Asia Pacific Forage Seed Market - By Product Type, Application and Geography-Market Shares, Forecasts And Trends (2015-2020)

Description: The Asia Pacific forage seed market has estimated to be XX billion US$ in 2014 and expected to reach XX billion US$ by 2020 at a high CAGR of 10% during the forecasted period 2015-2020. Forage seeds are used by the farmers to grow forage crops such as Alfalfa, Clover, Birdsfoot Trefoll, Bentgrass which are utilized by the grazing livestock as a feed. Forage plants are first breed by the forage breeder to obtain forage seeds which is then supplied to the seed grower and conditioner for further processing and conditioning to get the purified seed with high potential. Asia Pacific contributes the third largest share in the forage seed market after North America and Europe. The consumption of milk and meat product are predicted to increase by 2-4% in Asia. The tremendous increase in demand for dairy and meat products, increase in high capita income and vast increase in population has highly influenced the demand of forage seed in the market.

Forage seeds are used by the dairy farmers and forage farmers for the high yield of crops. These seeds are produced particular to the species and variety of crops to be grown and are climatic dependent. Many of the forage seed market in APAC are insufficient for domestic production and are mostly taken by public sectors. India, China and Thailand are the only countries that have established forage seed production facilities while rest of the region produces in small quantities. Most of the forage seed market in the region are uncertified and consists of small farm holders. Forage seed market in the region are highly concentrated on the hybrid seed production.

The major drivers for the market are steady increase in population, emerging per capita income, increased demand for dairy and animal products, increased consumer preference for organic food and feed products, increased in breed cattle demand for feed, government subsidies and the shrinkage of land for the grazing animals. Unpredictability of seed cycle, Soil condition, Climatic change, periodic drought characteristic of the region and the time incentive returns being the restraint for the market. Although the quality potential of the forage seed is quite high and so the cost is more which creates an unwillingness for the farmers to buy the high cost seed for the feed.

Forage market are distributed in different segment on the crop type, product type and animal type. The market segmented on the type of crop production for the miller such as cereal crops, legumes or grasses for grazing animals. Forage product type is further sub segmented into the storage purpose forage and fresh forage. Forage are grown for conservation to preserve them for the time when it is unavailable in the market. It is stored as hay through drying process and as silage through fermentation process. The market segmentation through cattle type includes cross breed cattle, indigenous cattle and buffalos. Dairy and beef cattle covers the major market of forage seed.

Increased government support and subsidies has created an opportunity for the market. The unorganised informal seed production market, high capital investment and thus high cost of seeds and climatic condition are major challenge for the market growth. The key players in the market are Allied Seed, DLF International seeds, Dynamic Seeds Ltd., Brett Young, Golden Acre Seeds, Moore Seed Processors, Pickseed Canada Ltd., Foster feed and seed, among others. The major players are involved in the investment in R&D for innovative product, partnerships and market strategy for the pricing of product to sustain in the competitive market.

Key Deliverables:
- Market analysis for the APAC Forage seed Market, with region specific assessments and competition analysis on global and regional scales
- Market definition along with the identification of key drivers and restraints
- Identification of factors instrumental in changing the market scenarios, rising prospective opportunities, and identification of key companies that can influence this market on a global and regional scale
- Extensively researched competitive landscape section with profiles of major companies along with their market shares
- Identification and analysis of the macro and micro factors that affect the global Forage seed market on both global and regional scales
- A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information
- A wide-ranging knowledge and insights about the major players in this industry and the key strategies adopted by them to sustain and grow in the studied market
- Insights on the major countries/regions in which this industry is blooming and to also identify the regions that are still untapped

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