

# **Asia-Pacific Animal Feed Additive Market Segmented By Type (Amino Acids, Vitamins, Minerals, Enzymes & Others), By Livestock (Poultry, Swine, Cattle, Aquaculture & Others), By Region, Competition, Forecast & Opportunities, 2018-2028**

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## **Abstracts**

Asia-Pacific Animal Feed Additive Market is anticipated to project impressive growth in the forecast period. Animal Feed Additives are substances added to animal feed to improve its nutritional value or promote healthier growth and development of livestock. These additives can include vitamins, minerals, amino acids, and enzymes, among others. They enhance the feed's efficiency, aid in the prevention of diseases, and can even influence the quality of the products derived from the animals, such as milk or meat.

The Asia-Pacific Animal Feed Additive market refers to the industry focused on the manufacturing and distribution of animal feed additives in the Asia-Pacific region. This region, which includes countries like China, India, Japan, Australia, and others, is a significant player in the global animal feed additive market due to its large livestock population and the increasing demand for animal-derived products. The additives produced in this area comprise of various vitamins, minerals, amino acids, enzymes, and other nutritional elements essential for the healthy growth and development of animals. The quality of these additives can directly influence the quality of livestock products like milk, meat, and eggs, making them a critical component in the region's agricultural sector.

### **Key Market Drivers**

Increase in Pet Ownership

The rising trend of pet ownership in the Asia-Pacific region is projected to significantly drive the demand for animal feed additives. This surge in pet ownership can be attributed to several factors, including the emerging middle class, urbanization, and an increasing interest in pet adoption for companionship. With the rise in disposable income, pet owners are now willing to invest more in premium pet care products, including high-quality animal feed, to ensure the health and longevity of their pets. The additives in animal feed play a crucial role in enhancing the nutritional value of pet food, improving the gut health of animals, and preventing various diseases. Therefore, as pet ownership continues to rise, the demand for enriched animal feed is likely to escalate concurrently. Furthermore, the increasing awareness of animal health among pet owners in this region is also expected to contribute significantly to the growth of the animal feed additive market. Consequently, manufacturers are focused on expanding their product portfolio by introducing innovative and efficient additives to cater to the growing demand.

### Technological Advancements in Feed Production

Technological advancements in feed production are poised to significantly influence the demand for animal feed additives in the Asia-Pacific region. The adoption of innovative technologies, such as precision feeding systems and feed processing technologies, has enhanced the efficiency and quality of feed production. This in turn, has led to an increase in the need for feed additives, which are essential in improving animal health, productivity, and feed efficiency. Additionally, technology has played a pivotal role in the development of new types of feed additives, including probiotics, enzymes, and amino acids, which are increasingly being sought after by the livestock industry. Furthermore, the integration of digital solutions and data analytics in feed production is allowing feed manufacturers to monitor and optimize the use of feed additives, thereby driving their consumption. Asia-Pacific, with its booming livestock industry and growing adoption of technology in agriculture, is expected to witness a substantial increase in demand for animal feed additives. This surge in demand is further propelled by the region's increasing population and income levels, which are driving a higher consumption of animal-based products. Hence, technological advancements in feed production are not only transforming the feed industry but are also shaping the future of the animal feed additive market in the Asia-Pacific region.

### Demand for High-Quality Animal Products

The expected surge in demand for high-quality animal products in the Asia-Pacific

region is likely to propel the market for animal feed additives. As consumers become increasingly health-conscious, there is an escalating demand for animal-derived products that are high in nutritional value, safe, and ethically produced. This consumer behaviour is likely to influence livestock farmers to focus on the quality of animal feed, which in turn, is predicted to drive the demand for feed additives in the region. Animal feed additives are substances that enhance the nutritional value of animal feed, thereby improving animal health and the quality of the animal byproducts. They play a critical role in preventing diseases, promoting growth, and improving the quality of meat, dairy, and other animal-derived products. Therefore, with the rising consumer demand for superior animal products, the animal feed additive market in the Asia-Pacific region is poised to witness significant growth. Furthermore, the growth in this sector will be supported by the increasing trend of industrial livestock farming in the region, which further necessitates the use of quality feed additives to ensure optimum animal health and productivity.

