

Animal Intestinal Health Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Livestock (Aquaculture, Poultry, Ruminant, Swine, Others), By Additive (Probiotics, Prebiotics, Immunostimulants, Phytogenics), By Form (Dry, Liquid), By Source (Microbial, Plant Based), By Region and Competition, 2019-2029F

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Abstracts

Global Animal Intestinal Health Market was valued at USD 3.54 Billion in 2023 and is anticipated to project steady growth in the forecast period with a CAGR of 7.78% through 2029. The Animal Intestinal Health Market refers to the industry focused on products and services that maintain or improve the gut health of various animal species. This includes livestock and pets, and encompasses everything from feed additives (like prebiotics, probiotics, and phytogenics), diagnostic services, and treatments for conditions such as intestinal infections or disorders. The market's growth is driven by increasing awareness of the importance of animal health, the demand for quality animal-derived products, and advancements in animal healthcare research and product development.

Key Market Drivers

Increasing Prevalence of Animal Diseases

The global demand for animal intestinal health solutions is witnessing a significant surge, driven by the increasing prevalence of animal diseases within the livestock and poultry industries. As the frequency and impact of diseases affecting the gastrointestinal tract of animals continue to rise, there is a growing recognition among livestock

producers and veterinarians of the critical role that intestinal health plays in overall animal well-being and performance. The heightened prevalence of diseases such as enteric infections and digestive disorders necessitates a proactive approach to maintaining and improving animal intestinal health. This has led to an increased demand for specialized products and solutions designed to support digestive function, enhance nutrient absorption, and strengthen the immune system of livestock and poultry.

Livestock producers are actively seeking innovative and science-backed solutions to address the challenges posed by emerging and endemic diseases affecting the gastrointestinal tract. This has prompted a surge in the demand for probiotics, prebiotics, organic acids, and other feed additives that promote a healthy microbial balance within the intestines, mitigating the risk of disease and improving overall animal performance. The global animal intestinal health market is responding to this demand by offering a diverse range of products aimed at preventing and managing intestinal diseases. This trend reflects the industry's commitment to adopting holistic and preventive approaches to animal health, ensuring the sustainability and efficiency of livestock and poultry production systems on a global scale. As the prevalence of animal diseases continues to pose challenges, the demand for effective intestinal health solutions is poised to remain a priority in modern animal husbandry practices.

Advances in Veterinary Medicine & Animal Healthcare

The global demand for animal intestinal health solutions is experiencing a notable upswing, propelled by continuous advances in veterinary medicine and animal healthcare. As the field of veterinary science evolves with cutting-edge technologies, there is a growing recognition of the interconnectedness between overall animal health and the well-being of the gastrointestinal system. Veterinarians, livestock producers, and pet owners are increasingly aware of the pivotal role that intestinal health plays in maintaining the overall health and performance of animals. Advancements in veterinary medicine have led to a deeper understanding of the intricate interactions within the animal gut microbiome and its impact on immune function, nutrient absorption, and disease resistance. This enhanced knowledge has spurred the development of innovative solutions such as probiotics, prebiotics, and specialized feed additives designed to support and optimize animal intestinal health.

The demand for these advanced intestinal health products is escalating globally as livestock producers, pet owners, and animal caretakers seek proactive measures

to prevent diseases and enhance the well-being of their animals. This trend is further fueled by a growing consumer emphasis on the humane treatment and optimal health of animals in various sectors, from livestock farming to pet care. The intersection of veterinary medicine breakthroughs and the increasing demand for animal intestinal health solutions reflects a paradigm shift toward preventive and holistic approaches in animal healthcare. As the industry continues to embrace these advances, the global market for intestinal health products is poised for sustained growth, aligning with the broader goals of promoting animal welfare and ensuring the health and productivity of diverse animal populations.

