

Africa Alfalfa Hay Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

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Report description:

The African alfalfa hay market is projected to register a CAGR of 9.7% during the forecast period 2022-2027.

The COVID-19 pandemic negatively impacted the alfalfa hay market in Africa. The restrictions imposed for the containment of the pandemic resulted in a shortage of labor, disruption of the availability of raw materials, and breakdown of supply chains. Alfalfa plays a significant role as a type of livestock forage for the animal feed due to its high protein and digestible fiber content.

The crop is mainly used for feeding dairy cows, cattle, horses, sheep, and goats. Sudan is the largest producer in Africa, followed by South Africa. Sudan has an advantage due to its geographical location, climate, and water resources from the Nile and has become a key player in the Middle-Eastern alfalfa market. Some of the firms, which are engaged in alfalfa production, have also initiated dairy farming locally in Sudan, with the aim of exporting value-added live calves and meat products, especially to countries such as the United Arab Emirates, Qatar, and Saudi Arabia, and the price of alfalfa hay has been declining in the country, which may lead to a diminution in the domestic consumption over the coming years.

In recent years, South Africa emerged as a market leader as demand increased due to the worst drought in Africa. South Africa's alfalfa (Lucerne) has been exported globally because of its quality and grading. Over the long term, the growing cattle population and increasing demand for quality feed are anticipated to drive the market's growth.

Africa Alfalfa Hay Market Trends

Demand for Quality Feed

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The increasing cattle population and rising demand for milk production in dairy cattle are the key driving factors for the alfalfa hay market in the region. Livestock production is an important source of food, employment, and income for much of East Africa's rural population. With the growing concern for improving livestock productivity, the use of alfalfa hay in feed is steadily increasing in the region.

Livestock products remain the desired food for nutritional value and taste across the region. Dairy product manufacturers are focusing on catering to the increasing demand for alfalfa hay, which has been primarily aided by changing consumer preferences due to growing income levels. The use of alfalfa hay is considered essential in animal feed, particularly for poultry feed, due to its crude protein content. Dependence on alfalfa hay for animal feed may continue to drive the alfalfa hay market globally over the forecast period.

Owing to the benefits of alfalfa, including high nutritional content, a rich source of protein, and high energy, which help improve lactation, reproduction, maintenance, and growth of the livestock, the alfalfa market is anticipated to grow significantly in the near future.

Increasing Alfalfa Hay Exports

Jankempdorp, Hopetown, Jacobsdal, and Douglas are the major Lucerne hay-producing towns in the Northern Cape, owing to their favorable environmental conditions such as adequate dry and warm conditions, better irrigation water soil, and high-quality soil. South Africa is also exporting the Lucerne hay to several countries, such as United Arab Emirates, Dubai, Oman, China, and others.

The shortage of Lucerne hay in the United Arab Emirates has stimulated the demand for the alfalfa hay grown in the country in order to meet the inflating export demand. Also, the growth of the alfalfa hay market in China is a splendid export opportunity for South Africa, which is likely to stimulate the production as well as production prices for alfalfa hay over the coming years to meet the growing consumer demand from China.

Further, the Sudanese Ministry of Investment has prepared a lot of new feasibility studies for increasing alfalfa production farms around the country. The increased FDI from GCC countries has fueled the projects under the ministry for increasing production. This is expected to further add to the export opportunities over the coming years.

Africa Alfalfa Hay Market Competitor Analysis

The African alfalfa hay market is fragmented, with very few dominant players. Some of the companies that provide alfalfa hay to the African countries are Al Dahra ACX Global Inc., Alfalfa Monegros SL, Border Valley, Bailey Farms, and Anderson Hay & Grain Inc.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

Table of Contents:

1 INTRODUCTION

1.1 Study Assumptions and Market Definition

1.2 Scope of the Study

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2 RESEARCH METHODOLOGY

3 EXECUTIVE SUMMARY

4 MARKET DYNAMICS

4.1 Market Overview

4.2 Market Drivers

4.3 Market Restraints

4.4 Porter's Five Forces Analysis

4.4.1 Threat of New Entrants

4.4.2 Bargaining Power of Buyers/Consumers

4.4.3 Bargaining Power of Suppliers

4.4.4 Threat of Substitute Products

4.4.5 Intensity of Competitive Rivalry

5 MARKET SEGMENTATION

5.1 Product Type

5.1.1 Bales

5.1.2 Pellets

5.1.3 Cubes

5.2 Application

5.2.1 Meat/Dairy Animal Feed

5.2.2 Poultry Feed

5.2.3 Horse Feed

5.2.4 Other Applications

5.3 Geography

5.3.1 Africa

5.3.1.1 South Africa

5.3.1.2 Sudan

5.3.1.3 Uganda

5.3.1.4 Tanzania

5.3.1.5 Kenya

5.3.1.6 Rest of Africa

6 COMPETITIVE LANDSCAPE

6.1 Market Share Analysis

6.2 Most Adopted Strategies

6.3 Company Profiles

6.3.1 Al Dahra ACX Global Inc.

6.3.2 Alfalfa Monegros SL

6.3.3 Border Valley

6.3.4 Bailey Farms

6.3.5 Anderson Hay & Grain Inc.

7 MARKET OPPORTUNITIES AND FUTURE TRENDS

8 AN ASSESSMENT OF IMPACT OF COVID-19 ON THE MARKET

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