

Asia Pacific Palatants Market Forecast to 2028 – COVID-19 Impact and Regional Analysis – by Form (Dry and Liquid), Category (Organic and Conventional), and Source (Plant Derived Palatants, Meat Derived Palatants, Insect Derived Palatants, and Others)

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Abstracts

The Asia Pacific palatants market is expected to grow from US\$ 255.13 million in 2022 to US\$ 389.82 million by 2028. It is estimated to grow at a CAGR of 7.3% from 2022 to 2028.

Increasing Product Innovation would provide opportunities to the Asia Pacific Palatants Market

The rising consumer preference and demand for nutrient-rich, premium, and personalized pet food has increased product innovations, including the development of innovative, safe, and premium quality palatants. Major market players are diversifying product portfolios by including organic, natural, and phytonutrient-rich products to gain a competitive edge. Moreover, several players in the palatants market are engaged in the production of customized palatants. Various companies are also involved in research and development (R&D) activities to introduce nutrient-rich pet food products. For instance, AFB International is investing in R&D to assess the drivers of palatability, from basic science to complex product systems. Similarly, SPF International's R&D team is working on the design of a sensorial solution that can improve the kibble's smell while maintaining excellent palatability performance. Thus, increasing product innovations and growing R&D activities are expected to provide lucrative opportunities in the Asia Pacific palatants market over the forecast period.

Asia Pacific Palatants Market Overview

The Asia Pacific palatants market is segmented into Australia, China, India, Japan, South Korea, and the Rest of Asia Pacific. These countries report increasingly high animal populations, which helps boost the demand for animal feed across the region. Moreover, developing countries such as China and India have a significant population of pets. According to the National Bureau of Statistics, China has the fastest-growing pet industry in the region. Factors such as increasing disposable income, and rising awareness regarding animal health and wellness also contribute to the demand for pet food, in turn boosting the demand for palatants. According to a report by Dairy India, the Indian cattle feed industry has grown at ~6% per annum in 2010–2020, making India one of the world's most significant and fastest-growing cattle feed markets. Despite this growth, there is a massive gap between requirement and production. Thus, there is a huge opportunity for cattle feed formulators to reposition themselves in India to enhance livestock productivity.

Asia Pacific Palatants Market Revenue and Forecast to 2028 (US\$ Million)

Asia Pacific Palatants Market Segmentation

The Asia Pacific palatants market is segmented into form, category, source, and country.

Based on form, the Asia Pacific palatants market is bifurcated into dry and liquid. The dry segment held the larger market share in 2022.

Based on category, the Asia Pacific palatants market is bifurcated into organic and conventional. The conventional segment held the larger market share in 2022.

Based on source, the Asia Pacific palatants market is segmented into plant derived palatants, meat derived palatants, insect derived palatants, and others. The meat derived palatants segment held the larger market share in 2022.

Based on country, the Asia Pacific palatants market is segmented into Australia, China, India, Japan, South Korea, and the Rest of Asia Pacific. The China dominated the market share in 2022.

AFB International Inc; Archer-Daniels-Midland Co; BHI AS; Bitech Industries Pty Ltd;

Innov Ad NV/SA; Kemin Industries Inc; Kerry Group Plc; Ohly GmbH; Symrise AG; and Trilogy Essential Ingredients Inc are the leading companies operating in the Asia Pacific palatants market.

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