

Starter Feed Market Forecasts to 2030 – Global Analysis By Type (Crumble, Pellets, Mash, Liquid and Other Types), Animal Type, Ingredient, Distribution Channel, Application, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Starter Feed Market is accounted for \$33.04 billion in 2024 and is expected to reach \$48.24 billion by 2030 growing at a CAGR of 6.5% during the forecast period. Starter feed is a specially formulated feed designed for young animals, such as poultry, piglets, or calves, during the early stages of growth. It is rich in essential nutrients, including proteins, vitamins, and minerals, to support rapid development, immune function, and overall health. Typically offered within the first few days or weeks after birth, starter feed has a fine texture to promote easy digestion. Its composition is tailored to meet the unique dietary needs of young animals, ensuring optimal growth and laying the foundation for future health and productivity.

According to the USDA, global meat production, covering beef, poultry, and pork, surged to 340 billion Kilo Tons in 2021 from 248 billion in 2018.

Market Dynamics:

Driver:

Rising demand for animal protein

As consumers seek higher-quality, protein-rich foods, livestock farmers focus on improving production efficiency and ensuring healthy, high-yielding animals. Starter feed, rich in essential nutrients, plays a vital role in early-stage animal growth, enhancing feed conversion and promoting rapid development. This growing demand for

protein encourages farmers to invest in quality starter feeds to optimize animal health and productivity. Consequently, the need for effective starter feed solutions continues to rise, driving market expansion globally.

Restraint:

Strict regulatory frameworks

Strict regulatory frameworks in the starter feed market are in place to ensure the safety, quality, and nutritional standards of animal feeds. Such stringent standards increases production costs, limits ingredient choices, and delays product approvals. Compliance with these regulations may be challenging, especially for small-scale producers, reducing the availability of affordable feed options and slowing the introduction of innovative feed formulations to the market.

Opportunity:

Innovations in feed formulations

Advances in ingredient sourcing, such as incorporating alternative protein sources like insects or plant-based proteins, provide more sustainable and cost-effective solutions. Additionally, the use of precision nutrition and fortified feed formulations ensures that starter feeds are tailored to meet the specific needs of young livestock, improving their health, growth, and immune function. These innovations help address challenges like disease prevention and feed efficiency, thus attracting more farmers and breeders to adopt advanced starter feed solutions, boosting market expansion.

Threat:

High cost of premium feeds

The high cost of premium starter feeds is driven by the use of high-quality ingredients, advanced formulations, and specialized additives to ensure optimal growth and health in young animals. These ingredients, such as animal proteins, vitamins, and minerals, are often expensive to source. Additionally, the need for research and development to create tailored solutions further increases costs. Consequently, it hampers market growth by reducing overall adoption, particularly in cost-sensitive regions or for smaller livestock operations.

Covid-19 Impact

The covid-19 pandemic had a mixed impact on the starter feed market. Disruptions in global supply chains, including the availability of raw materials and transportation, led to increased production costs and delays in feed deliveries. Additionally, labor shortages and changes in consumer demand affected the livestock sector. However, the pandemic highlighted the importance of maintaining animal health. As the industry recovers, the market is expected to regain momentum with increasing demand for sustainable and efficient feed solutions.

The growth promotion segment is expected to be the largest during the forecast period

The growth promotion segment is predicted to secure the largest market share throughout the forecast period. Starter feed plays a crucial role in growth promotion for young livestock by providing essential nutrients that support rapid development during the early stages of life. It is specially formulated with high-quality proteins, vitamins, and minerals to ensure optimal growth, strong immune function, and improved overall health. As a result, starter feed is integral to ensuring healthy and productive animals in the long term.

The livestock breeders segment is expected to have the highest CAGR during the forecast period

The livestock breeders segment is anticipated to witness the highest CAGR during the forecast period. In livestock breeding, starter feed is essential for ensuring the healthy development of newborn animals. It is formulated to meet the specific nutritional needs of young livestock, including poultry, calves, and piglets, during their critical early growth stages. For breeders, providing high-quality starter feed is a key practice in improving breeding outcomes, boosting fertility, and ensuring the overall health of the herd, resulting in higher-quality offspring.

Region with largest share:

Asia Pacific is expected to register the largest market share during the forecast period driven by the growing livestock industry, increasing demand for animal protein, and advancements in animal nutrition. Key players in the region include Cargill, DSM Nutritional Products, and Archer Daniels Midland Company, offering specialized feed solutions. With expanding poultry and dairy farming sectors, the market in the Asia Pacific region is expected to grow steadily due to increased demand for high-quality

starter feeds.

Region with highest CAGR:

North America is expected to witness the highest CAGR over the forecast period fuelled by the advancements in livestock farming practices. Increasing consumer preference for high-quality meat and dairy products further boosts the market. Key players in the region include Cargill, Land O'Lakes, and Purina Animal Nutrition, which provide innovative feed solutions. With expanding poultry, swine, and dairy industries, the North American starter feed market is expected to experience steady growth, driven by technological advancements and sustainable farming practices.

Key players in the market

Some of the key players profiled in the Starter Feed Market include Cargill, Archer Daniels Midland (ADM), Land O'Lakes, Nutreco, DSM Nutritional Products, Bunge Limited, Skretting, Agribands Purina, De Heus Animal Nutrition, Kent Feeds, Alltech, ForFarmers, Provimi, New Hope Group, Charoen Pokphand Foods (CPF), Delacon, Lallemand Animal Nutrition and Trouw Nutrition.

Key Developments:

In September 2022, Cargill has introduced a new mini-pellet chick feed to promote chick start in the first 120 hours of a bird's life. Neochicc includes precise amounts of protein, starch, fat and additives in highly digestible ingredients to promote maximum nutrient digestibility.

In December 2021, Skretting launched Nutra Sprint Starter Feed for Rainbow Trout, a specialized, high-performance feed designed to support the growth and health of first-feeding trout fry. This feed is specifically formulated for the early stages of rainbow trout development, providing essential nutrients to support rapid growth, optimal gut health, and overall well-being.

Types Covered:

Crumble

Pellets

Mash

Liquid

Other Types

Animal Types Covered:

Poultry

Swine

Aquatic Animals

Cattle

Other Animal Types

Ingredients Covered:

Grains

Protein Sources

Fats & Oils

Vitamins & Minerals

Additives

Other Ingredients

Distribution Channels Covered:

Online Stores

Veterinary Clinics

Agricultural Stores

Direct Sales

Other Distribution Channels

Applications Covered:

Growth Promotion

Immunity Boosting

Digestive Health

Disease Prevention

Other Applications

End Users Covered:

Commercial Feed Manufacturers

Farm Owners

Livestock Breeders

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 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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