### Expansion of the Poultry Industry

The poultry industry in Asia-Pacific is on a significant upswing, driven by factors such as increasing population, rising disposable income, and a surge in demand for protein-rich food. This growth is expected to positively impact the animal feed additive market in the region. Feed additives are essential in poultry farming as they enhance feed quality, promoting animal health and productivity. They help in improving weight gain, preventing diseases, and enhancing feed digestibility, all critical for profitability in the poultry business. As the poultry industry expands, it is anticipated that the demand for these additives will correspondingly rise, given their integral role in poultry production. The increasing consumer awareness about the quality of poultry products and stringent regulations regarding animal health are also likely to spur the demand for feed additives. Furthermore, the introduction of innovative and efficient feed additives by market players, focusing on improving animal health, is projected to fuel market growth in this region. Therefore, the expansion of the poultry industry is indubitably poised to escalate the demand for animal feed additives in the Asia-Pacific region.

### Key Market Challenges

#### High Production Cost

In Asia-Pacific, the livestock industry is bracing for a potential decrease in the demand for animal feed additives, primarily attributed to escalating production costs. Feed additives, crucial for enhancing animal growth and health, are becoming increasingly

expensive to produce due to raw material price volatility, stringent regulatory hurdles, and escalating research and development expenses. With most Asia-Pacific countries being price-sensitive, this surge in production cost ultimately translates into a higher retail price for the additives, which could dampen demand from livestock farmers. Moreover, the small and medium scale farmers who dominate the industry in this region may find it particularly challenging to absorb these additional costs. Thus, the prohibitive production expense of animal feed additives might lead to a downward trend in its demand, fostering a significant challenge for the Asia-Pacific livestock industry.

### Prevalence of Counterfeit Products

The proliferation of counterfeit products in the animal feed additive market is anticipated to adversely impact demand in the Asia-Pacific region. Counterfeit products pose an alarming concern in the market as they are often of subpar quality, ineffective, and potentially harmful to animal health. Consumers, becoming increasingly aware of this issue, are becoming more cautious in their purchases. This heightened vigilance is expected to lead to a decrease in demand as consumers scrutinize products more closely and may hesitate to buy unless sure of the product's authenticity. Furthermore, the undermining of trust in the market due to counterfeit products could lead to a general reluctance to use animal feed additives altogether, further driving down demand. Regulatory bodies in the Asia-Pacific region are also stepping up efforts to crack down on counterfeit products, implementing stricter laws and regulations to ensure product authenticity. This, combined with increased consumer awareness and vigilance, is expected to result in a decrease in demand for animal feed additives. The market needs to address this pressing issue by adopting stringent quality control measures and robust authentication mechanisms to restore consumer confidence and maintain a stable demand in the future.

### Key Market Trends

#### Surge in Demand for Natural & Non-Toxic Feed Additives

The increasing demand for natural and non-toxic feed additives in the Asia-Pacific region has been driving a surge in the animal feed additive market. This shift in preference is primarily due to the rising awareness among farmers and feed manufacturers regarding the harmful effects of synthetic additives on animal health and the subsequent quality of animal-derived products. As consumers become more health-conscious, the demand for organic and antibiotic-free meat and dairy products is growing, prompting livestock farmers to opt for natural and non-toxic feed additives.

This, in turn, is anticipated to result in a significant expansion of the animal feed additive market. In addition, the stringent regulations imposed by governments on the use of certain synthetic additives due to environmental and health concerns are further propelling the demand for natural alternatives. The Asia-Pacific region, with its vast livestock population and increasing meat consumption, is poised for a significant increase in demand for natural feed additives, thus enhancing the overall market growth. This upward trend is expected to continue in the foreseeable future, contributing to the sustainability and profitability of the livestock industry across the region.

### Adoption of Innovative Animal Husbandry Practices

Adoption of innovative animal husbandry practices is poised to propel the demand for animal feed additives in the Asia-Pacific region. As farmers transition from traditional to more technologically advanced farming methods, the usage of animal feed additives to promote livestock health and productivity is expected to surge. This shift is driven by the growing awareness of the correlation between livestock diet and product quality, leading to an increased demand for additives that can enhance nutritional value and prevent disease. Furthermore, the implementation of stringent regulations regarding animal welfare, and the increasing trend of organic farming, are also fostering the adoption of high-quality feed additives. In addition, the burgeoning demand for animal-derived products such as meat, dairy, and eggs in this region due to population growth and rising income levels also nurtures the market expansion. To meet such demand, farmers are turning to feed additives to improve livestock yield and efficiency. Moreover, advancements in biotechnology and veterinary science have resulted in the development of novel feed additives, bolstering their acceptance and application. Given these factors, it is anticipated that the adoption of innovative animal husbandry practices will substantially fuel the growth of the animal feed additive market in Asia-Pacific.

