Animal Growth Promoters & Performance Enhancers Market by Product & by Animal - Global Forecast to 2020

Description: The animal growth promoters and performance enhancers market is poised to reach USD 9.66 billion by 2020 from USD 7.56 billion in 2015, growing at a CAGR of 5% during the forecast period of 2015 to 2020. Growth promoters are used for increasing feed efficiency, average daily gain, carcass quality, and milk production. Prevention of disease transmission and enhancement of growth and feed efficiency are the critical factors in the meat industry that are being addressed by the use of growth promoters.

Subtherapeutic/low doses of in-feed antibiotics are the most widely used growth promoters and have been used in animal feed since decades. However, in the wake of growing awareness about pathogenic resistance - owing to an overuse of antibiotics - alternatives such as feed enzymes and organic acids are being developed by companies.

In 2015, the antibiotic growth promoters segment is expected to account for the larger share of the market, by product. Factors responsible for the growth of this market are the wide usage of antibiotics in animal feed in countries such as China, Russia, Brazil, and the U.S. The poultry segment is expected to account for the largest share of the animal growth promoters and performance enhancers market, by animal. This is due to the low consumption of pork meat in India and in a number of Islamic countries owing to religious reasons, which is why poultry products are in high demand in these regions.

In 2015, Asia-Pacific is expected to account for the largest share of the global market, followed by North America, Europe, and the Rest of the World (RoW). Asia-Pacific's large share is attributed to the high meat consumption in China, population explosion and growing purchasing power of the middle class in India, continued use of AGPs despite a ban in India, awareness conferences in the Rest of Asia, persistent use of growth promoters in Australia and New Zealand, and upsurge in meat demand in Thailand, Vietnam, Indonesia, and the Philippines, among others. North America is expected to account for the second-largest share of the market.

The market witnesses high competitive intensity, as there are several big and many small firms with similar product offerings. These companies adopt various strategies (agreements, partnerships, joint ventures, collaboration, expansion, new product launches, and acquisition) to increase their market shares and establish a foothold in the global market.

Reasons to Buy the Report:

The report will enrich both established firms as well as new entrants/smaller firms to gauge the pulse of the market, which in turn will help them, garner a greater market share. Firms purchasing the report could use any one or a combination of the below-mentioned five strategies (market penetration, product development/innovation, market development, market diversification, and competitive assessment) for strengthening their market shares. The report provides insights on the following pointers:

- Market Penetration: Comprehensive information on the product portfolios of top players in the animal growth promoters and performance enhancers market. The report analyzes the market based on product and animal
- Product Development/Innovation: Detailed insights on upcoming technologies, research and development activities, and new product launches in the animal growth promoters and performance enhancers market
- Market Development: Comprehensive information about lucrative emerging markets. The report analyzes the markets for various animal growth promoters and performance enhancers across regions
- Market Diversification: Exhaustive information about new products, untapped regions, recent developments, and investments in the animal growth promoters and performance enhancers market
- Competitive Assessment: In-depth assessment of market shares, strategies, products, distribution networks, and manufacturing capabilities of the leading players in the animal growth promoters and performance enhancers market

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