

Feed Pigment Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028 Segmented By Type (Carotenoids, Curcumin, Caramel, Spirulina, Others), By Carotenoids Source (Natural Feed Pigment, Synthetic Feed Pigment), By Livestock (Swine, Poultry, Ruminants, Aquatic Animals, Others), By Region, and Competition

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Abstracts

The Global Feed Pigment Market is projected to witness substantial growth until 2028, driven by the increasing meat consumption for nutritional purposes and the adoption of feed additives by the prevailing food and beverage industries. The market for feed pigments is experiencing rapid growth and gaining popularity due to the rising demand for meat, milk-based products, eggs, and fish. The composition of bacteria in an animal's stomach, the structure of its intestinal wall, and the activity of its immune system directly impact the animal's performance and feed efficiency. All countries and animal species have witnessed a surge in livestock production to meet the changing dietary preferences of the population, especially in developing markets. The incorporation of pigments not only imparts color to the feed but also enhances its nutritional properties. The use of feed pigments strengthens the animals' immune, reproductive, and metabolic systems, among other benefits. Feed pigments, both natural and synthetic, are utilized as coloring additives for animal food items and cattle feed, driving the rapid growth of the Global Feed Pigment Market. Ensuring good animal feeding practices is crucial for producing safe, high-quality animal-origin goods and ensuring animal health and well-being. The intensification of livestock production, primarily relying on industrial compound feed, is a response to the increasing demand for animal protein. This has led to the increased use of specific feed grains, fodder seeds, herbicides, fertilizers, as well as unconventional materials like by-products of the

biofuel industry and other agro-industrial byproducts in feed manufacturing, thereby promoting the growth of the Global Feed Pigment Market. Recent incidents of contamination have emphasized the importance of feed safety and the need to prevent and control the presence of both known and emerging risks, such as dioxins, aflatoxins, and other unwanted compounds, thus driving the growth of the Global Feed Pigment Market. According to the Food and Agriculture Organization of the United Nations, livestock supports the livelihoods of approximately 1.3 billion people and plays a crucial role in ensuring food security and adequate nutrition. Livestock contributes 40% to the value of the world's agricultural output.

The Feed Pigment Market is experiencing significant expansion due to the increasing awareness of food safety and the health concerns associated with substandard animal feed. The market is being driven by escalating concerns about food security, supported by the government's expanding initiatives in poultry, dairy, fisheries, and animal husbandry. Moreover, the market is booming due to the wide availability and affordability of a diverse range of feed pigments, with Citranaxanthin being widely used in the feed pigment industry. Citranaxanthin serves as an animal feed additive, imparting yellow coloration to egg yolks and chicken fat. The growth of the Global Feed Pigment Market is further fueled by ongoing research and development efforts aimed at improving quality and yield. The market is also benefiting from the easy availability of Carotenoids, Curcumin, Caramel, Spirulina, and other feed pigments.

While the rapid spread of animal diseases poses a threat to food supplies and economies, it also highlights the urgent need to address zoonotic and foodborne infections, which can endanger human health. Animal populations can serve as sentinels, and continuous surveillance can help prevent the emergence and rapid spread of viruses that may harm humans. Furthermore, the Feed Pigment Market is driven by increasing training programs that raise awareness about the benefits of using feed pigments. The market's growth is also supported by the easy availability and affordability of a wide range of feed pigments. According to the Global Report on Food Crisis 2022 Mid-year Update, up to 205 million people in 45 countries are expected to experience severe food insecurity and require immediate assistance.

Another significant factor driving the Global Feed Pigment Market is the rising consumption of meat and other animal-based food products. Color plays a crucial role in the sensory evaluation of food, influencing consumer choices. Golden yolks, known for their association with good health, are preferred in many countries. The color of pasta, baked goods, and sauces can also be influenced by the use of eggs in recipes. Additionally, golden skin tone is generally associated with good health, leading to a

growing demand for feed pigments in broiler production. The largest increase in meat consumption is expected to occur in developing countries. Although developing countries have rapidly growing populations, their starting points for meat consumption are relatively low, resulting in a relatively modest increase in consumption. This trend contributes to the growth of the Global Feed Pigment Market.

Furthermore, the significant increase in meat consumption is driving individuals engaged in livestock and animal husbandry to improve feed quality by incorporating feed pigments for enhanced appearance and nutritional content. The addition of feed pigments offers benefits such as improved organ development and increased mass quality and quantity, thereby supporting the global demand for high-quality animal-based food and fueling the growth of the Global Feed Pigment Market. The growing world population and changing sociodemographic factors are also driving the increased demand for a more diverse range of food, leading to the growth of the Global Feed Pigment Market. According to the U.S. Department of Agriculture, in 2021, there were 68.1 pounds of chicken available per person in the United States (on a boneless, edible basis), compared to 56.2 pounds of beef.