### Segmental Insights

#### Type Insights

Based on the type, in the APAC Animal Feed Additive Market, amino acids have emerged as the dominant segment, capturing a significant share of the market. The increasing awareness regarding the importance of protein-rich animal feed to ensure optimal health and productivity of livestock has been a key driver for the growth of this segment. Amino acids, being the building blocks of proteins, play a crucial role in the growth, development, and overall well-being of animals. Their widespread use in the animal feed industry across the region can be attributed to their ability to enhance

nutrient absorption, improve feed efficiency, and support various physiological functions in livestock. As a result, the demand for amino acids as feed additives continues to rise, contributing to the overall growth and development of the APAC animal feed additive market.

### Livestock Insights

Based on the Livestock, in the Asia-Pacific (APAC) region, the Poultry sector holds a major portion of the Animal Feed Additive market. This dominance can be attributed to several factors. The increased consumption of poultry products, such as chicken and eggs, has significantly contributed to the growth of this sector. The rising popularity of protein-rich diets, especially among the expanding middle-class population in the region, has further fueled the demand for poultry products. Moreover, the rapid expansion of poultry farming operations has played a crucial role in the growth of the Poultry sector. The advancements in technology and farming practices have led to increased efficiency and productivity in poultry farming, enabling a higher production of poultry products to meet the rising demand.

While the Poultry sector is a major player in the Animal Feed Additive market in the APAC region, it is important to note that other sectors, such as Swine, Cattle, and Aquaculture, also make significant contributions. These sectors cater to the diverse dietary needs and preferences of the population, ensuring a well-rounded market for animal feed additives. Overall, the Animal Feed Additive market in the APAC region is driven by various factors, with the Poultry sector leading the way due to increased consumption, expanding farming operations, and the growing demand for protein-rich diets.

### Country Insights

In the highly competitive landscape of the Asia-Pacific Animal Feed Additive Market, China firmly establishes itself as a dominant player. With its extensive and thriving large-scale farming operations, coupled with the ever-growing demand for high-quality livestock products, the country's feed additive consumption experiences robust and sustained growth. This trend highlights China's significant contributions to the overall development and advancement of the animal feed industry in the region. China's dominance in the Asia-Pacific Animal Feed Additive Market can be attributed to several factors. Firstly, the country has a vast agricultural sector that supports large-scale farming operations. This allows for efficient production and distribution of livestock products, ensuring a steady supply to meet the growing demand. Additionally, China's

focus on the quality of its livestock products has led to an increased need for feed additives that can enhance animal health and performance.

Furthermore, China's continuous efforts to improve the efficiency and sustainability of its farming practices have contributed to the growth of the feed additive market. The country has been investing in research and innovation, developing new and improved feed additives that address specific challenges faced by the industry. This commitment to innovation has not only benefited China's own livestock industry but has also positioned the country as a leader in the region, driving the overall development of the animal feed industry. China's dominant position in the Asia-Pacific Animal Feed Additive Market is a result of its extensive farming operations, growing demand for high-quality livestock products, and commitment to innovation. The country's contribution to the development and advancement of the animal feed industry in the region is undeniable, making it a key player in this highly competitive market.

#### Key Market Players

DSM Dyneema

Evonik SEA Pte. Ltd.

DuPont Asia Pacific Ltd.

Adisseo Asia Pacific Pte. Ltd.

BASF Asia-Pacific

Cargill Asia Pacific Holdings Pte. Ltd.

Lonza Biologics Tuas Pte. Ltd.

ADM (Shanghai) Management Co., Ltd.

Novozymes South Asia Pvt. Ltd.

Chr. Hansen Singapore Pte Ltd.

Report Scope:

In this report, the Asia-Pacific Animal Feed Additive Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Asia-Pacific Animal Feed Additive Market, By Type:

Amino Acids

Vitamins

Minerals

Enzymes

Others

Asia-Pacific Animal Feed Additive Market, By Livestock:

Poultry

Swine

Cattle

Aquaculture

Others

Asia-Pacific Animal Feed Additive Market, By Country:

China

Japan

Australia

Thailand

India



Indonesia

South Korea

Singapore

Malaysia

Vietnam

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Asia-Pacific Animal Feed Additive Market.

### Available Customizations:

Asia-Pacific Animal Feed Additive Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

### Company Information

Detailed analysis and profiling of additional market players (up to five).

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