

# **India Animal Feed Supplements Market By Source (Natural, Synthetic), By Product Type (Vitamins & Minerals, Amino Acids, Enzymes, Antibiotics, Others), By Livestock Type (Poultry, Ruminants, Swine, Aquaculture, Others), By Form (Liquid, Dry), By Application (Growth & Weight Management, Health & Wellness, Digestive Health, Reproductive Health, Others), By Region, Competition, Forecast and Opportunities, 2019-2029**

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## **Abstracts**

The India Animal Feed Supplements Market is poised to reach a valuation of USD 339.12 million by 2028, experiencing robust growth throughout the forecast period with a projected Compound Annual Growth Rate (CAGR) of 4.82% extending through 2029. Animal feed supplements, comprising additives or dietary components, are vital provisions for livestock and poultry, designed to augment their nutritional intake and overall health. These supplements are thoughtfully formulated to meet specific nutritional requirements, fostering optimal growth, enhancing feed efficiency, and addressing any deficiencies or health concerns in animals. By incorporating these supplements into their regimens, farmers and animal caregivers can ensure that their animals receive all the essential nutrients necessary for their well-being.

Animal feed supplements manifest in various forms, including powders, pellets, liquids, or blocks, accommodating the diverse needs of various livestock species. They serve a range of critical functions, such as furnishing additional vitamins, minerals, amino acids, phosphates, enzymes, antibiotics, and other vital components that might be lacking in their regular diets. Through the use of these supplements, farmers can uphold the

health and productivity of their livestock, ensuring the provision of higher-quality products for consumers.

A significant driver behind the growth in the animal feed supplement market is the escalating demand for meat and poultry products. As more consumers integrate animal-based protein into their diets, there arises a heightened requirement for top-tier livestock feed supplements. These supplements play an indispensable role in supplying essential nutrients, vitamins, and minerals that bolster animal growth, reproduction, and overall welfare.

Furthermore, the animal feed supplement industry in India has expanded thanks to technological advancements and the embrace of contemporary farming practices. Manufacturers are channeling investments into research and development to devise innovative and nutritionally balanced feed supplements that cater to the distinct needs of various livestock species. This dedication to innovation ensures that animals receive the most fitting and efficacious supplements tailored to their specific requirements.

The segmentation of the animal feed supplement market in India takes into account factors such as source, product type, livestock, form, and regional distribution. This segmentation permits a targeted approach in fulfilling the varied needs of farmers and animal caregivers across the nation. Key product types within the market encompass amino acids, phosphates, vitamins, minerals, enzymes, antibiotics, and other categories, thereby presenting a comprehensive array of options to address diverse nutritional demands.

Looking forward, the Indian animal feed supplements market is anticipated to uphold its upward trajectory. With a burgeoning population, shifting dietary preferences, and a focus on sustainable and ethical farming practices, the demand for high-caliber animal feed supplements is expected to endure. This presents an opportunity for manufacturers and suppliers to continue innovating and diversifying their offerings, ensuring the availability of premium supplements that bolster the thriving livestock industry in India.

## Key Market Drivers

### Increasing Demand for Meat and Poultry Products in the Country

India, with its diverse and rich culinary culture, has traditionally been known for its predominantly vegetarian dietary practices. However, in recent times, there has been an

interesting and noticeable shift towards a more meat-centric diet in certain segments of the population. This change can be attributed to a combination of factors, including urbanization, globalization, and an increasing awareness of the nutritional benefits of consuming animal-based protein.

As India undergoes rapid urbanization and embraces globalization, dietary preferences are evolving and adapting to new influences. The younger generation, in particular, has been strongly influenced by Western trends and lifestyles, leading to a more varied diet that includes a higher proportion of meat and poultry products. Additionally, with the influx of multinational fast-food chains and the availability of international cuisines, the demand for meat-based dishes has grown substantially, adding to the changing food landscape in the country.

India's economic growth has played a significant role in shaping dietary patterns, especially in urban areas. With an increase in disposable incomes, consumers now have more purchasing power to explore different food options, including meat and poultry products. This rise in disposable incomes has led to a shift in food preferences, with a greater emphasis on protein-rich foods to meet the nutritional needs of a growing population.

Ensuring the health and development of livestock is crucial in meeting the rising demand for meat and poultry products. Animal feed supplements play a pivotal role in achieving this goal by providing essential nutrients, vitamins, and minerals that are required for the growth, reproduction, and overall well-being of animals. As the demand for meat and poultry products continues to increase, the need for high-quality animal feed supplements is on the rise.

The Indian animal feed supplements market has witnessed substantial growth in response to the changing dietary landscape and the rising demand for meat and poultry products. Manufacturers are actively investing in research and development to create innovative and nutritionally balanced feed supplements that cater to the specific requirements of different livestock species. This focus on developing high-quality feed supplements is essential for ensuring the health and productivity of the livestock industry.

