

Eubiotics Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Probiotics, Prebiotics, Organic Acids and Essential Oils), By Livestock (Poultry, Swine, Ruminants, Aquatic Animals and Others), By Function (Nutrition and Gut Health, Yield, Immunity & Production), By Form (Dry and Liquid), By Region and Competition, 2019-2029F

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Abstracts

Global Eubiotics Market was valued at USD 7.84 Billion in 2023 and is anticipated to project steady growth in the forecast period with a CAGR of 7.67% through 2029. The Global Eubiotics Market is primarily driven by a growing awareness of the importance of gut health and the increasing demand for natural feed additives in animal nutrition. Eubiotics, which include probiotics, prebiotics, organic acids, and essential oils, are gaining traction as alternatives to antibiotics in animal feed due to their ability to promote gut health, improve nutrient absorption, and enhance overall animal performance. With rising concerns about antibiotic resistance, stringent regulations on antibiotic use in livestock production, and consumer preferences for natural and sustainable products, the demand for eubiotics is expected to surge. The expansion of the livestock industry, particularly in emerging economies, coupled with the growing focus on animal welfare and food safety, is driving the adoption of eubiotics as essential components of modern animal nutrition programs.

Key Market Drivers

Growing Awareness of Gut Health

There is a notable surge in awareness regarding the significance of gut health in both human and animal populations. Consumers are increasingly recognizing the pivotal role of gut microbiota in maintaining overall health and well-being. This heightened awareness has translated into a growing demand for eubiotics, which are known to promote gut health by modulating the composition and activity of beneficial gut bacteria. As individuals seek to improve their digestive health and immunity, eubiotics have emerged as a preferred choice for supplementing diets and enhancing nutritional outcomes.

Shift Away from Antibiotic Use

The global trend towards reducing antibiotic use in animal agriculture has significantly propelled the demand for eubiotics in livestock production. With mounting concerns over antimicrobial resistance and the potential transmission of antibiotic residues through food chains, regulatory authorities worldwide have implemented stricter regulations on antibiotic usage in animal feed. Consequently, livestock producers are increasingly turning to eubiotics as safe and effective alternatives to antibiotics for promoting growth, improving feed efficiency, and maintaining animal health.

Rising Demand for Natural Feed Additives

In response to consumer preferences for natural and sustainable products, there has been a notable uptick in demand for natural feed additives, including eubiotics. Consumers are increasingly seeking food products derived from animals raised without the use of antibiotics or synthetic growth promoters. As a result, there is growing pressure on livestock producers to adopt more natural and environmentally friendly practices. Eubiotics, with their natural origins and proven efficacy in enhancing animal performance and health, have emerged as preferred choices for meeting consumer demands while ensuring sustainable livestock production.

Expansion of Livestock Industry

The rapid expansion of the global livestock industry, particularly in emerging economies, has fueled the demand for eubiotics as essential components of modern animal nutrition programs. As populations grow and incomes rise, there is a corresponding increase in demand for animal protein products such as meat, milk, and eggs. To meet this growing demand, livestock producers are intensifying production systems, leading to higher stocking densities and increased risk of disease outbreaks. In such

scenarios, eubiotics play a critical role in maintaining intestinal health, improving nutrient utilization, and supporting optimal growth performance in livestock.

Growing Focus on Animal Welfare and Sustainable Agriculture

There is a growing recognition of the interconnection between animal welfare, environmental sustainability, and food security, driving a shift towards more ethical and sustainable practices in animal agriculture. Livestock producers are increasingly prioritizing animal welfare considerations, including access to nutritious diets, comfortable living conditions, and preventive healthcare measures. Eubiotics play a crucial role in promoting animal welfare by supporting digestive health, reducing stress-related disorders, and minimizing the need for therapeutic interventions. Eubiotics contribute to sustainable agriculture by improving feed efficiency, reducing environmental pollution, and enhancing resource utilization efficiency.

Key Market Challenges

Quality Assurance and Standardization

Maintaining consistent product quality and standardization is a significant challenge in the Global Eubiotics Market. Variability in raw materials, manufacturing processes, and formulation techniques can impact the efficacy, stability, and performance of eubiotic products. Ensuring batch-to-batch consistency, purity, and potency requires robust quality control measures, comprehensive testing protocols, and adherence to strict quality assurance standards. Standardizing methodologies for assessing the efficacy and safety of eubiotics across different species, age groups, and production systems poses additional challenges. Achieving harmonization and standardization in product specifications, analytical methods, and labeling requirements is essential for building trust and confidence among stakeholders.

Competition from Alternative Products and Technologies

The Global Eubiotics Market faces stiff competition from alternative products and technologies offering similar benefits in animal nutrition and health management. Probiotics, prebiotics, organic acids, essential oils, and phytogenics are among the competing feed additives vying for market share in the eubiotics segment. Advancements in biotechnology, feed additives, and feed processing technologies present alternative approaches to enhancing animal performance and gut health. To remain competitive, eubiotics manufacturers must differentiate their products

based on unique formulations, mode of action, scientific evidence, and value-added services. Educating stakeholders about the distinct advantages of eubiotics over alternative products is crucial for market penetration and expansion.

Key Market Trends

Technological Advancements in Eubiotics

The eubiotics industry is witnessing continuous technological advancements aimed at enhancing the efficacy, stability, and delivery mechanisms of eubiotic products. Manufacturers are investing in research and development to develop novel eubiotic formulations with improved bioavailability, targeted action, and prolonged shelf life. Advancements in biotechnology, nanotechnology, and microbial fermentation techniques are enabling the production of next-generation eubiotics with enhanced functionality and performance. These technological innovations are driving product differentiation and market competitiveness, empowering livestock producers with innovative solutions to address evolving challenges in animal nutrition and health.