Growing Adoption of Prebiotics & Probiotics

The global demand for animal intestinal health solutions is experiencing a significant upsurge, driven by the growing adoption of prebiotics and probiotics in animal nutrition. As the understanding of the crucial role played by the gut microbiome in animal health deepens, there is a notable shift towards incorporating these beneficial microorganisms into animal diets. Probiotics, which are live beneficial bacteria, and prebiotics, which are non-digestible fibers that support the growth of beneficial bacteria, are gaining widespread acceptance as integral components in promoting and maintaining intestinal health.

Livestock producers, pet owners, and animal nutritionists are increasingly recognizing the potential of prebiotics and probiotics to enhance digestion, nutrient absorption, and overall immune function in animals. The demand for these microbial-based solutions is escalating globally as a proactive approach to prevent gastrointestinal issues and improve the overall well-being of diverse animal species. The positive impact of prebiotics and probiotics on animal intestinal health aligns with the broader industry trend towards sustainable and science-backed practices. These microbial supplements not only contribute to better gut health but also support efficient and responsible animal farming practices. As consumer awareness of the connection between animal nutrition and health grows, the demand for products that prioritize intestinal well-being is set to remain robust, marking a transformative era in global animal husbandry practices where the adoption of prebiotics and probiotics becomes integral to achieving optimal intestinal health across various animal sectors.

Increased Focus on Preventive Healthcare for Animals

The global demand for animal intestinal health solutions is witnessing a substantial upswing, driven by an increased focus on preventive healthcare for animals across

diverse sectors of the industry. With a growing awareness of the importance of proactively managing animal health, there is a heightened recognition that intestinal well-being plays a pivotal role in overall health and disease prevention. Livestock producers, pet owners, and animal caretakers are shifting towards a preventive approach, seeking solutions that promote intestinal health to preclude the onset of digestive disorders and related illnesses. This shift is reflected in the escalating demand for products such as prebiotics, probiotics, and other specialized feed additives designed to maintain a healthy gut microbiome.

The emphasis on preventive healthcare for animals is not only driven by a desire to enhance animal welfare but also aligns with the broader industry goals of sustainable and responsible farming practices. By prioritizing intestinal health, stakeholders aim to reduce the reliance on therapeutic interventions and antibiotics, contributing to more holistic and environmentally friendly approaches to animal care. As the global focus on preventive healthcare gains momentum, the demand for effective solutions that support animal intestinal health is set to grow. This trend underscores a transformative shift in the industry's approach, where proactive measures to enhance intestinal well-being are becoming integral to achieving sustainable and optimal health outcomes for livestock, pets, and other animals worldwide.

Key Market Challenges

Lack of Research & Development (R&D)

The global demand for animal intestinal health solutions is facing a decline, primarily attributed to a lack of Research and Development (R&D) in the field. The absence of significant advancements and innovation in understanding and addressing intestinal health challenges in animals has led to a stagnant product landscape. This lack of R&D hampers the development of novel and effective solutions, limiting the options available to livestock producers, veterinarians, and pet owners seeking advanced products to support intestinal well-being. Without substantial investment in research, the industry struggles to introduce cutting-edge technologies and scientifically backed formulations that could offer breakthroughs in promoting animal intestinal health. Stakeholders are hesitant to invest in existing products when the potential for revolutionary solutions remains untapped due to insufficient R&D efforts.

The consequences of this dearth in research and development are evident across various sectors, from livestock farming to companion animal care. The limited

availability of innovative products hinders the industry's ability to address emerging challenges and evolving needs in animal intestinal health effectively. To revitalize the demand for animal intestinal health solutions globally, there is a crucial need for increased investments in R&D. The industry must prioritize research initiatives that explore new technologies, formulations, and approaches, fostering a culture of innovation that can elevate the standard of care for animal intestinal health on a global scale.

Lack of Veterinary Services

The global demand for animal intestinal health solutions is experiencing a downturn, largely due to a lack of access to veterinary services. In many regions, especially in developing economies, the scarcity of qualified veterinarians and limited veterinary infrastructure constrains the ability of livestock producers and pet owners to address intestinal health issues effectively. The absence of readily available expertise and guidance in managing and preventing gastrointestinal problems in animals contributes to a decreased demand for specialized products aimed at intestinal health.

