

Cattle Feed Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 100 pages | Mordor Intelligence

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Report description:

The cattle feed market is projected to register a CAGR of 3.2% during the forecast period (2022-2027). The increased demand for cattle feed across the world is highly hampered by the COVID-19 pandemic, resulting in supply chain disruption restricting the product trade. With the loosening of situations, the disruption is anticipated to dissolve, facilitating the product trade.

The United Nations Food & Agriculture Organization (FAO) projects a 1.7% year-on-year increase in the demand for cattle products by 2050, with the demand for dairy products projected to increase by 55% and that of beef by 70%. The increasing demand for milk and dairy products in developing countries will boost the global market during the forecast period.

Europe and North America have a significant consumption share of dairy products and meat currently, while rapid growth has been projected in the Asia-Pacific and Latin American regions. Increased demand for dairy products and beef has led to increased industrialization of cattle rearing. This translates to an increase in herd sizes, increased use of compound feed, and better scientific management of cattle. This phenomenon has helped in the growth of the cattle feed market.

Cattle Feed Market Trends

Increasing Industrialization of Livestock Production in Developing Countries

Increasing population and the need to satisfy the nutritional and taste preferences of the population in developing countries has led to increased industrialization of livestock production. In developing countries, cattle rearing has traditionally been a backyard occupation. However, with increased demand and more awareness regarding the economies of scale of maintaining larger herds, the cattle rearing in these countries have started to transform. For instance, according to FAO, the cattle population in India has increased to 194.4 million in 2020 from 191 million in 2017. Also, in 2019, India produced 187.7 million metric tons of milk, an increase of 13.4% from 2017.

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According to FAO, in land-locked developing countries, cow milk production accounted for 41.5 million metric tons in 2020. Moreover, the cattle population increased to 265 million heads in 2020 from 230 million heads in 2017. Increased industrialization of cattle husbandry would lead to the adoption of advanced management practices, including the usage of compound feed in appropriate dosages. This is expected to boost the growth of the cattle feed market over the forecast period.

North America Dominates the Global Market

In North America, the cattle population was 105 million heads in 2020. The increasing population creates an increasing demand for cattle feed. In North America, the United States consumed a total of 284.0 million metric tons of animal feed in 2019, of which 64.5 million metric tons accounted for feed consumed by beef cattle.

Due to the significant size and demand of its livestock industry, the United States is one of the world's largest cattle feed producers and exporters. According to ITC, in 2020, the United States contributed 9.7% of the total feed export. Cattle feed production and consumption are following a nominal year-on-year growth in the region, but the region accounts for a major share of the cattle feed market. The market for cattle feed in the region is characterized by the presence of large multinational corporations such as Cargill Inc., Land O' Lakes, and ADM, among others, who have a strong presence across the United States and Canada.

Cattle Feed Market Competitor Analysis

The cattle feed market is highly fragmented, with numerous local and regional players vying for increasing market shares in a market that has a strong presence of multinational players. Archer Daniels Midland, Cargill Inc., Land O' Lakes Inc., De Heus, and ForFarmers are some of the major players in the market. The fragmented supply of raw materials and the geographically dispersed consumer group in developing markets provide significant opportunities for local feed manufacturers to maintain a niche group of customers.

Additional Benefits:

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

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