Recent Developments

- In February 2020, The Kazakhstan Sustainable Livestock Development Program was approved, signaling a commitment to environmental goals and the creation of a sustainable beef industry. This initiative aims to diversify the country's economy away from its reliance on oil and mineral resources. The program seeks to increase beef output while simultaneously reducing greenhouse gas emissions.

From an average of 150 million USD in yearly financing commitments at the beginning of the decade, requests for World Bank assistance for surging livestock operations have grown to approximately 700 million USD in new lending per year over the past three years. South Asia, Central Asia, and Africa have experienced the most significant growth. Livestock investments made by the World Bank are currently operational and valued at 1900 million USD.

- In February 2023, the Texas A&M College of Agriculture and Life Sciences Department of Animal Science received a 5 million USD grant from the US Department of Agriculture–Agriculture and Food Research Initiative. This research revealed that there is no need to incorporate nitrite to cure meat.

- In June 2020, Elanco announced the acquisition of Animal Health, a division of Bayer

HealthCare, for 7600 million USD. This strategic move aims to expand Elanco's business in the pets and livestock sector.

Market Segmentation

Global Feed Pigment Market is segmented based on Type, Carotenoids Source, Livestock, and region. Based on the Type, the market is fragmented into Carotenoids, Curcumin, Caramel, Spirulina, and others. Based on the Carotenoids Source, the market is fragmented into Natural Feed Pigment and Synthetic Feed Pigment. Based on Livestock, the market is fragmented into swine, poultry, ruminants, aquatic animals, and Others. Based on region, the market is divided into North America, Europe, Asia Pacific, South America, and Middle East & Africa,.

Market Players

BASF SE, Novus International, Inc., Bio-Technology Co., Ltd., Cargill Incorporated, Guangzhou Leader Bio-Technology Co., Ltd., D. Williamson & Co., Inc., Innovad AD NV/SA, Kalsec Inc., Kemin Industries, Inc., Nutreco Holdings, Nutrex NV, Royal DSM NV, PHW Group, Vitafor NV are some of the key players of Global Feed Pigment Market.

Report Scope:

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

Feed Pigment Market, By Type:

Carotenoids

Curcumin

Caramel

Spirulina

Others

Feed Pigment Market, By Carotenoids Source:

Natural Feed Pigment

Synthetic Feed Pigment

Feed Pigment Market, By Livestock:

Swine

Poultry

Ruminants

Aquatic animals

Others

Feed Pigment Market, By Region:

North America

United States

Mexico

Canada

Europe

France

Germany

United Kingdom

Spain

Italy

Asia-Pacific

China

India

South Korea

Japan

? Australia

South America

Brazil

? Colombia

Argentina

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive landscape

Company Profiles: Detailed analysis of the major companies present in Global Feed Pigment Market

Available Customizations:

With the given market data, TechSci Research offers customizations according to a

Feed Pigment Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028 Segmented By T...

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).

Contents

1. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
 - 1.2.1. Markets Covered
 - 1.2.2. Years Considered for Study
 - 1.2.3. Key Market Segmentations

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Types
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends

4. VOICE OF CUSTOMER

5. GLOBAL FEED PIGMENT MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Type (Carotenoids, Curcumin, Caramel, Spirulina and others)
 - 5.2.2. By Carotenoids Source (Natural Feed Pigment and Synthetic Feed Pigment)
 - 5.2.3. By Livestock (Swine, Poultry, Ruminants, Aquatic Animals and Others)

