

**India Feed Additives Market Assessment, By Product Type [Technological Additives, Nutritional Additives, Sensory Additives, Zootechnical Additives, Coccidiostats and Histomonostats], By Livestock [Ruminants, Poultry, Aquatic Animals, Swine, Others], By Source [Synthetic, Natural], By Form [Dry, Liquid], By End-user [Residential, Commercial], By Region, Opportunities and Forecast, FY2018-FY2032F**

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**Report description:**

India feed additives market is projected to witness a CAGR of 5.90% during the forecast period FY2025-FY2032, growing from USD 1.25 billion in FY2024 to USD 1.98 billion in FY2032. The market is experiencing remarkable growth, largely driven by rising demand for quality animal products and increasing concern about the welfare of livestock. There is an increasing trend towards greater commercialization of agricultural practices surging the need for effective feed additives. There are many additives that can improve an animal's nutritional status such as amino acids, vitamins, enzymes and probiotics.

Poultry, dairy, and aquaculture play crucial roles in agriculture economy in India, driving the demand for feed additives in the country. Moreover, government initiatives to boost agricultural production and guarantee food security are among the factors fueling the market growth. In addition, the implementation of modern farming methods and enhanced awareness among farmers with respect to advantages of feed additives have been supporting the increase of this market.

Nonetheless, the market encounters difficulties like changing raw material prices and strict regulations which may impede development. Apart from this, innovations in feed additives formulas such as research may help keep the market to expand. Additionally, domestic consumption and export possibilities will drive the industry's permanent growth irrespective of its evolution phase.

In May 2024, the European feed additives manufacturer, Nuqo, announced the launch of Nuqo Animal Nutrition India Pvt Ltd., a new subsidiary in India. With the new subsidiary, Nuqo India is aiming to meet the changing demands of Indian clients by leveraging the vast industry experience and local market insights of its committed workforce.

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## Expanding Livestock Population Fuels Market Growth

The growing livestock population in India is a major factor behind the demand for feed additives. According to the 20th Livestock Census, there are 535.78 million livestock in the nation overall, 4.6% more than the 2012 Livestock Census.

Since India possesses the world's largest number of livestock species, such as poultry, cattle, and fish, the country mainly depends on them for farm economy and provision of food. To satisfy the rising demand for meat, milk, and eggs, more farmers are turning to livestock farming, especially in dairy farming and chicken keeping.

In November 2023, at Poultry India 2023, Nutrex presented its latest line of feed additives, Nutrase BXP, PhytoStar, EndoBan, and Free-Tox, intended to enhance animal health, productivity, and well-being. These additives are made to assist farmers in keeping the gut flora of their animals in a healthy state, which is necessary for the best possible immune system and nutrition absorption. With an increase in livestock population, there is a rise in demand for efficient feeding methods that will ensure optimal health and productivity of animals. A vital component of this process are feed additives, which increase the nutritional value of animal feeds, aid digestion, enhance immunity, and promote quick growth rates. Most notably, these advantages are crucial for commercial farming since it aims at maximizing outputs.

Furthermore, the increase in livestock numbers leads to an increased demand for feed resources, which means that it is essential to add feed supplements so as to enhance the efficiency of feed conversion. This pattern is anticipated to persist and with the rise of India's needs for animal-based items, the market for feed additives is expected to grow in forecast years.

## Innovations in Additives Catalyze Market Expansion

Innovative feed supplements play a critical role in the development of India feed additives market. The need for more efficient, sustainable, and effective animal nutrition solutions has prompted notable changes in formulation operations in the sector. Among these innovations, the introduction of natural and organic feed additives due to an increasing demand for clean-label items and fears about the impact of synthetic substances on livestock food supply chains is expected to increase.

Plant-based enzymes, probiotics, and essential oils are natural additives that provide advantages such as better gut health, improved nutrient uptake, and increased immunity with less harm on environment. In November 2023, Refit Animal Care, a renowned producer and provider of premium animal feed and supplements, introduced two new feed supplement products for pigeons. The two new pigeon feed supplements, ACTIPIGEON and SPEEDO+, are made with natural substances and aimed at having a significant positive impact on the production, health, and performance of pigeons.

Besides, research is being done on precision nutrition entailing formulation of supplements that are specific for particular kinds of animals at various life stages or having varied illnesses, aimed at maximizing feed use and minimizing waste. Other areas of innovation involve new technologies, for instance, microencapsulation, which protects sensitive elements and ensure their targeted release in the digestive system of animals. These advances are helping farmers achieve better results while reducing costs and meeting the growing demand for high-quality animal products.

In February 2024, Zenex Animal Health India Private Ltd. developed an innovative solution for chicken's gut health, Bacillus siamensis ZMT02 (BSZMT02). The product is a unique probiotic strain that improves production indicators among chickens. It even allows farmers to remove gut-acting AGPs and antibiotics.

## Ruminants Hold a Larger Market Share

Ruminants, particularly cattle and buffalo, take a larger market share in India feed additives market, driven by the country's big dairy and beef industries. India is the world's leading producer of milk, making its dairy sector an important integral part of the agricultural economy. To maintain levels of high milk production, there has been a rising need for additives that will increase the nutritional value of feeds, enhance digestion, and promote the general well-being of animals.

Ruminants have unique nutrient requirements to stand their complicated digestive systems, thus feed additives such as vitamins, minerals, and probiotics are key ingredients in enhancing the effectiveness of conversion of feeds into animal products. They go a long way in ensuring that the rumen is running smoothly, reducing metabolic disorders, and maintaining uniformity in milk production.

As the dairy industry evolves and embraces more intensified agricultural methods, feed additives are on the rise. In addition, this has resulted in the enlargement of the market size for ruminants in the sector of feed additives due to amplified consumer demand for dairy products.

In August 2023, India's first Peer Commerce in AgriTech, Gramik, introduced three cow feeding additives, Doodh Sagar, Heifer Mix,

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and Urja Pashu PoshakAahar. The new product line is being introduced with the goal of giving Indian livestock farmers a competitive advantage in the market by making high-quality cow feed supplements easily accessible and reasonably priced.

#### Future Market Scenario (FY2025 - FY2032F)

-□With increasing need for animal-derived products such as meat and dairy (including eggs), the need for more efficient and sustainable livestock production will increase, resulting in increased incorporation of feed additives.

-□As technologies such as microencapsulation are used, continuous improvements in additive formulations will enhance the market.

-□The future of technology will see a rise in the development of highly targeted and species-specific feed additives, leading to optimized feed efficiency besides reducing waste.

#### Key Players Landscape and Outlook

The key players in India feed additives market are a mix of international giants and strong local companies, each contributing to the market's dynamic and competitive landscape. Global players, with their extensive research and development capabilities, offer innovative and high-quality feed additives, utilizing their experience, strong distribution networks, and advanced technologies. These companies are well-positioned to meet the increasing demand for efficient and effective animal nutrition. Local companies hold a substantial share of the market, offering products that are tailored to the specific needs of Indian farmers and livestock producers. These players have deep insights into local agricultural practices and consumer preferences, allowing them to develop cost-effective and culturally relevant solutions that resonate well in the market.

The competitive landscape is expected to become more intense as companies invest in new product development and expand their market reach. Collaborations, and mergers and acquisitions may increase as firms seek to strengthen their positions. The market outlook remains positive, driven by the ongoing demand for quality animal nutrition and continuous innovations in feed additive formulations.

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\*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work.

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