamina, and improve coat condition. Increased awareness about equine nutrition, combined with rising disposable incomes and the popularity of leisure horse riding, has propelled demand for premium and organic horse feeds. Additionally, advances in equine nutritional science have led to the introduction of feeds fortified with vitamins, minerals, and probiotics, further driving product innovation in this dynamic market. The Horse Feed market experienced notable advancements, particularly in the customization and functionality of equine diets. Several feed manufacturers launched new product lines enriched with omega fatty acids, joint-support supplements, and gut-health enhancers to address common equine health issues. Sustainability emerged as a key focus, with producers shifting toward eco-friendly packaging and locally sourced ingredients to align with consumer preferences for greener products. Digitization also played a role, as online platforms for direct-to-consumer feed sales and subscription-based deliveries gained popularity. Regional growth was especially strong in North America and parts of Europe, where equestrian sports such as show jumping and

dressage remain highly influential. Meanwhile, emerging economies in Asia and Latin America began to show increased interest in horse breeding and recreational riding, contributing to greater market expansion and the introduction of region-specific formulations catering to local climates and horse breeds. The Horse Feed market is set for further evolution, fueled by innovation in feed science and digital supply chain integration. The focus will shift toward precision nutrition, with feeds tailored using data on horse genetics, metabolism, and performance tracking. Manufacturers are expected to leverage AI-driven tools and wearable tech data to develop performance-optimized diets that adapt to changing activity levels and health conditions. There will also be increased demand for organic and non-GMO formulations, reflecting broader consumer trends toward natural and holistic animal care. Globalization of the equestrian community and international equine competitions will drive standardization and quality certifications across horse feed offerings. In addition, collaborations with veterinarians and equine nutritionists are expected to yield medically informed diets that support specific conditions such as laminitis, colic prevention, and muscle recovery, further enhancing the value proposition for advanced horse feed products.

Key Insights Horse Feed Market

Growing demand for natural and organic horse feed is influencing manufacturers to use non-GMO ingredients and avoid artificial additives.

Increased focus on gut health has led to the inclusion of probiotics and digestive enzymes in premium equine feed products.

Customized feed solutions based on horse age, activity, and breed are gaining popularity among competitive and leisure riders alike.

Eco-friendly packaging and sourcing practices are becoming important selling points in response to sustainability concerns among consumers.

Online sales channels and subscription-based models are reshaping how horse owners purchase feed, offering convenience and product variety.

Rising interest in equestrian sports and leisure riding is expanding the customer base for specialized and performance-enhancing horse feeds.

Advancements in equine nutrition science are enabling the development of high-quality, targeted feed products for various horse health needs.

Increased disposable incomes in developing regions are fueling ownership of horses and demand for premium feed solutions.

Collaboration between veterinarians and feed producers is encouraging the creation of condition-specific, vet-approved nutritional formulations.

High prices of specialized and organic horse feeds can be a barrier for cost-sensitive buyers, particularly in regions with limited disposable income.

Horse Feed Market Segmentation

By Type

Performance

Senior or Old

Professional

Mare And Foal

Other Types

By Nutrition Type

High Fiber

Low Starch

High Protein

High Fats

By Ingredients

Cereals

Supplements

Cakes or Meals

Other Ingredients

By Form

Pellets

Cubes

Powder

By Application

Online Sales

Offline Retail

Key Companies Analysed

B. Braun Melsungen AG

Baxter International Inc.

Eli Lilly and Company

Fresenius Kabi AG

Option Care Health Inc.

CareCentrix Inc.

Caesarea Medical Electronics Ltd.

JMS Co. Ltd.

Terumo Corporation

Smiths Medical ASD Inc.

Optum Inc.

CVS Health Corporation

KabaFusion Holdings LLC.

PromptCare Companies

Nipro Corporation

ICU Medical Inc.

Becton Dickinson and Company

Ascension at Home with Compassus

Barnes Healthcare Services Inc.

BayCare HomeCare Inc.