5.2.4. By Region (North America, Europe, Asia Pacific, South America, Middle East & Africa)

5.2.5. By Company (2022)

5.3. Market Map

5.3.1. By Type

5.3.2. By Carotenoids Source

5.3.3. By Livestock

5.3.4. By Region

6. NORTH AMERICA FEED PIGMENT MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Type

6.2.2. By Carotenoids Source

6.2.3. By Livestock

6.2.4. By Country

6.3. Pricing Analysis

6.4. North America: Country Analysis

6.4.1. United States Feed Pigment Market Outlook

6.4.1.1. Market Size & Forecast

6.4.1.1.1. By Value

6.4.1.2. Market Share & Forecast

6.4.1.2.1. By Type

6.4.1.2.2. By Carotenoids Source

6.4.1.2.3. By Livestock

6.4.2. Mexico Feed Pigment Market Outlook

6.4.2.1. Market Size & Forecast

6.4.2.1.1. By Value

6.4.2.2. Market Share & Forecast

6.4.2.2.1. By Type

6.4.2.2.2. By Carotenoids Source

6.4.2.2.3. By Livestock

6.4.3. Canada Feed Pigment Market Outlook

6.4.3.1. Market Size & Forecast

6.4.3.1.1. By Value

6.4.3.2. Market Share & Forecast

6.4.3.2.1. By Type

6.4.3.2.2. By Carotenoids Source

6.4.3.2.3. By Livestock

7. EUROPE FEED PIGMENT MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Type

7.2.2. By Carotenoids Source

7.2.3. By Livestock

7.2.4. By Country

7.3. Pricing Analysis

7.4. Europe: Country Analysis

7.4.1. France Feed Pigment Market Outlook

7.4.1.1. Market Size & Forecast

7.4.1.1.1. By Value

7.4.1.2. Market Share & Forecast

7.4.1.2.1. By Type

7.4.1.2.2. By Carotenoids Source

7.4.1.2.3. By Livestock

7.4.2. Germany Feed Pigment Market Outlook

7.4.2.1. Market Size & Forecast

7.4.2.1.1. By Value

7.4.2.2. Market Share & Forecast

7.4.2.2.1. By Type

7.4.2.2.2. By Carotenoids Source

7.4.2.2.3. By Livestock

7.4.3. United Kingdom Feed Pigment Market Outlook

7.4.3.1. Market Size & Forecast

7.4.3.1.1. By Value

7.4.3.2. Market Share & Forecast

7.4.3.2.1. By Type

7.4.3.2.2. By Carotenoids Source

7.4.3.2.3. By Livestock

7.4.4. Spain Feed Pigment Market Outlook

7.4.4.1. Market Size & Forecast

7.4.4.1.1. By Value

7.4.4.2. Market Share & Forecast

- 7.4.4.2.1. By Type
- 7.4.4.2.2. By Carotenoids Source
- 7.4.4.2.3. By Livestock
- 7.4.5. Italy Feed Pigment Market Outlook
 - 7.4.5.1. Market Size & Forecast
 - 7.4.5.1.1. By Value
 - 7.4.5.2. Market Share & Forecast
 - 7.4.5.2.1. By Type
 - 7.4.5.2.2. By Carotenoids Source
 - 7.4.5.2.3. By Livestock

8. ASIA-PACIFIC FEED PIGMENT MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value
- 8.2. Market Share & Forecast
 - 8.2.1. By Type
 - 8.2.2. By Carotenoids Source
 - 8.2.3. By Livestock
 - 8.2.4. By Country
- 8.3. Pricing Analysis
- 8.4. Asia-Pacific: Country Analysis
 - 8.4.1. China Feed Pigment Market Outlook
 - 8.4.1.1. Market Size & Forecast
 - 8.4.1.1.1. By Value
 - 8.4.1.2. Market Share & Forecast
 - 8.4.1.2.1. By Type
 - 8.4.1.2.2. By Carotenoids Source
 - 8.4.1.2.3. By Livestock
 - 8.4.2. India Feed Pigment Market Outlook
 - 8.4.2.1. Market Size & Forecast
 - 8.4.2.1.1. By Value
 - 8.4.2.2. Market Share & Forecast
 - 8.4.2.2.1. By Type
 - 8.4.2.2.2. By Carotenoids Source
 - 8.4.2.2.3. By Livestock
 - 8.4.3. South Korea Feed Pigment Market Outlook
 - 8.4.3.1. Market Size & Forecast
 - 8.4.3.1.1. By Value

- 8.4.3.2. Market Share & Forecast
 - 8.4.3.2.1. By Type
 - 8.4.3.2.2. By Carotenoids Source
 - 8.4.3.2.3. By Livestock
- 8.4.4. Japan Feed Pigment Market Outlook
 - 8.4.4.1. Market Size & Forecast
 - 8.4.4.1.1. By Value
 - 8.4.4.2. Market Share & Forecast
 - 8.4.4.2.1. By Type
 - 8.4.4.2.2. By Carotenoids Source
 - 8.4.4.2.3. By Livestock
- 8.4.5. Australia Feed Pigment Market Outlook
 - 8.4.5.1. Market Size & Forecast
 - 8.4.5.1.1. By Value
 - 8.4.5.2. Market Share & Forecast
 - 8.4.5.2.1. By Type
 - 8.4.5.2.2. By Carotenoids Source
 - 8.4.5.2.3. By Livestock

