

Animal Feed Probiotics Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

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Report description:

The Global Animal Feed Probiotics Market was valued at USD 248.3 million in 2024 and is anticipated to grow at a CAGR of 6.8% from 2025 to 2034. This growth is largely attributed to the increasing reliance on probiotics as a natural solution to improve animal health and enhance productivity. As the industry moves away from antibiotics, probiotics have emerged as a promising alternative for promoting sustainable and effective livestock management.

Probiotics are crucial in improving gut health, boosting immunity, and optimizing nutrient absorption in animals, all of which contribute to enhanced growth rates and overall performance. The growing awareness of animal welfare and the rising consumer preference for antibiotic-free, high-quality meat and dairy products further drive the demand for these beneficial microorganisms. This shift in consumer behavior, in line with stricter regulations on antibiotic use in animal feed, has positioned probiotics as a vital component of modern animal nutrition strategies.

In terms of probiotic types, the market is segmented into lactobacilli, bifidobacterium, streptococcus, bacillus, and others. Lactobacilli, in particular, has emerged as a dominant segment, generating USD 152.5 million in revenue in 2024 and projected to reach USD 300.1 million by 2034. Known for their ability to balance intestinal microbiota and enhance nutrient uptake, lactobacilli are widely recognized for their role in improving livestock immunity and reducing the risk of infections. Their versatility and proven safety have made them a preferred choice across various animal species.

Based on livestock, the market is segmented into poultry, swine, cattle, aquaculture, pet food, equine, and others. The poultry segment holds a leading market share of 46%, driven by the need for natural growth enhancers and improved feed efficiency. As restrictions on antibiotics continue to tighten, probiotics have become essential for maintaining flock health and optimizing productivity in poultry farming.

In the U.S., the animal feed probiotics market was valued at USD 38.2 million in 2024, with growth driven by increasing consumer

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demand for antibiotic-free animal products. Concerns about antibiotic resistance and a growing emphasis on animal health are prompting farmers to adopt probiotics as a safer, more sustainable alternative. Supportive government policies and ongoing advancements in probiotic formulations further fuel market expansion, particularly in the poultry and swine sectors.

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