

# **Lucerne Market Forecasts to 2032 – Global Analysis By Type (Organic Lucerne, Conventional Lucerne, Genetically Modified (GM) Lucerne, Non-GMO Lucerne and Other Types), Form, Distribution Channel, Application, End User and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Lucerne Market is growing at a CAGR of 9.0% during the forecast period. Lucerne, also known as alfalfa (*Medicago sativa*), is a perennial flowering plant widely cultivated as a forage crop for livestock due to its high nutritional value. Native to South-Central Asia, it thrives in temperate climates and is valued for its deep root system, which allows it to withstand drought and improve soil fertility. Rich in protein, vitamins, and minerals, Lucerne is typically harvested as hay, silage, or used in pasture grazing. It also supports sustainable agriculture by fixing nitrogen in the soil through a symbiotic relationship with rhizobia bacteria.

Market Dynamics:

Driver:

Increasing demand for dairy and meat products

The increasing demand for dairy and meat products in the market is driven by several key factors. Rising population and urbanization have led to higher consumption rates, while growing health awareness boosts demand for protein-rich foods. Additionally, changing dietary habits and higher disposable incomes contribute to increased spending on animal-based products. The expansion of retail and foodservice sectors, along with innovations in packaging and cold storage, also support market growth, making Lucerne a thriving hub for dairy and meat consumption.

## Restraint:

### Availability of cheaper feed alternatives

The availability of cheaper feed alternatives poses a significant challenge to the market by diverting demand toward more cost-effective options. Despite Lucerne's nutritional advantages, price-sensitive farmers may opt for less expensive feeds, reducing its market share. This shift can lead to decreased profitability for Lucerne producers and limit investment in its cultivation. Additionally, increased competition from alternatives may suppress prices, making it harder for Lucerne to compete unless its unique health and sustainability benefits are effectively communicated.

## Opportunity:

### Growing awareness of health benefits in humans

Growing awareness of health benefits in the market is driven by increasing consumer demand for natural, high-protein animal feed, rising health consciousness, and the shift toward sustainable agriculture. Lucerne, known for its rich nutrient profile, supports animal health and indirectly promotes better human nutrition through dairy and meat products. Government initiatives, educational campaigns, and growing interest in organic food production further fuel this trend, making Lucerne a popular choice among health-aware farmers and consumers alike.

## Threat:

### High cost and slow rate of establishment

The high cost and slow rate of establishment significantly hinder the growth of the market. Establishing Lucerne requires substantial initial investment in quality seeds, soil preparation, and irrigation, making it less attractive to small and medium-scale farmers. Its slow growth rate delays returns, further discouraging adoption. These factors limit widespread cultivation, reduce production volumes, and restrict market expansion. As a result, farmers may turn to faster-growing, less costly alternatives, undermining Lucerne's potential despite its long-term nutritional benefits.

## Covid-19 Impact

The COVID-19 pandemic severely disrupted the market by causing significant supply chain interruptions. Lockdowns and movement restrictions hindered the transportation of Lucerne hay and other essential feed ingredients, leading to shortages and delayed deliveries. This disruption not only increased feed costs but also affected the availability of quality Lucerne, impacting livestock health and productivity. Additionally, labor shortages and market closures further strained the agricultural sector, reducing the demand for Lucerne and affecting its market stability.

The organic lucerne segment is expected to be the largest during the forecast period

The organic lucerne segment is expected to account for the largest market share during the forecast period, due to increasing consumer preference for healthier, chemical-free products, particularly among health-conscious individuals and livestock farmers. Growing awareness about the environmental benefits of organic farming, such as soil health and biodiversity preservation, also contributes to the market's growth. Additionally, the rise in organic feed demand for livestock, as well as the expanding organic food sector, further boosts the appeal of organic lucerne, making it a sought-after commodity.

The dairy cattle segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the dairy cattle segment is predicted to witness the highest growth rate. As populations grow and dietary patterns shift, particularly in developing nations, the need for high-quality dairy cattle feed intensifies. Lucerne, known for its high protein content and nutritional value, plays a crucial role in enhancing milk production and overall cattle health. Additionally, environmental factors such as droughts and floods limit natural grazing options, prompting farmers to rely more on formulated cattle feed like Lucerne to sustain livestock health and productivity.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share. The expansion of large-scale commercial dairy and livestock operations, particularly in China and India, has significantly increased demand for high-quality forage. Lucerne's rich nutritional profile, offering digestible proteins, fiber, and essential vitamins, makes it a preferred choice for animal feed. Additionally, rising disposable incomes and changing dietary preferences are boosting consumption of dairy and meat products, further fueling the need for premium feed sources like lucerne .

### Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR. The rising demand for high-quality animal feed, especially for dairy and livestock sectors in the United States and Canada, has increased the need for nutritious forage crops like lucerne. Additionally, advancements in agricultural practices, such as the adoption of disease-resistant and drought-tolerant lucerne varieties, have improved yield and resilience. Government support and favorable policies further contribute to the expansion of lucerne cultivation in the region.

### Key players in the market

Some of the key players profiled in the Lucerne Market include Schindler Aufzuge AG, Emmi AG, ALSO Holding AG, B. Braun Medical AG, Opacc Software AG, Toradex AG, Verkehrsbetriebe Luzern AG, Monosuisse AG, Confiseur Bachmann AG, JT International AG, Rottal Auto AG, Thermoplan AG, Frey + Cie Elektro AG, Linde Gas Schweiz AG and Gemu GmbH.

### Key Developments:

In May 2024, B. Braun Medical AG has commenced operations at a new production facility for disinfectant and hygiene products at the company's Swiss headquarters in Sempach in the canton of Lucerne. A sum of approximately 75 million Swiss francs has been invested in the N.I.C.O. (New Infection Control Operations) plant, with the aim of doubling Disinfection production capacities over the medium term, further details of which can be found in a press release.

In March 2024, Opacc has announced two new developments: During a period of several years under development, the company from the canton of Lucerne has completely redesigned the Opacc ERP user interface with its over 1 million lines of code. The major project was announced at the Opacc Connect conference in 2022 under the project name Better ERP Experience. According to a press release, this fifth generation of the ERP user interface will be released on April 1 under its new name of Nytron.

### Types Covered:

Organic Lucerne

Conventional Lucerne

Genetically Modified (GM) Lucerne

Non-GMO Lucerne

Other Types

Forms Covered:

Bales

Pellets

Cubes

Powder

Distribution Channels Covered:

Direct Sales (B2B)

Online Platforms

Distributors/Wholesalers

Retail

Applications Covered:

Dairy Cattle

Beef Cattle

Poultry

Horses

Sheep and Goats

Biofuel

Other Applications

End Users Covered:

Farms

Animal Feed Manufacturers

Exporters

Government/Agencies

Other End Users

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
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- 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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