

Alfalfa Hay Market Size and Forecast (2020 - 2030), Global and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Type (Alfalfa Hay Bales, Alfalfa Hay Pellets, Alfalfa Hay Cubes, and Others), Application (Ruminant Feed, Equine Feed, Poultry Feed, and Others), and Geography

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Abstracts

The alfalfa hay market size was valued at US\$ 15.99 billion in 2022 and is projected to reach US\$ 21.56 billion by 2030; it is expected to register a CAGR of 3.8% during 2022–2030.

Alfalfa hay is widely used as a protein and energy source for livestock animals, especially cattle, sheep and lambs, turkey, chicken, equine, and small pet animals such as rabbits, guinea pigs and hamsters. Alfalfa is a leguminous plant in the pea family. It is also known as lucerne. It has a high concentration of vitamins such as vitamin A, C, D, E, K, and B vitamins. Alfalfa hay is also a rich source of calcium, protein, and minerals. Adding alfalfa hay to animal diet helps to meet their daily nutritional requirement and boost performance. It also helps to achieve better bone structure due to its high calcium content. It delivers high amount of crude protein compared to other grass hays. The rising awareness of specific nutrition for livestock animals coupled with benefits of alfalfa hay are driving the market growth over the forecast period.

Based on type, the alfalfa hay market is segmented into alfalfa hay bales, alfalfa hay pellets, alfalfa hay cubes, and others. The alfalfa hay pellets segment is also expected to register significant growth from 2022 to 2030. Alfalfa hay pellets are a compressed form of alfalfa hay, created by grinding and compressing the hay into small, dense

pellets. These pellets offer several advantages over traditional baled alfalfa hay, including reduced storage space requirements, decreased dust and waste, and improved ease of handling and transportation. These practical benefits and convenience in feeding livestock contribute to the demand for alfalfa. Moreover, alfalfa hay pellets have a longer shelf life than baled hay, making them a preferred option for farmers seeking to stockpile feed for extended periods. Additionally, the pellets' consistent nutrient content and palatability make them an attractive choice for livestock owners looking to ensure a balanced diet for their animals. With increasing emphasis on efficiency and convenience in modern agricultural practices, alfalfa hay pellets are witnessing a growing demand across the global livestock industries.

Asia Pacific is estimated to register significant growth in the global alfalfa hay market from 2022 to 2030. Asia Pacific is the world's largest producer of animal feed. The region is home to some of the major livestock/animal farming countries. India houses the largest livestock population. Thus, there is huge potential for alfalfa hay in India. However, the country reports low alfalfa consumption due to limited production of alfalfa, presence of unorganized market and minimum awareness about this feed component. Asia Pacific accounts for the largest human population among all the key regions in the world; it is home to ~60% of the global population. This reflects a prominent demand for meat and dairy products, leading the region to large-scale livestock production and subsequently propelling the need for animal feed. Further, the increasing consumption of poultry and pork as sources of protein—coupled with the changing food habits of the middle-class population and increasing inclination toward more plentiful and affordable protein products—further boosts the demand for animal feed products, thereby benefiting the alfalfa hay market. Thus, the alfalfa hay market is expected to grow significantly during the forecast period in Asia Pacific with the growing livestock industry and the subsequently increasing scales of animal feed production.

A few players operating in the global alfalfa hay market include Green Prairie International Inc, Douliere Hay France SAS, SL Follen Co, Anderson Hay & Grain Co Inc, Standlee Premium Products LLC, M&C Hay LLC, The Gombos Co LLC, Al Dahra Holding LLC, Ward Rugh Inc, and Alfalfa Monegros SL

The overall global alfalfa hay market size has been derived using both primary and secondary sources. To begin the research process, exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the market. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain more analytical insights into the topic. The participants of this process include industry experts such as

VPs, business development managers, market intelligence managers, and national sales managers—along with external consultants such as valuation experts, research analysts, and key opinion leaders—specializing in the alfalfa hay market.

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