

North America Timothy Hay Market Size and Forecast (2021 - 2031) Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Type (Timothy Hay Bales, Timothy Hay Pellets, and Timothy Hay Cubes) and Application (Equine Feed, Cattle Feed, Rabbits, Other Applications)

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Abstracts

The North American Timothy hay market is projected to grow significantly, reaching an estimated value of approximately US\$ 2,257.67 million by 2031, up from US\$ 1,763.56 million in 2024. This growth represents a compound annual growth rate (CAGR) of 3.6% from 2025 to 2031.

Executive Summary and Market Analysis

The increasing demand for Timothy hay in North America can be attributed to several factors, including a rise in pet ownership, a growing preference for natural and organic animal feed, and the surging popularity of equine sports and recreational riding. According to the American Pet Products Association (APPA), around 6 million households in the United States own small pets. This trend has led to a heightened awareness of the nutritional needs of these animals, thereby driving the demand for high-quality hay. Additionally, the equine sector is also experiencing a surge in demand for quality feed. The World Population Review indicates that the US had approximately 10.3 million horses in 2025, with horse owners increasingly opting for higher-quality forage like Timothy hay to address health concerns. Timothy hay is particularly beneficial for horses with metabolic disorders, such as insulin resistance or obesity, due to its high fiber and low-calorie content. The rising interest in equestrian sports, including show jumping and dressage, has further fueled the demand for premium

equine feed.

Strategic Insights

Market Segmentation Analysis

The North American Timothy hay market can be segmented based on type and application.

Type: The market is divided into Timothy hay bales, Timothy hay pellets, and Timothy hay cubes. In 2024, the Timothy hay bales segment accounted for the largest market share.

Application: The market is also segmented into equine feed, cattle feed, rabbits, and other applications. The equine feed segment held the largest share in 2024, reflecting the strong demand from horse owners seeking quality nutrition for their animals.

Market Outlook

There is a notable increase in the demand for organic Timothy hay, driven by a preference for natural, chemical-free products among pet owners and equine caretakers. As consumers become more health-conscious, there is a significant shift towards organic options for pets, including small mammals like rabbits and guinea pigs, as well as horses. Organic Timothy hay is particularly valued for being free from pesticides, herbicides, and synthetic fertilizers, aligning with the growing consumer desire for environmentally sustainable and ethically produced food options. The rising awareness of the health risks associated with conventionally grown hay, which may contain harmful chemical residues, has led to an increased demand for organic pet feed. This trend reflects a broader movement towards clean, organic ingredients for pets, with many small pet owners willing to invest in premium products.

The demand for organic Timothy hay as equine feed is also on the rise, as horse owners seek high-quality natural feeds to enhance the health and well-being of their animals. Organic Timothy hay offers numerous benefits, including improved digestion, effective weight management, and a lower risk of metabolic disorders, which are prevalent among horses. As organic farming practices and certification processes become more accessible, the availability of organic Timothy hay is expected to

increase, further driving demand for these premium products in both pet and equine feed markets.

Country Insights

The North American Timothy hay market is comprised of the US, Canada, and Mexico, with the US holding the largest market share in 2024. The United States is one of the leading global producers of Timothy hay, with major production states including Washington, Oregon, and Idaho. These regions benefit from optimal growing conditions and advanced agricultural techniques, ensuring a consistent supply of high-quality hay to meet both domestic and international demand. According to the US Department of Agriculture, the total hay production in the US is around 10 million tons annually, which includes Timothy hay. The increasing awareness of the health benefits associated with Timothy hay for small pets and equines is gaining traction across the nation. The US has a significant number of Timothy hay producers, supported by favorable climate conditions, and many of these producers are also engaged in the export and supply of Timothy hay globally.

Company Profiles

Key players in the North American Timothy hay market include Douliere Hay France SAS, Green Prairie International Inc, Standlee Premium Products LLC, SL Follen Co, Anderson Hay & Grain Co. Inc., M&C Hay LLC, Lucerne Farm, Cubeit Hay, Oxbow Animal Health, Old Manor Farm, Kaytee Products, Inc., Zabeel Feed, Ward Rugh Inc, Barr-Ag Ltd, and The Gombos Company, LLC, among others. These companies are employing various strategies such as expansion, product innovation, and mergers and acquisitions to enhance their product offerings and increase their market share.

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