

# **United States Feed Additives Market By Ingredient Type (Antibiotics, Vitamins, Enzyme, Antioxidants, Probiotics, Others), By Livestock (Poultry, Ruminants, Swine, Aquatic Animals, Others), By Form (Dry, Liquid), By Region, Competition, Forecast & Opportunities, 2019-2029F**

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## **Abstracts**

United States Feed Additives Market was valued at USD 6.46 Billion in 2023 and is anticipated to reach USD 8.57 Billion in the forecast period with a CAGR of 5.03% through 2029. The United States Feed Additives Market is a dynamic and rapidly evolving sector within the broader agricultural industry. Feed additives are substances added to animal feed to enhance its nutritional value, improve animal health, and boost overall livestock performance. In the United States, this market plays a crucial role in supporting the country's extensive livestock and poultry production. One of the key drivers of the United States Feed Additives Market is the increasing demand for high-quality animal products, such as meat, dairy, and eggs. As consumers become more health-conscious and concerned about food safety, there is a growing emphasis on the nutritional content and safety of livestock and poultry products. Feed additives, including vitamins, minerals, amino acids, and enzymes, are used to optimize animal nutrition and promote healthy growth.

Another significant factor shaping this market is the need for efficient and sustainable livestock production. Producers are constantly seeking ways to improve feed conversion rates and reduce the environmental impact of their operations. Feed additives, such as probiotics, prebiotics, and organic acids, help enhance the digestibility of feed, reduce the use of antibiotics, and minimize the carbon footprint of animal agriculture.

Further, regulatory changes and consumer preferences are driving innovation in the United States Feed Additives Market. The industry is adapting to stricter regulations governing the use of certain additives, such as antibiotics, while also addressing consumer demands for natural and organic feed additives. This has led to the development of novel products and formulations that align with these evolving requirements.

## Key Market Drivers

### Growing Demand for High-Quality Animal Products

The growing demand for high-quality animal products is a significant driver fueling the United States Feed Additives Market. In recent years, consumers have become increasingly conscious of the quality and safety of the animal products they consume, including meat, dairy, and eggs. This heightened awareness has translated into a robust demand for livestock and poultry that are not only safe but also nutritionally enriched.

Purina is continuously pursuing the next breakthrough in animal nutrition, focusing on addressing key challenges faced by animal owners to improve their animal care experience. To date, over 24,000 animal nutrition studies have been conducted to develop effective and accessible solutions for animals and their owners. Research is carried out both in fields nationwide and at the 1,200-acre Purina Animal Nutrition Center in Gray Summit, MO, where more than 3,000 animals receive daily hands-on care. This ensures that Purina's research, insights, and product innovations effectively meet the real-world needs of animals. Feed additives play a pivotal role in meeting these consumer expectations by enhancing the nutritional profile of animal products. Producers are turning to a variety of additives such as vitamins, minerals, amino acids, and fatty acids to improve the health and well-being of their animals. These additives not only boost the growth and development of livestock and poultry but also enhance the nutritional value of the final products.

Consumers are seeking leaner cuts of meat, eggs with higher omega-3 fatty acid content, and dairy products fortified with essential nutrients. Feed additives enable producers to meet these specific demands by customizing the diets of their animals to optimize their nutritional intake. For example, the inclusion of omega-3 fatty acids in animal feed can result in meat and eggs that are rich in heart-healthy fats, which resonates with health-conscious consumers.

Likewise, the desire for high-quality animal products extends beyond nutritional

concerns. Consumers are increasingly interested in the overall well-being of the animals involved in production. Feed additives that support animal health, reduce stress, and promote well-being are gaining popularity. This includes additives that improve gut health, enhance immune function, and minimize the use of antibiotics, aligning with consumer preferences for more ethical and sustainable animal agriculture practices.