Furthermore, advancements in technology and the adoption of modern farming practices have played a vital role in the growth of the animal feed supplement industry in India. These advancements have resulted in better feed conversion rates, improved animal health, and increased production efficiency. This not only benefits the livestock

industry but also contributes to a more sustainable and efficient food production system in the country.

Overall, the evolving dietary preferences, increased disposable incomes, and advancements in the animal feed supplement industry are shaping the landscape of meat and poultry consumption in India. As the country continues to embrace change and adapt to new influences, it is important to maintain a balance between traditional practices and the growing demand for protein-rich foods to ensure a sustainable and healthy future for the Indian food industry.

### Growth in Middle-Class Population of the Country

The middle-class population in India has witnessed significant growth in recent years. According to reports, the middle class in India is expected to reach around 583 million people by 2025, making it one of the largest middle-class markets globally. This rise in the middle-class segment has led to several notable developments.

As more individuals from the middle class incorporate animal-based protein into their diets, there is a growing need for livestock feed supplements that can enhance the quality and nutritional value of meat and poultry products. Animal feed supplements play a crucial role in providing essential nutrients, vitamins, and minerals that contribute to animal growth, health, and overall well-being. With the increasing demand for animal-based products, the focus on animal feed supplements has intensified.

Furthermore, the expansion of the middle-class population has not only impacted dietary preferences but also led to a rise in livestock production and farming activities. As individuals seek opportunities to meet the growing demand for animal-based products, there has been an increased focus on adopting modern farming practices and technologies. This shift towards modernization has further fueled the demand for advanced animal feed supplements that can optimize animal nutrition and improve farm productivity.

The growth in the middle-class population has also resulted in favorable demographics for the animal feed supplements market. With a larger consumer base capable of affording premium products, manufacturers are investing in research and development to develop innovative and nutritionally balanced feed supplements. These supplements are designed to cater to the specific requirements of different livestock species, ensuring optimal nutrition and overall well-being.

In summary, the rise of the middle-class population in India has not only influenced dietary choices but also had a significant impact on livestock production and farming practices. This has created a strong demand for advanced animal feed supplements that can enhance the quality and nutritional value of animal-based products, ultimately contributing to the growth of the livestock industry in India.

### The Increasing Shift towards Natural Feed Supplements

As consumers become increasingly conscious about their own health and the environment, there is a surging demand for natural and organic products across various industries. This trend is particularly prominent in the animal feed sector, where consumers are actively seeking feed supplements that are devoid of synthetic additives, antibiotics, and harmful chemicals.

Natural feed supplements offer a multitude of benefits to animals, contributing to improved digestibility, enhanced immune function, and enhanced overall animal health. These supplements are often sourced from high-quality plant-based ingredients, such as nourishing herbs, aromatic spices, and potent botanical extracts, known for their exceptional nutritional properties. By incorporating these natural feed supplements into their diets, animals receive the essential nutrients they require, while simultaneously reducing the reliance on synthetic additives and fostering a more sustainable approach to livestock farming.

In addition to the rising demand for natural and organic products, consumers are increasingly aware and concerned about animal welfare. They are actively seeking products that prioritize the well-being of animals throughout their lifecycle. This includes providing them with a natural and wholesome diet that meets their nutritional needs without compromising their health or causing any harm.

Natural feed supplements align perfectly with this growing emphasis on animal welfare. They are widely regarded as a more humane approach to livestock farming, as they provide animals with a healthier and more natural diet. By incorporating these supplements into the diets of their livestock, farmers can significantly improve the overall well-being of their animals, resulting in better growth rates, increased productivity, and reduced reliance on antibiotics.

The increasing demand for natural and organic products, coupled with the growing awareness and concern for animal welfare, underscores the importance of natural feed supplements in the livestock industry. These supplements not only contribute to the

health and well-being of animals but also offer a sustainable and ethical solution for farmers, ultimately benefiting both the animals and the consumers.

## Key Market Challenges

### Rising Cost of Raw Materials in Animal Feed Supplement

One of the primary factors contributing to the rising cost of raw materials is the volatility in commodity prices. Fluctuations in weather conditions, global supply and demand dynamics, and geopolitical events can significantly impact the prices of grains, proteins, and other key ingredients used in various industries. This unpredictability makes it challenging for manufacturers to plan and budget effectively, leading to increased production costs and reduced profit margins.

The increasing demand for animal feed supplements, driven by the growing population and changing dietary preferences, has put pressure on the availability of raw materials. As demand outpaces supply, the prices of essential ingredients have risen, causing further strain on manufacturers. This imbalance between demand and supply exacerbates the challenges faced by manufacturers as they strive to secure an adequate and consistent supply of raw materials at reasonable prices.

