

China Feed Probiotics - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2017 - 2029

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Report description:

The China Feed Probiotics Market size is estimated at USD 429.13 million in 2024, and is expected to reach USD 556.08 million by 2029, growing at a CAGR of 5.32% during the forecast period (2024-2029).

- The feed probiotics market in China recorded a value of almost USD 0.4 billion in 2022, accounting for almost 9% of the regional feed additives market. China registered the largest feed probiotics market in the Asia-Pacific region, accounting for 44% of the regional market share in 2022. The market declined in 2020, but it increased by 48.1% in 2021 due to increased feed production and high demand for meat and dairy products after the resumption of all operations that were stopped during the COVID-19 pandemic in 2020.

- Lactobacillus was the most commonly used probiotic in China's feed probiotics market, accounting for a value of almost USD 0.14 billion in 2022, followed by bifidobacterium, enterococcus, and pediococcus. Lactobacillus is favored because it stimulates the digestive system, fights disease-causing bacteria, and helps produce vitamins in the body.

- Poultry birds were among the largest animal types in the feed probiotics market in China, accounting for 46.5% of the total market share in 2022. The share of probiotics for poultry birds is high due to their higher count, dosage rates, and their usage in both broilers and layers. The feed production of poultry birds in China accounted for more than 0.1 billion metric tons in 2022. The market is highly influenced by the rising level of feed production.

- Bifidobacterium, lactobacillus, pediococcus, and streptococcus are all growing at a similar rate. These varieties are expected to record a CAGR of 5.4% during the forecast period due to the growing commercial factory farming in the country and the rising awareness of healthy animal feed. The overall feed probiotics market is expected to witness a CAGR of 5.3% during the forecast

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period.

China Feed Probiotics Market Trends

Increasing per capita consumption of poultry products and African Swine Fever (ASF) affecting swine helped in increasing the poultry demand and poultry production

- China's poultry industry holds a dominant position in the global market, with the major producers of poultry located in Beijing, Tianjin, Shanghai, Shandong, and Guangdong. The growth of this industry is primarily attributed to rising population and urbanization, increased income levels, and shifting consumer preferences toward poultry meat as a result of the African Swine Fever outbreak that led to a reduction in the supply of pork. From 2017 to 2022, China's per capita consumption of poultry increased by 2.06 kg, thereby further driving the demand for poultry products.
- The country's poultry industry produces chickens, ducks, and quails. Chicken is the major poultry bird, which accounted for 495.9 million heads and 40% of the global egg production in 2022. The adoption of layer farming is rising as over 900 million stock-laying hens and 60 million chicks are hatching annually at the country's largest layer farming center.
- The consumption of poultry meat in China increased due to its favorable prices, increasing awareness of high-protein diets, and a shift in consumers' preferences. As a result, broilers are being grown to meet the demand for poultry meat. To improve productivity and meet the rising demand for poultry products, three domestic varieties of broiler genetics were released in 2021, which were Shengze 901, Guangming No. 2, and Wode 188.
- The continued investment, commercialization, and release of new and improved breeds in the market, coupled with the rising production of poultry and increasing per capita consumption, are expected to drive the growth of the poultry industry in China during the forecast period. Increasing awareness of the health benefits and nutritional value of poultry is anticipated to fuel the growth of the poultry industry in the country.

Rising demand for seafood and shifting of producers from conventional feed to compound feed is increasing the feed production for aquaculture species

- Aquaculture feed production in China witnessed a significant rise of 54.1% in 2022, reaching 22.8 million metric tons. However, there was a 21.3% drop in volumes in 2020 due to the COVID-19 outbreak and the resulting closure of feed industries. The rapid expansion of aquaculture production in China is driven by the increasing demand for seafood in the country and the expansion of feed production units. For instance, Grobest China established a new aquaculture feed factory in Guangdong Leizhou, putting in an investment value of USD 37.7 million and resulting in an annual production capacity of 250,000 tons.
- Fish is the primary aquaculture species in China. Feed production increased by 3.2% in 2022 due to the rising demand for feed as the cultivation volume of fish increased to 37.5 million metric tons in 2022 from 37.4 million metric tons in 2018. Producers are shifting from conventional feed to compound feed due to the increasing awareness about nutrient management and good farming practices.
- In 2022, shrimp accounted for 2.9% of the aquafeed market's share in the country, registering a production volume of 0.6 million metric tons. The demand for shrimp feed in China is strongly driven by the increasing demand for shrimps, as Chinese consumers

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are undergoing a nutritional transition. Shrimps are a good source of antioxidants and astaxanthin, which bolster the nervous and musculoskeletal systems. The rapid expansion of the aquaculture sector and increasing awareness about nutrient management in aquaculture production are expected to boost the market during the forecast period.

China Feed Probiotics Industry Overview

The China Feed Probiotics Market is moderately consolidated, with the top five companies occupying 44.21%. The major players in this market are Adisseo, Cargill Inc., DSM Nutritional Products AG, Evonik Industries AG and IFF(Danisco Animal Nutrition) (sorted alphabetically).

Additional Benefits:

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

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