### Rising Global Population and Urbanization

The United States Feed Additives Market is experiencing a significant boost due to the rising global population and urbanization trends. As the world's population continues to grow, especially in urban areas, the demand for meat, dairy, and other animal-based products has surged. This population expansion and urbanization phenomenon has created a considerable need for more efficient and intensified livestock production systems, which, in turn, has driven the demand for feed additives. According to data from Statista, in 2020, approximately 82.66 percent of the U.S. population resided in cities and urban areas. As one of the first countries to undergo industrialization, the United States has experienced a relatively high rate of urbanization over the past two centuries. The urban population surpassed the rural population in the 1910s, and it is projected that by mid-century, nearly 90 percent of the population will be living in urban environments.

With more people residing in urban areas, there is a shift in dietary preferences towards animal protein, as urban dwellers often have higher incomes and greater access to a variety of food options. As a result, livestock and poultry producers in the United States are under pressure to meet the increased demand for meat and dairy products. Feed additives play a crucial role in helping producers optimize their operations and enhance the efficiency of animal growth. By using additives that improve feed conversion rates, increase nutrient absorption, and accelerate the time it takes for animals to reach market weight, producers can efficiently meet the demands of a growing population.

Besides, urbanization has led to changes in the way animals are raised and housed. Smaller living spaces in urban environments require more efficient and intensive farming practices. Feed additives offer solutions to these challenges by enabling producers to maximize the productivity of their livestock in limited space while maintaining animal health and welfare.

The United States Feed Additives Market is also impacted by global population growth, as the United States plays a crucial role in global food production and export. Meeting the global demand for animal products necessitates the use of advanced feed additives

to maintain high-quality standards and meet international regulatory requirements.

### Reducing Reliance on Antibiotics

Reducing reliance on antibiotics is a critical factor driving the growth of the United States Feed Additives Market. In recent years, concerns about antibiotic resistance and the overuse of antibiotics in livestock have gained widespread attention from both regulatory bodies and consumers. This heightened awareness has led to changes in the way animals are raised and managed, with a growing emphasis on finding alternatives to antibiotics. Feed additives have emerged as one of the most promising solutions to address this challenge.

Antibiotics have long been used in livestock production to promote growth, prevent diseases, and manage infections. However, their widespread use has raised concerns about the development of antibiotic-resistant bacteria, which pose a significant public health risk. In response to these concerns, regulatory authorities have implemented stricter regulations on the use of antibiotics in food-producing animals, including a push to eliminate the use of medically important antibiotics for growth promotion.

Feed additives offer an effective alternative to antibiotics in promoting animal health and well-being. Probiotics, prebiotics, essential oils, and immune stimulants are among the additives that have gained prominence as alternatives to antibiotics. These additives help improve gut health, enhance the animal's immune system, and maintain overall health, reducing the need for antibiotics and their potential contribution to antibiotic resistance.

Consumers are increasingly seeking antibiotic-free animal products, and many food retailers and producers have committed to sourcing meat, dairy, and poultry from animals raised without the routine use of antibiotics. This consumer-driven demand has further accelerated the adoption of feed additives as a means to reduce reliance on antibiotics in animal agriculture.

### Key Market Challenges

#### Regulatory Complexity and Compliance Issues

The United States Feed Additives Market, a crucial component of the agricultural industry, faces a formidable obstacle in the form of regulatory complexity and compliance issues. While regulations are intended to ensure the safety of animal feed

and protect both animal and human health, navigating the intricate web of rules and requirements can be challenging for manufacturers, producers, and the industry as a whole.

One of the primary challenges stems from the evolving nature of regulations governing feed additives. Regulatory agencies, such as the Food and Drug Administration (FDA), continually assess and update guidelines to keep pace with scientific advancements and changing consumer preferences. These revisions can lead to a lack of clarity, as manufacturers must remain up-to-date with the latest regulations and adapt their products and practices accordingly.

Moreover, achieving compliance with these regulations involves meticulous documentation and rigorous testing. The burden of proof often falls on manufacturers to demonstrate the safety and efficacy of their feed additives through extensive testing and data collection. This process can be time-consuming and costly, particularly for smaller manufacturers who may lack the resources of larger, multinational corporations. Labeling and claims are another critical aspect of regulatory compliance. Manufacturers must ensure that their product labels accurately reflect the contents of the feed additive and any specific claims regarding its benefits. Mislabeling or making unsupported claims can lead to legal repercussions and damage the reputation of both the manufacturer and the industry.