Moreover, India heavily relies on imports for certain raw materials used in animal feed supplements. Changes in global trade dynamics, such as tariffs, trade restrictions, and currency fluctuations, can have a significant impact on the cost of imported raw materials. These factors introduce additional uncertainties and risks for manufacturers, as they navigate the complexities of international trade and strive to maintain cost-effective operations.

The rising cost of raw materials directly affects the affordability of animal feed supplements for farmers and livestock producers. As production costs rise, manufacturers may be forced to pass on these increased costs to customers, making feed supplements more expensive. This can put a strain on the profitability of farmers and may even lead to a shift in purchasing decisions, potentially impacting the overall demand for animal feed supplements. Therefore, the challenges faced by manufacturers in securing affordable and consistent raw materials have far-reaching implications for the entire industry.

## Key Market Trends



## Growing Focus Towards Sustainability

One of the key drivers behind the growing focus on sustainability in the animal feed supplements market is the increasing awareness of environmental issues. As society becomes more conscious of the detrimental effects of livestock farming on the environment, there is a pressing need for solutions that minimize the ecological footprint of the industry.

Livestock farming, being a resource-intensive practice, contributes to deforestation, water pollution, and greenhouse gas emissions. To address these concerns, manufacturers are actively developing feed supplements that promote resource efficiency and reduce environmental impact. One approach is the utilization of alternative protein sources, such as insect-based proteins or plant-based proteins, which require fewer resources compared to traditional sources like soy or fishmeal. By incorporating these sustainable protein sources into feed supplements, the negative environmental consequences of livestock production can be mitigated.

Furthermore, sustainable sourcing practices and responsible manufacturing processes are being adopted to reduce waste and energy consumption in the production of feed supplements. This holistic approach not only minimizes the environmental impact but also fosters a more sustainable and efficient supply chain.

In addition to environmental considerations, animal welfare is another driving factor behind the focus on sustainability in the animal feed supplements market. Consumers are becoming increasingly conscientious about the ethical treatment of animals and are seeking products that align with their values. They are concerned about the living conditions of animals and the potential negative effects of livestock farming on animal welfare.

To address these concerns, sustainable feed supplements prioritize animal health and well-being. These supplements are designed to provide optimal nutrition, promote natural growth, and minimize the use of antibiotics and growth promoters. By incorporating ingredients that support animal health and reduce stress, manufacturers can improve the overall welfare of livestock and meet the expectations of consumers who prioritize animal welfare.

In addition to environmental and ethical considerations, the focus on sustainability in the animal feed supplements market is also driven by the need for long-term viability. As market dynamics evolve, including changing consumer preferences and stricter

regulations, sustainable practices are seen as a strategic advantage for businesses.

By adopting sustainable approaches, manufacturers can position themselves as responsible industry players and differentiate their products in the market. This can help them meet the evolving demands of consumers, gain a competitive edge, and ensure the long-term viability of their business in an increasingly sustainability-focused market.

## Segmental Insights

### Product Type Insights

Based on the category of product type, the vitamins & minerals segment emerged as the dominant player in the Indian market for Animal Feed Supplements in 2022. The rising deficiencies of vitamins and minerals in poultry and other animals can be attributed to various factors, such as inadequate nutrition and imbalanced diets. To address these issues, animal feed supplement manufacturers commonly provide grains to animals, as grains are known to contain a rich number of essential vitamins and minerals. This practice aims to ensure optimal nutrient intake and promote overall animal health. As a result, the India Animal Feed Supplement Market is projected to experience significant growth during the forecast period, driven by the increasing demand for high-quality and nutrient-rich feed options.

### Livestock Insights

The poultry segment is projected to experience rapid growth during the forecast period. The popularity and rapid rise in per capita meat consumption in India can be attributed to various factors. Firstly, the changing dietary preferences and increasing disposable income of the population have led to a significant increase in the demand for meat products. Additionally, the growing awareness of the nutritional benefits of eggs and the rising demand for poultry in hotels and restaurants have further contributed to the surge in meat consumption.

As a result of these factors, the India Animal Feed Supplement Market is expected to witness substantial growth during the forecast period. The need for high-quality animal feed supplements to meet the nutritional requirements of livestock and enhance their overall health and productivity has become crucial. This presents significant opportunities for the animal feed supplement industry to cater to the growing demand and support the sustainable growth of the livestock sector in India.



## Regional Insights

North India emerged as the dominant player in the India Animal Feed Supplements Market in 2022, holding the largest market share in terms of value. The top farming state of Uttar Pradesh can be attributed to the driving force behind the growth of the India Animal Feed Supplement Market during the forecast period. Additionally, the emerging productivity of West Bengal as India's most productive agricultural state further contributes to this upward trend. With these factors at play, the market is poised to experience significant expansion and development in the coming years.

