

# **Mineral Feed Supplement Global Market Insights 2025, Analysis and Forecast to 2030, by Market Participants, Regions, Technology, Application, Product Type**

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## **Abstracts**

### **Mineral Feed Supplement Market Summary**

#### **Introduction**

Mineral feed supplements provide essential minerals like potassium, calcium, sodium, iron, and zinc to enhance animal health and productivity in poultry, swine, ruminants, aquaculture, and other livestock applications. The industry is characterized by its focus on improving feed efficiency, animal growth, and disease resistance, driven by rising global demand for high-quality protein. Key trends include organic mineral formulations, precision nutrition, and sustainable sourcing, addressing environmental and animal welfare concerns. The market is propelled by increasing livestock production, advancements in feed additive technologies, and regulatory support for safe, eco-friendly supplements.

#### **Market Size and Growth Forecast**

The global Mineral Feed Supplement market was valued at USD 4.7–7.2 billion in 2024, with an estimated CAGR of 5.0%–7.0% from 2025 to 2030, driven by livestock intensification and nutrition demands.

#### **Regional Analysis**

North America grows at 4.8%–6.8%; the U.S. leads due to large-scale poultry and ruminant farming, with trends toward organic minerals.

Europe achieves 4.5%–6.5% growth; Germany drives demand, focusing on sustainable feed additives.

Asia Pacific records 5.5%–7.5% growth; China is a key market, with trends toward aquaculture and swine supplements.

Rest of the World grows at 4.3%–6.3%; Brazil shows potential, prioritizing ruminant nutrition.

### Application Analysis

Poultry expands at 5.2%–7.2%; it dominates due to high broiler demand, with trends favoring zinc and calcium supplements.

Swine grows at 5.0%–7.0%; it supports pork production, emphasizing iron for growth.

Ruminants rise at 4.8%–6.8%; they focus on dairy and beef, with trends toward potassium for health.

Aquaculture expands at 5.5%–7.5%; it drives fish nutrition, emphasizing trace minerals.

Others grow at 4.5%–6.5%; they include equine, focusing on specialized nutrition.

### Type Analysis

Potassium Element expands at 4.8%–6.8%; it supports metabolic health, with trends toward organic sources.

Calcium Element grows at 5.0%–7.0%; it enhances bone health, with innovations in bioavailability.

Sodium Element rises at 4.5%–6.5%; it maintains electrolyte balance, focusing on cost-efficiency.

Iron Element expands at 5.2%–7.2%; it boosts growth, with trends toward chelated forms.

Zinc Element grows at 5.5%–7.5%; it improves immunity, emphasizing sustainable sourcing.

Others rise at 4.3%–6.3%; they include niche minerals, focusing on precision delivery.

### Key Market Players

DSM, based in Heerlen, Netherlands, is a leader in mineral feed supplements, offering bioavailable solutions for poultry and aquaculture, emphasizing sustainability.

BASF, headquartered in Ludwigshafen, Germany, provides zinc and iron supplements for swine, focusing on high-efficacy formulations.

Nutreco, from Amersfoort, Netherlands, specializes in calcium supplements for ruminants, known for precision nutrition.

Alltech, based in Nicholasville, Kentucky, USA, offers organic mineral supplements for aquaculture, emphasizing animal health.

### Porter's Five Forces Analysis

The threat of new entrants is moderate; regulatory barriers and R&D costs deter entry, but demand attracts niche players.

The threat of substitutes is low; synthetic alternatives are less preferred due to sustainability concerns.

Buyer power is moderate; large farms demand quality, but smaller farms have less leverage.

Supplier power is moderate; mineral raw materials face supply constraints, increasing supplier influence.

Competitive rivalry is high; companies differentiate through organic formulations and precision delivery.

### Market Opportunities and Challenges

#### Opportunities

Growing livestock production drives mineral supplement demand.

Organic and sustainable formulations enhance market growth.

Emerging markets in Asia Pacific offer expansion opportunities.

## Challenges

Raw material supply constraints increase production costs.

Stringent regulations on feed additives raise compliance costs.

Farmer education gaps limit adoption in developing regions.

## Growth Trend Analysis

The Mineral Feed Supplement market is growing steadily, driven by livestock nutrition needs. On July 31, 2024, Bear River Zeolite launched CattleMax™, a cattle feed supplement. On October 31, 2024, Phibro Animal Health acquired Zoetis' medicated feed additive portfolio, boosting mineral supplement offerings. On January 7, 2025, Wellful acquired Ancient Nutrition, expanding its wellness supplement portfolio. On January 8, 2025, SAM Nutrition launched Nexus, a feed additive division. On February 7, 2025, Biochem acquired a new warehouse to support feed supplement distribution. On March 6, 2025, Vegan Minerals introduced a plant-based calcium alternative. On March 28, 2025, EW Nutrition acquired a stake in Green Innovation, expanding its gut health portfolio. These align with a projected CAGR of 5.0%–7.0% through 2030.

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