## Antibiotic Resistance

Antibiotic resistance has emerged as a formidable challenge within the United States Feed Additives Market, posing significant hurdles for both producers and manufacturers. While the responsible use of antibiotics has been a longstanding practice in livestock production to promote animal health and growth, concerns about antibiotic resistance have prompted a paradigm shift in the industry. This shift towards reduced antibiotic use has created complex challenges for the feed additives market.

The overuse and misuse of antibiotics in animal agriculture have contributed to the development of antibiotic-resistant bacteria, which can threaten both animal and human health. In response to this growing public health concern, regulatory bodies have imposed stricter regulations and guidelines on the use of antibiotics in livestock feed. Antibiotics that were once used for growth promotion and disease prevention are now subject to more stringent restrictions.

This shift away from routine antibiotic use has intensified the demand for alternative

solutions within the feed additives market. Producers are seeking feed additives that can effectively support animal health and maintain productivity without relying on antibiotics. This has led to increased research and development efforts to identify and develop viable alternatives, such as probiotics, prebiotics, essential oils, and immune stimulants.

## Key Market Trends

### Focus on Animal Welfare

The growing focus on animal welfare has emerged as a significant driver of change in the United States Feed Additives Market. As consumers become more conscious of ethical and sustainable practices in livestock production, the industry has responded by integrating feed additives that prioritize animal well-being. This trend reflects a profound shift in consumer preferences, with a strong emphasis on knowing that the animals used for food production are treated ethically and raised in conditions that promote their health and comfort.

In June 2023, the American Feed Industry Association (AFIA) praised a group of U.S. senators for introducing the Innovative Feed Enhancement and Economic Development Act of 2023 (the “Innovative FEED Act”). This legislation seeks to amend the Federal Food, Drug, and Cosmetic Act by creating a regulatory framework for a new category of animal feed substances. These substances, which operate exclusively within animals' gut microbiomes or interact with the feed they digest, would offer non-nutritive benefits. Feed additives have become instrumental in addressing the animal welfare concerns of consumers and producers alike. These additives encompass a range of solutions aimed at enhancing the overall health, comfort, and stress levels of livestock. For instance, additives such as probiotics and prebiotics are used to improve gut health, reducing digestive issues and enhancing nutrient absorption in animals. This not only improves the overall well-being of the animals but also ensures that they reach market weight more efficiently.

The feed additives that enhance immune function and reduce the risk of disease outbreaks are gaining prominence. By supporting the immune system of livestock, producers can minimize the need for antibiotics and other treatments that may compromise animal welfare. This aligns with the goal of reducing the use of antibiotics in animal agriculture while maintaining the health and welfare of animals.

Consumers are increasingly seeking animal products that are produced in humane and



ethical conditions. Feed additives that reduce stress, enhance animal comfort, and minimize disease outbreaks contribute to more humane and sustainable farming practices. This trend extends to practices such as cage-free egg production, antibiotic-free meat production, and free-range poultry farming, all of which rely on feed additives to maintain animal health and welfare while meeting consumer expectations.

### Nutritional Enhancement for High-Quality Products

Nutritional enhancement for high-quality products is a pivotal driver propelling the growth of the United States Feed Additives Market. In today's health-conscious society, consumers are increasingly discerning about the nutritional content of the animal products they consume, such as meat, dairy, and eggs. This has led to a growing demand for animal products that not only meet safety and quality standards but also offer enhanced nutritional value.

SAM Nutrition is a leading provider of feed additives and ingredients in the United States, recognized for delivering safe, effective, and scientifically proven solutions for animal health. Their products support disease prevention and enhance overall animal performance for optimal results. Feed additives have emerged as indispensable tools in achieving this goal. These additives encompass a diverse range of substances, including vitamins, minerals, amino acids, and fatty acids, all of which are strategically incorporated into animal diets to boost their nutritional profiles. The aim is to produce animal products that are not only safe but also enriched with essential nutrients, aligning with consumers' desires for healthier and more nutritious options.