ARJ Infusion Services Inc.

Beacon Infusion Healthcare Services LLC.

CarepathRx LLC.

Coram CVS Specialty Infusion Services

CSI Pharmacy LLC.

Fairview Home Infusion

Healix Infusion Therapy Inc.

InfuCare Rx Inc.

Integrated Home Care Services Inc.

IVX Health Inc.

Kroger Specialty Infusion

Metro Infusion Center

National Pharmacy Services LLC.

Nations Home Infusion LLC.

Oso Home Care LLC.

Palmetto Infusion Services LLC.

Penn Home Infusion Therapy

The PharmaCare Network Inc.

PICC Lines Plus LLC.

Premier Infusion Care LLC.

Basic Home Infusion Inc.

Horse Feed Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping, and scenario-based modeling, to assess supply–demand dynamics. Cross-sector influences from parent, derived, and substitute markets are evaluated to identify risks and opportunities. Trade and pricing analytics provide an up-to-date view of international flows, including leading exporters, importers, and regional price trends.

Macroeconomic indicators, policy frameworks such as carbon pricing and energy security strategies, and evolving consumer behavior are considered in forecasting scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

Horse Feed Market Competitive Intelligence

The competitive landscape is mapped through OG Analysis' proprietary frameworks, profiling leading companies with details on business models, product portfolios, financial performance, and strategic initiatives. Key developments such as mergers & acquisitions, technology collaborations, investment inflows, and regional expansions are analyzed for their competitive impact. The report also identifies emerging players and innovative startups contributing to market disruption.

Regional insights highlight the most promising investment destinations, regulatory landscapes, and evolving partnerships across energy and industrial corridors.

Countries Covered

North America — Horse Feed market data and outlook to 2034

United States

Canada

Mexico

Europe — Horse Feed market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Horse Feed market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Horse Feed market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Horse Feed market data and outlook to 2034

Brazil

Argentina

Chile

Peru

** We can include data and analysis of additional countries on demand.*

Research Methodology

This study combines primary inputs from industry experts across the Horse Feed value chain with secondary data from associations, government publications, trade databases, and company disclosures. Proprietary modeling techniques, including data triangulation, statistical correlation, and scenario planning, are applied to deliver reliable market sizing and forecasting.

Key Questions Addressed

What is the current and forecast market size of the Horse Feed industry at global, regional, and country levels?

Which types, applications, and technologies present the highest growth potential?

How are supply chains adapting to geopolitical and economic shocks?

What role do policy frameworks, trade flows, and sustainability targets play in shaping demand?

Who are the leading players, and how are their strategies evolving in the face of global uncertainty?

Which regional “hotspots” and customer segments will outpace the market, and what go-to-market and partnership models best support entry and expansion?

Where are the most investable opportunities—across technology roadmaps,

sustainability-linked innovation, and M&A—and what is the best segment to invest over the next 3–5 years?

Your Key Takeaways from the Horse Feed Market Report

Global Horse Feed market size and growth projections (CAGR), 2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on Horse Feed trade, costs, and supply chains

Horse Feed market size, share, and outlook across 5 regions and 27 countries, 2023-2034

Horse Feed market size, CAGR, and market share of key products, applications, and end-user verticals, 2023-2034

Short- and long-term Horse Feed market trends, drivers, restraints, and opportunities

Porter's Five Forces analysis, technological developments, and Horse Feed supply chain analysis

Horse Feed trade analysis, Horse Feed market price analysis, and Horse Feed supply/demand dynamics

Profiles of 5 leading companies—overview, key strategies, financials, and products

Latest Horse Feed market news and developments

Additional Support

With the purchase of this report, you will receive

An updated PDF report and an MS Excel data workbook containing all market tables and figures for easy analysis.

7-day post-sale analyst support for clarifications and in-scope supplementary data, ensuring the deliverable aligns precisely with your requirements.

Complimentary report update to incorporate the latest available data and the impact of recent market developments.

** The updated report will be delivered within 3 working days*

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