

Animal Growth Promoter Market Forecasts to 2030 – Global Analysis By Product Type (Antibiotics, Hormones, Enzymes, Probiotics, Prebiotics and Other Product Types), Form, Livestock, Source, Application and By Geography

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Abstracts

According to Statistics MRC, the Global Animal Growth Promoter Market is accounted for \$19.6 billion in 2024 and is expected to reach \$29.0 billion by 2030 growing at a CAGR of 6.7% during the forecast period. An Animal Growth Promoter (AGP) is a substance added to animal feed to enhance growth, improve feed efficiency, or prevent diseases. AGPs include antibiotics, hormones, and other additives that stimulate physiological processes, leading to faster weight gain and better overall health in livestock. While they are commonly used in the farming industry to boost productivity, their use has raised concerns about antibiotic resistance and potential impacts on human health, leading to increasing regulations in many countries.

According to the Food and Agriculture Organization (FAO) of the United Nations, the U.S. had 93.7 million cattle in 2017.

Market Dynamics:

Driver:

Rising demand for meat and meat products

The rising demand for meat and meat products globally is significantly driving the growth of the market. As consumer preferences shift toward protein-rich diets, the need for efficient livestock production increases. Animal growth promoters are increasingly

used to enhance growth rates, improve feed efficiency, and ensure the availability of high-quality meat. This demand is particularly evident in developing regions, where increasing disposable incomes and urbanization are fueling meat consumption, further boosting market expansion.

Restraint:

Concerns about the safety

Concerns about the safety of animal growth promoters have raised significant issues in the market. The use of growth hormones, antibiotics, and other additives has sparked fears regarding potential residue in meat products, posing health risks to consumers. These concerns are leading to increased scrutiny from regulatory bodies. Additionally, public backlash against unsafe practices may harm brand reputation, causing a shift toward natural, organic alternatives, which challenges traditional growth promoter usage and market growth.

Opportunity:

Stricter regulations on the use of antibiotics

Stricter regulations on the use of antibiotics in the market are reshaping the industry. Governments worldwide are enforcing guidelines to limit antibiotic usage due to concerns over antimicrobial resistance and food safety. This has led to a shift towards alternative growth promoters such as probiotics, enzymes, and plant-based additives. As a result, the market is witnessing innovation in safer, non-antibiotic solutions, with producers focusing on sustainable practices to meet consumer demand for healthier, antibiotic-free meat products.

Threat:

High costs

High costs of animal growth promoters are a significant challenge in the market. The expensive nature of certain additives, such as hormones, antibiotics, and probiotics, increases production costs for livestock farmers, potentially reducing their profitability. Smaller-scale producers may struggle to afford these products, leading to market concentration as larger players dominate. Additionally, rising input costs could lead to higher meat prices, affecting consumer demand. These financial pressures can hinder

market growth.

Covid-19 Impact:

The COVID-19 pandemic significantly impacted the market, disrupting supply chains and reducing production capacity. Lockdowns and labor shortages affected the availability of key ingredients for growth promoters, leading to delays and price hikes. The pandemic highlighted the importance of food security, prompting increased interest in efficient livestock farming practices. This led to a shift towards more sustainable and cost-effective growth promoter solutions.

The antibiotics segment is expected to be the largest during the forecast period

The antibiotics segment is anticipated to account for the largest market share during the projection period. These antibiotics help animals reach market weight more efficiently and reduce the likelihood of infections. However, growing concerns about antibiotic resistance and its potential effects on human health have led to stricter regulations in several countries. This shift is encouraging the adoption of alternative growth-promoting strategies, such as probiotics, enzymes, and herbal supplements, shaping the future of the market.

The feed additives segment is expected to have the highest CAGR during the forecast period

The feed additives segment is expected to have the highest CAGR during the extrapolated period. These additives include vitamins, minerals, enzymes, probiotics, and organic acids that improve feed efficiency, support digestion, and boost immune function. As an alternative to antibiotics, feed additives are gaining popularity due to their role in promoting sustainable and healthier animal production. With increasing concerns about antibiotic resistance, demand for natural and safe feed additives is expected to rise, influencing the market's growth.

Region with largest share:

North America region is anticipated to account for the largest market share during the forecast period. With a strong focus on improving livestock productivity and feed efficiency, antibiotics, feed additives, and other growth-promoting technologies are widely used. However, increasing regulatory scrutiny on antibiotic use, along with rising consumer preference for organic and antibiotic-free products, is reshaping the market.

The region is also witnessing growing interest in sustainable and alternative growth promotion solutions.

Region with highest CAGR:

Asia Pacific is expected to register the highest growth rate over the forecast period. Increased incomes and urbanization in Asia Pacific have contributed to a surge in the demand for meat and dairy products, further driving the need for animal growth promoters to meet production requirements. Additionally, the adoption of intensive farming methods and advanced technologies has contributed to the demand for growth promoters to ensure faster and more efficient production.

Key players in the market

Some of the key players in Animal Growth Promoter market include Zoetis, Bayer Animal Health, Merck Animal Health, Boehringer Ingelheim Animal Health, Cargill, Inc., BASF SE, ADM Animal Nutrition, Nutreco N.V., Evonik Industries AG, Alltech Inc., DSM Nutritional Products, Lonza Group, BioZyme Inc., Novozymes and American Vanguard Corporation.

Key Developments:

In February 2024, Blacksmith Medicines, Inc., a global biopharmaceutical company, and Zoetis, a global animal health company, announced a collaboration, to discover and develop novel antibiotics for animal health

In July 2021, ADM has announced the launch of a customized antibiotic reduction program developed by Wisium, its premix and nutrition services business. The new program centralizes Wisium's demedication solutions across all species, such as poultry, cattle and swine, offering a holistic approach.

Product Types Covered:

Antibiotics

Hormones

Enzymes

Probiotics

Prebiotics

Other Product Types

Forms Covered:

Feed Additives

Injectables

Oral Solutions

Premixes

Livestocks Covered:

Cattle

Poultry

Swine

Aquaculture

Other Livestocks

Sources Covered:

Synthetic

Natural

Applications Covered:

Meat Production

Milk Production

Egg Production

Health & Disease Control

Animal Weight Gain

Other Applications

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments

Animal Growth Promoter Market Forecasts to 2030 – Global Analysis By Product Type (Antibiotics, Hormones, Enzy...

- Strategic recommendations for the new entrants
- Covers Market data for the years 2022, 2023, 2024, 2026, and 2030
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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