

North America Alfalfa Hay Market Forecast to 2030 - Regional Analysis - by Type (Alfalfa Hay Bales, Alfalfa Hay Pellets, Alfalfa Hay Cubes, and Others) and Application (Ruminant Feed, Equine Feed, Poultry Feed, and Others)

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Abstracts

The North America alfalfa hay market was valued at US\$ 13,344.88 million in 2022 and is expected to reach US\$ 17,714.93 million by 2030; it is estimated to record a CAGR of 3.6% from 2022 to 2030.

Health Benefits Associated with Alfalfa Hay Fuel North America Alfalfa Hay Market

Alfalfa hay is widely recognized as a significant animal feed component owing to its nutrient profile. It is rich in vitamins, proteins, and minerals that are essential for livestock nutrition. For example, dairy cows fed with alfalfa hay typically produce milk with higher protein content, resulting in improved milk quality and yield. Similarly, beef cattle fed with alfalfa hay exhibit ideal weight gain, along with better overall health, due to its balanced nutrient profile. These health benefits translate to higher productivity and profitability for farmers, driving the popularity of alfalfa hay as a premium feed option. Moreover, as consumers increasingly seek products from animals raised with natural and sustainable practices, the demand for alfalfa hay as a wholesome and health-promoting feed ingredient continues to rise.

The high fiber content of alfalfa hay helps build optimal digestive health in livestock, reducing the incidence of digestive disorders such as bloating or acidosis. Horses fed with alfalfa hay experience better gut motility and reduced risk of colic (dehydration in the colon) due to its digestible fiber content. Additionally, the chewing action required to consume alfalfa hay stimulates saliva production, which buffers stomach acidity and

helps prevent ulcers in horses and other livestock. These digestive health benefits make alfalfa hay a preferred choice among animal farmers seeking to optimize animal well-being and minimize veterinary expenses.

Further, the natural properties of alfalfa hay make it an attractive option for farmers looking to minimize reliance on synthetic livestock feed additives or medications. It contains bioactive compounds such as phytoestrogens and antioxidants, which have been shown to have positive effects on animal health by stimulating immune function. Some studies also indicate that the phytoestrogens in alfalfa may help improve reproductive performance in breeding animals, leading to increased conception rates and litter sizes. Additionally, the antioxidant properties of alfalfa hay can help reduce oxidative stress and inflammation in livestock, enhancing overall resilience and disease resistance.

In recent years, the use of alfalfa hay in pet foods and supplements has increased notably due to its nutrient-rich composition and potential health benefits for companion animals such as rabbits, guinea pigs, and pet birds. Additionally, alfalfa hay is used in the production of specialty products such as herbal teas and dietary supplements for human consumption, capitalizing on its health-promoting capabilities. With diverse applications across livestock, pet, and human nutrition segments, alfalfa hay demand is high worldwide. Thus, health benefits associated with alfalfa hay drive the alfalfa hay market growth.

North America Alfalfa Hay Market Overview

The demand for alfalfa hay is surging in the US due to the robust livestock industry, growing awareness of the nutritional benefits of alfalfa hay, and increasing adoption of sustainable agricultural practices. According to Horse Industry Statistics, there are 7.25 million horses in the US as of 2024. With the US being a significant player in the equine industry, there is a consistent need for high-quality feed to support the health and productivity of livestock. Also, US is the largest producer of alfalfa hay, in 2022 the alfalfa hay production accounted for 48 million tons. The country accounts for almost 48% in exports accounting for approximately 2 billion export value. Additionally, as consumers become more conscious about animal welfare and environmentally friendly farming practices, the demand for alfalfa hay produced using sustainable methods would continue to grow in the coming years.

North America Alfalfa Hay Market Revenue and Forecast to 2030 (US\$ Million)

North America Alfalfa Hay Market Segmentation

The North America alfalfa hay market is segmented based on type, application, and country. Based on type, the North America alfalfa hay market is categorized into alfalfa hay bales, alfalfa hay pellets, alfalfa hay cubes, and others. The alfalfa hay bales segment held the largest market share in 2022.

By application, the North America alfalfa hay market is segmented into ruminant feed, equine feed, poultry feed, and others. The ruminant feed segment held the largest market share in 2022.

Based on country, the North America alfalfa hay market is segmented into the US, Canada, and Mexico. The US dominated the North America alfalfa hay market share in 2022.

Green Prairie International Inc, SL Follen Co, Anderson Hay & Grain Co Inc, Standlee Premium Products LLC, M&C Hay LLC, The Gombos Co LLC, Al Dahra Holding LLC, and Ward Rugh Inc are some of the leading players operating in the North America alfalfa hay market.

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