Producers recognize that consumer demand for high-quality, nutritionally enhanced animal products represents a valuable market opportunity. Feed additives enable them to differentiate their products by delivering enhanced nutritional value. This trend is particularly relevant in addressing dietary deficiencies and promoting overall well-being, as consumers increasingly seek protein sources that are not only protein-rich but also nutritionally balanced.

Moreover, the pursuit of nutritional enhancement through feed additives extends to animal health and performance. Additives that optimize nutrient utilization and promote healthy growth contribute to the production of healthier and more robust animals. This, in turn, leads to higher-quality animal products that meet consumer expectations for safety, nutrition, and taste.

### Segmental Insights

## Livestock Insights

Based on the Livestock, Poultry emerged as the dominant segment in the United States market for feed additives in 2023. Poultry, including chickens and turkeys, is one of the most consumed sources of animal protein in the United States. The high demand for poultry meat and eggs drives substantial production, necessitating the use of feed additives to optimize growth and productivity. Poultry are known for their efficiency in converting feed into meat or eggs. Feed additives can enhance this efficiency by improving feed conversion rates, accelerating growth, and reducing the time it takes for poultry to reach market weight. This efficiency is critical in meeting the demands of a growing population. Caked fertilizers are problematic as they may not disperse uniformly when applied to the soil. Uneven distribution of nutrients can lead to inconsistent crop growth and yield variations within fields. Inefficient nutrient release due to caking can also result in nutrient wastage and decreased agricultural productivity.

## Form Insights

Based on the Form, Dry segment emerged as the dominant segment in the United States market for feed additives in 2023. Dry feed additives are easy to handle, transport, and store. They do not require specialized equipment or facilities for storage and can be conveniently stored in bags, containers, or silos. This convenience makes them a practical choice for both manufacturers and end-users. Dry additives generally have a longer shelf life compared to liquid formulations. This extended shelf life reduces the risk of spoilage or degradation, ensuring the additives remain effective over an extended period. Dry additives can be evenly mixed with bulk feed ingredients, ensuring a consistent distribution of the additive throughout the feed. This uniformity is essential to guarantee that animals receive the proper dosage of the additive, optimizing its effectiveness.

## Regional Insights

Mid-West emerged as the dominant region in the United States Feed Additives Market in 2023, holding the largest market share. The Mid-western United States is often referred to as the 'Corn Belt' and the 'Soybean Belt' due to its substantial production of corn and soybeans. These crops are not only essential for human consumption but also serve as primary ingredients in animal feed. High-intensity crop and livestock production in the Mid-west generates significant demand for feed additives to support animal



nutrition and health. The Mid-west is home to a large concentration of livestock operations, including beef cattle, dairy cattle, swine, and poultry. These intensive livestock farming operations rely heavily on feed additives to optimize animal nutrition, enhance growth, and improve overall animal health. The sheer volume of livestock in the region contributes to high demand for feed additives.

### Key Market Players

Adisseo USA Inc.

Archer Daniel Midland Co.

BASF SE

Cargill Inc.

DSM Nutritional Products AG

Elanco Animal Health Inc.

Evonik Industries AG

IFF(Danisco Animal Nutrition)

SHV (NutraCo NV)

Solvay S.A

### Report Scope:

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

United States Feed Additives Market, By Ingredient Type:

Antibiotics

Vitamins

Enzyme

Antioxidants

Probiotics

Others

United States Feed Additives Market, By Livestock:

Poultry

Ruminants

Swine

Aquatic Animals

Others

United States Feed Additives Market, By Form:

Dry

Liquid

United States Feed Additives Market, By Region:

North-East

Mid-west

West

South

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the United States Feed Additives Market.

## Available Customizations:

United States Feed Additives Market report with the given market data, TechSci 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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