9. SOUTH AMERICA FEED PIGMENT MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Type
 - 9.2.2. By Carotenoids Source
 - 9.2.3. By Livestock
 - 9.2.4. By Country
- 9.3. Pricing Analysis
- 9.4. South America: Country Analysis
 - 9.4.1. Brazil Feed Pigment Market Outlook
 - 9.4.1.1. Market Size & Forecast
 - 9.4.1.1.1. By Value
 - 9.4.1.2. Market Share & Forecast
 - 9.4.1.2.1. By Type
 - 9.4.1.2.2. By Carotenoids Source
 - 9.4.1.2.3. By Livestock
 - 9.4.2. Argentina Feed Pigment Market Outlook
 - 9.4.2.1. Market Size & Forecast

- 9.4.2.1.1. By Value
- 9.4.2.2. Market Share & Forecast
 - 9.4.2.2.1. By Type
 - 9.4.2.2.2. By Carotenoids Source
 - 9.4.2.2.3. By Livestock
- 9.4.3. Colombia Feed Pigment Market Outlook
 - 9.4.3.1. Market Size & Forecast
 - 9.4.3.1.1. By Value
 - 9.4.3.2. Market Share & Forecast
 - 9.4.3.2.1. By Type
 - 9.4.3.2.2. By Carotenoids Source
 - 9.4.3.2.3. By Livestock

10. MIDDLE EAST AND AFRICA FEED PIGMENT MARKET OUTLOOK

- 10.1. Market Size & Forecast
 - 10.1.1. By Value
- 10.2. Market Share & Forecast
 - 10.2.1. By Type
 - 10.2.2. By Carotenoids Source
 - 10.2.3. By Livestock
 - 10.2.4. By Country
- 10.3. Pricing Analysis
- 10.4. MEA: Country Analysis
 - 10.4.1. South Africa Feed Pigment Market Outlook
 - 10.4.1.1. Market Size & Forecast
 - 10.4.1.1.1. By Value
 - 10.4.1.2. Market Share & Forecast
 - 10.4.1.2.1. By Type
 - 10.4.1.2.2. By Carotenoids Source
 - 10.4.1.2.3. By Livestock
 - 10.4.2. Saudi Arabia Feed Pigment Market Outlook
 - 10.4.2.1. Market Size & Forecast
 - 10.4.2.1.1. By Value
 - 10.4.2.2. Market Share & Forecast
 - 10.4.2.2.1. By Type
 - 10.4.2.2.2. By Carotenoids Source
 - 10.4.2.2.3. By Livestock
 - 10.4.3. UAE Feed Pigment Market Outlook

- 10.4.3.1. Market Size & Forecast
 - 10.4.3.1.1. By Value
- 10.4.3.2. Market Share & Forecast
 - 10.4.3.2.1. By Type
 - 10.4.3.2.2. By Carotenoids Source
 - 10.4.3.2.3. By Livestock

11. MARKET DYNAMICS

- 11.1. Drivers
- 11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

- 12.1. Product Launches
- 12.2. Mergers & Acquisitions
- 12.3. Technological Advancements

13. GLOBAL FEED PIGMENT MARKET: SWOT ANALYSIS

14. PORTER'S FIVE FORCES ANALYSIS

- 14.1. Competition in the Industry
- 14.2. Potential of New Entrants
- 14.3. Power of Suppliers
- 14.4. Power of Customers
- 14.5. Threat of Substitute Products

15. COMPETITIVE LANDSCAPE

- 15.1. Business Overview
- 15.2. Product Offerings
- 15.3. Recent Developments
- 15.4. Financials (In Case of Listed Companies)
- 15.5. Key Personnel
- 15.6. SWOT Analysis
 - 15.6.1. BASF SE
 - 15.6.2. Novus International, Inc.

- 15.6.3. Bio-Technology Co., Ltd.
- 15.6.4. Cargill Incorporated
- 15.6.5. Guangzhou Leader Bio-Technology Co., Ltd.
- 15.6.6. D. Williamson & Co., Inc.
- 15.6.7. Innovad AD NV/SA
- 15.6.8. Kalsec Inc.
- 15.6.9. Kemin Industries, Inc.
- 15.6.10. Nutreco Holdings
- 15.6.11. Nutrex NV
- 15.6.12. Royal DSM NV
- 15.6.13. PHW Group
- 15.6.14. Vitafor NV

16. STRATEGIC RECOMMENDATIONS

17. ABOUT US & DISCLAIMER

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