The inadequate provision of veterinary services impacts both the livestock industry and the companion animal sector. Livestock producers may struggle to implement preventive measures and treatment plans for their animals, hindering overall herd health and productivity. Pet owners, facing challenges in accessing veterinary care, may resort to conventional and less targeted approaches, affecting the demand for advanced intestinal health solutions.

The global market response underscores the interconnectedness between veterinary services and the demand for products promoting animal intestinal health. Efforts to increase the availability of veterinary services, particularly in underserved regions, are essential to reinvigorate the demand for these solutions. A comprehensive approach that includes training, infrastructure development, and awareness campaigns can bridge the gap, ensuring that animals worldwide receive the necessary care and interventions to maintain optimal intestinal health.

Key Market Trends

Introduction of Innovative Animal Healthcare Products

The global demand for animal intestinal health solutions is experiencing a significant boost, propelled by the introduction of innovative animal healthcare products that

specifically target and enhance digestive well-being. The continuous development and introduction of novel solutions, including advanced probiotics, prebiotics, and specialized feed additives, are reshaping the landscape of animal intestinal health globally. These innovative products leverage cutting-edge research and technologies to address specific challenges related to gastrointestinal health in diverse animal species. Livestock producers, pet owners, and veterinarians are increasingly embracing these novel offerings as a means to optimize animal health, prevent digestive disorders, and improve overall performance. The market response reflects a growing recognition that innovation in animal healthcare can provide effective and sustainable solutions to support intestinal health.

The demand for innovative animal healthcare products also aligns with broader industry trends emphasizing sustainable and science-driven practices. The introduction of these products not only addresses existing challenges in animal health but also contributes to reducing the need for therapeutic interventions, such as antibiotics, fostering a more holistic and responsible approach to animal care. As consumer awareness of the connection between animal nutrition and health continues to rise, the global market for animal intestinal health is poised for continued growth. Stakeholders across the industry are witnessing an increased willingness to invest in and adopt these innovative solutions, marking a transformative era where advanced animal healthcare products play a crucial role in achieving optimal intestinal health outcomes for livestock, companion animals, and other species worldwide.

Growing Trend of Adopting Companion Animals

The global demand for animal intestinal health solutions is on the rise, propelled by the growing trend of adopting companion animals worldwide. As more individuals and families welcome pets into their homes, there is a heightened awareness of the importance of maintaining the digestive well-being of these cherished animal companions. The increasing recognition that a healthy gut is fundamental to overall pet health has spurred a surge in demand for specialized products, including probiotics and dietary supplements, aimed at supporting optimal intestinal function.

Pet owners are becoming more proactive in seeking preventive measures to ensure the well-being of their furry friends, and this includes a focus on maintaining a balanced and healthy gut microbiome. The demand for animal intestinal health products is particularly pronounced in the companion animal sector, where pet owners are investing in innovative solutions designed to address specific digestive challenges and promote a resilient immune system.

The global market response reflects a paradigm shift in pet care, where the emphasis is not only on treating illnesses but also on preventive healthcare to enhance the overall quality of life for companion animals. Stakeholders in the animal health industry are witnessing a growing willingness among pet owners to prioritize intestinal health, contributing to the broader trend of responsible pet ownership. As the adoption of companion animals continues to rise, the demand for effective and science-backed intestinal health solutions is poised to remain a focal point in the evolving landscape of the global pet care market.