## Key Market Players

Vinayak Ingredients India Pvt. Ltd.

ADM Agro Industries India Pvt. Ltd.

BASF India Limited

Cargill India Pvt. Ltd.

Evonik India Private Limited

DSM India Private Limited

Novus Animal Nutrition (India) Private Limited

Neospark Drugs and Chemicals Private Limited

Natural Remedies Pvt. Ltd.

Zydus Animal Health and Investments Ltd

## Report Scope:

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

### India Animal Feed Supplements Market, By Source:

*India Animal Feed Supplements Market By Source (Natural, Synthetic), By Product Type (Vitamins & Minerals, Ami...*

Natural

Synthetic

India Animal Feed Supplements Market, By Product Type:

Vitamins & Minerals

Amino Acids

Enzymes

Antibiotics

Others

India Animal Feed Supplements Market, By Livestock Type:

Poultry

Ruminants

Swine

Aquaculture

Others

India Animal Feed Supplements Market, By Form:

Liquid

Dry

India Animal Feed Supplements Market, By Application:

Growth & Weight Management

Health & Wellness

Digestive Health

Reproductive Health

Others

India Animal Feed Supplements Market, By Region:

North India

East India

West India

South India

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India Animal Feed Supplements Market.

Available Customizations:

India Animal Feed Supplements 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).

## 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 Sources
- 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. INDIA ANIMAL FEED SUPPLEMENTS MARKET OUTLOOK

- 4.1. Market Size & Forecast
  - 4.1.1. By Value
- 4.2. Market Share & Forecast
  - 4.2.1. By Source (Natural, Synthetic)
  - 4.2.2. By Product Type (Vitamins & Minerals, Amino Acids, Enzymes, Antibiotics, Others)
  - 4.2.3. By Livestock Type (Poultry, Ruminants, Swine, Aquaculture, Others)
  - 4.2.4. By Form (Liquid, Dry)
  - 4.2.5. By Application (Growth & Weight Management, Health & Wellness, Digestive

Health, Reproductive Health, Others)

4.2.6. By Region

4.3. By Company (2023)

4.4. Market Map

4.4.1. By Source

4.4.2. By Product Type

4.4.3. By Livestock Type

4.4.4. By Form

4.4.5. By Application

4.4.6. By Region

## **5. NORTH INDIA ANIMAL FEED SUPPLEMENTS MARKET OUTLOOK**

5.1. Market Size & Forecast

5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Source

5.2.2. By Product Type

5.2.3. By Livestock Type

5.2.4. By Form

5.2.5. By Application

## **6. SOUTH INDIA ANIMAL FEED SUPPLEMENTS MARKET OUTLOOK**

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Source

6.2.2. By Product Type

6.2.3. By Livestock Type

6.2.4. By Form

6.2.5. By Application

## **7. WEST INDIA ANIMAL FEED SUPPLEMENTS MARKET OUTLOOK**

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Source

- 7.2.2. By Product Type
- 7.2.3. By Livestock Type
- 7.2.4. By Form
- 7.2.5. By Application

## **8. EAST INDIA ANIMAL FEED SUPPLEMENTS MARKET OUTLOOK**

- 8.1. Market Size & Forecast
  - 8.1.1. By Value
- 8.2. Market Share & Forecast
  - 8.2.1. By Source
  - 8.2.2. By Product Type
  - 8.2.3. By Livestock Type
  - 8.2.4. By Form
  - 8.2.5. By Application

## **9. MARKET DYNAMICS**

- 9.1. Drivers
- 9.2. Challenges

## **10. MARKET TRENDS & DEVELOPMENTS**

## **11. POLICY & REGULATORY LANDSCAPE**

## **12. INDIA ECONOMIC PROFILE**

## **13. INDIA ANIMAL FEED SUPPLEMENTS 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 End Users

## **15. PESTLE ANALYSIS**



## **16. COMPETITIVE LANDSCAPE**

16.1. Business Overview

16.2. Product Offerings

16.3. Recent Developments

16.4. Financials (As Reported)

16.5. Key Personnel

16.5.1. Vinayak Ingredients India Pvt. Ltd.

16.5.2. ADM Agro Industries India Pvt. Ltd.

16.5.3. BASF India Limited

16.5.4. Cargill India Pvt. Ltd.

16.5.5. Evonik India Private Limited

16.5.6. DSM India Private Limited

16.5.7. Novus Animal Nutrition (India) Private Limited

16.5.8. Neospark Drugs and Chemicals Private Limited

16.5.9. Natural Remedies Pvt. Ltd.

16.5.10. Zydus Animal Health and Investments Ltd

## **17. STRATEGIC RECOMMENDATIONS**

## **18. ABOUT US & DISCLAIMER**

## I would like to order

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