Increasing Adoption of Precision Livestock Farming

The adoption of precision livestock farming (PLF) technologies is gaining traction in the global livestock industry, offering data-driven solutions for optimizing animal production, health, and welfare. PLF technologies, such as sensors, smart monitoring systems, and data analytics platforms, enable real-time monitoring of animal behavior, health parameters, and environmental conditions. Eubiotics complement PLF strategies by providing proactive interventions for maintaining gut health, preventing disease outbreaks, and optimizing feed utilization efficiency. As livestock producers embrace PLF technologies to improve productivity and sustainability, the demand for eubiotics as integral components of precision nutrition strategies is expected to rise.

Segmental Insights

Type Insights

Based on Type, Probiotics have emerged as the fastest growing segment in the Global Eubiotics Market in 2023. Probiotics, comprising live beneficial microorganisms, such as Lactobacillus, Bifidobacterium, and Bacillus species, play a pivotal role in modulating the gut microbiota and promoting intestinal health in animals. These microorganisms exert beneficial effects by colonizing the gastrointestinal tract, competitively excluding

pathogenic bacteria, producing antimicrobial compounds, and modulating immune responses. Probiotics enhance nutrient absorption, improve feed efficiency, and boost overall animal performance, thereby contributing to higher productivity and profitability in livestock production systems. The dominance of probiotics in the Global Eubiotics Market can be attributed to several factors. Extensive scientific research has elucidated the health-promoting properties of probiotics in animals, fostering confidence among livestock producers and feed manufacturers regarding their efficacy and safety. Numerous clinical trials and field studies have demonstrated the ability of probiotics to reduce the incidence of gastrointestinal disorders, enhance immune function, and mitigate the negative impacts of stressors on animal health and productivity.

Regulatory authorities worldwide have established favorable frameworks governing the use of probiotics in animal feed, facilitating their widespread adoption and market penetration. Regulatory agencies have recognized the safety and efficacy of specific probiotic strains and have authorized their inclusion in animal diets within specified dosage ranges. Probiotics are often considered natural, GRAS (Generally Recognized as Safe) ingredients, aligning with consumer preferences for sustainable and environmentally friendly products. Technological advancements in probiotic formulation, stabilization, and delivery have enhanced their viability, shelf life, and performance characteristics, further driving market growth. Innovations such as microencapsulation, protective coatings, and fermentation optimization have improved the survivability of probiotic microorganisms during feed processing and storage, ensuring their efficacy upon ingestion by animals.

Livestock Insights

Based on Livestock, Poultry have emerged as the dominating segment in the Global Eubiotics Market during the forecast period. Poultry production, encompassing chickens, turkeys, ducks, and other avian species, represents a cornerstone of the global livestock industry, providing a vital source of protein for human consumption worldwide. The dominance of poultry in the eubiotics market is attributed to several key factors. Poultry production has witnessed exponential growth in recent decades, driven by rising global demand for poultry meat and eggs, population growth, urbanization, and changing dietary preferences. Poultry meat is favored for its affordability, nutritional value, versatility, and shorter production cycles compared to other livestock species. As a result, poultry producers face immense pressure to optimize production efficiency, enhance feed conversion ratios, and maintain flock health and welfare, driving the demand for eubiotic additives.

Poultry production systems are particularly susceptible to gastrointestinal disorders, infectious diseases, and performance-limiting factors, necessitating the use of eubiotics as preventive and therapeutic measures. Probiotics, prebiotics, organic acids, and essential oils have been extensively utilized in poultry diets to promote gut health, modulate immune responses, and improve nutrient utilization efficiency. These eubiotics contribute to the maintenance of a balanced gut microbiota, inhibition of pathogenic bacteria proliferation, reduction of digestive disturbances, and enhancement of overall performance parameters in poultry.

Regional Insights

Based on Region, Asia Pacific have emerged as the dominant region in Global Eubiotics Market in 2023. The region's dominance can be attributed to several key factors that collectively contribute to its robust presence and influence in the eubiotics industry. Asia Pacific is home to some of the world's largest and fastest-growing livestock industries, including poultry, swine, aquaculture, and ruminant production. Countries such as China, India, Vietnam, Thailand, and Indonesia boast substantial livestock populations and exhibit dynamic growth trajectories driven by rising incomes, urbanization, and changing dietary patterns. The sheer scale and diversity of livestock production in the region translate into substantial demand for eubiotic additives to optimize animal health, performance, and production efficiency.

Asia Pacific countries face significant challenges related to animal health, disease management, and antibiotic resistance, prompting a shift towards alternative solutions such as eubiotics. The region has experienced outbreaks of infectious diseases, such as avian influenza, African swine fever, and various bacterial infections, which have underscored the importance of preventive measures and sustainable production practices. Eubiotics, including probiotics, prebiotics, organic acids, and essential oils, offer viable alternatives to antibiotics for promoting gut health, enhancing immune function, and mitigating the impact of stressors on animal welfare.

Key Market Players

Novozymes A/S

Cargill, Incorporated

BASF SE

DuPont de Nemours, Inc.

Koninklijke DSM N. V.

Lallemand Inc.

Novus International, Inc.

Kemin Industries, Inc.

Asahi Group Holdings, Ltd.

Report Scope:

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

Eubiotics Market, By Type:

Probiotics

Prebiotics

Organic Acids

Essential Oils

Eubiotics Market, By Livestock:

Poultry

Swine

Ruminants

Aquatic Animals

Others

Eubiotics Market, By Function:

Nutrition & Gut Health

Yield

Immunity & Production

Eubiotics Market, By Form:

Dry

Liquid

Eubiotics Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Eubiotics Market.

Available Customizations:

Global Eubiotics 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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