Segmental Insights

Livestock Insights

Based on Livestock, Poultry have emerged as the fastest growing segment in the Global Animal Intestinal Health Market in 2023. As global populations expand and dietary preferences evolve, the demand for poultry meat and eggs is on the rise. Poultry is often perceived as a healthier and more cost-effective protein source compared to red meats. Optimizing intestinal health in poultry is essential for maximizing feed efficiency, growth rates, and overall productivity. A robust digestive system ensures superior nutrient absorption and conversion, resulting in enhanced weight gain and feed conversion ratios. Growing concerns over antibiotic resistance are driving efforts to reduce antibiotic usage in animal farming. Consequently, there is heightened interest in alternative solutions, such as probiotics, prebiotics, enzymes, and organic acids, to maintain intestinal health and prevent diseases.

Additive Insights

Based on Additive, Probiotics have emerged as the dominating segment in the Global Animal Intestinal Health Market in 2023. Probiotics are highly effective in promoting a balanced gut microbiota, essential for optimal digestion and nutrient absorption in animals, leading to improved health and productivity. With growing concerns about antibiotic resistance, there is a strong push to minimize antibiotic use in animal farming. Probiotics provide a natural and effective alternative for maintaining gut health and preventing diseases. Consumer demand for natural, antibiotic-free, and organic animal products is increasing. Probiotics align with this trend as they are perceived as a natural solution for enhancing animal health. Additionally, many countries are enforcing stricter regulations on antibiotic use in livestock, further driving the adoption of probiotics in the animal health market.

Regional Insights

Based on Region, North America have emerged as the dominating region in the Global Animal Intestinal Health Market in 2023. the region boasts advanced animal health infrastructure that supports the well-being of livestock. This infrastructure includes state-of-the-art veterinary clinics, research facilities, and technology-driven solutions. There is an increasing demand for livestock products in north America. With a growing population and changing dietary preferences, the demand for high-quality meat, dairy, and poultry products has been on the rise. This demand has led t%II%a greater focus on maintaining the intestinal health of animals, ensuring their optimal growth and productivity. North America places a strong emphasis on animal welfare practices. The region has implemented stringent regulations t%II%safeguard the health and well-being of animals. These regulations cover various aspects, including nutrition, housing conditions, and disease prevention. By prioritizing animal welfare, North America ensures that animals are raised in a healthy and stress-free environment, contributing t%II%their overall intestinal health. The rising tendency towards pet adoption in North America has played a significant role in the region's market dominance. As more people embrace pets as part of their families, the demand for products that promote animal intestinal health has increased. Pet owners are increasingly aware of the importance of maintaining a balanced diet and digestive health for their furry companions.

Key Market Players

%II%AB Agri Limited

%II%Cargill, Incorporated

%II%Calpis Co., Ltd.

%II%Chr. Hansen A/S

%II%Dr. Eckel Animal Nutrition GmbH & Co. KG

%II%Evonik Industries AG

%II%Kemin Industries, Inc.

%II%Koninklijke DSM N.V.

Lallemand Inc.

Report Scope:

In this report, the Global Animal Intestinal Health Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Animal Intestinal Health Market, By Livestock:

Aquaculture

Poultry

Ruminant

Swine

Others

Animal Intestinal Health Market, By Additive:

Probiotics

Prebiotics

Immunostimulants

Phytogenics

Animal Intestinal Health Market, By Form:

Dry

Liquid

Animal Intestinal Health Market, By Source:

%II%Microbial

%II%Plant Based

%II%Animal Intestinal Health Market, By Region:

%II%North America

%II%United States

%II%Canada

%II%Mexico

%II%Europe

%II%France

%II%United Kingdom

%II%Italy

%II%Germany

%II%Spain

%II%Asia Pacific

%II%China

%II%India

%II%Japan

%II%Australia

%II%South Korea

%II%South America

%II%Brazil

%II%Argentina

%II%Colombia

%II%Middle East & Africa

%II%South Africa

%II%Saudi Arabia

%II%UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Animal Intestinal Health Market.

Available Customizations:

Global Animal Intestinal Health Market report with the given market data, TechSci Research offers customizations according t%II%a company's specific needs. The following customization options are available for the report:

Company Information

%II%Detailed analysis and profiling of additional market players (up t%II%five).

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