

Animal Growth Promoter - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The Animal Growth Promoter Market size is estimated at USD 21.84 billion in 2025, and is expected to reach USD 28.28 billion by 2030, at a CAGR of 5.30% during the forecast period (2025-2030).

Animal Growth Promoters (AGPs) are substances or compounds used in livestock production to enhance growth rates, improve feed efficiency, or alter the overall development of animals. These promoters can be either natural or synthetic and are commonly used in the agriculture industry, particularly in poultry, swine, and cattle farming. The goal of using AGPs is to improve the productivity and profitability of animal farming.

Livestock production has expanded across all regions and animal categories to meet evolving dietary requirements, particularly in developing markets. While the livestock sector, especially in Asia-Pacific, is becoming increasingly industrialized, small and marginal farmers remain prevalent in countries like India and China. The continuous rise in global meat production is anticipated to drive the growth of the AGP market during the forecast period. According to the FAO Meat Market Emerging Trends and Outlook 2023, global meat production is projected to reach 370.1 million metric tons (in carcass weight equivalent) in 2023, representing a 1.9 percent increase from the previous year. This growth is primarily attributed to increased output in Asia, specifically pig meat in China, and South America's bovine and poultry meat production. The intensification and industrialization of livestock production are likely to further stimulate the growth promoter market through increased livestock production levels.

Regulations governing growth promoters, particularly antibiotics and hormones, continue to become more stringent. This regulatory environment is driving innovation in the sector, encouraging the development of compliant alternatives while maintaining production efficiency. In the U.S., the FDA's efforts to reduce antibiotic use in livestock have increased focus on plant-based and organic growth-promoting alternatives.

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Animal Growth Promoter Market Trends

Poultry is the Significant Segment by Animal Type

The poultry segment is one of the most significant areas within the animal growth promoters market, particularly when it comes to animal feed additives. Poultry farming is a large industry globally, driven by the growing demand for chicken meat and eggs. Growth promoters in poultry farming are essential for enhancing the efficiency and profitability of poultry production by improving growth rates, feed conversion ratios, and overall health.

Poultry, especially chicken, is one of the most widely consumed meats worldwide. It is often considered a more affordable and accessible source of protein compared to red meats like beef and pork. As the global population rises and consumer preferences shift toward lean meats, the demand for poultry products (meat and eggs) continues to increase. In countries like the U.S., Brazil, Argentina, and China, poultry consumption has risen significantly, which in turn drives the demand for effective growth promoters to ensure a stable supply of meat. For instance, according to the OECD, the consumption of poultry meat in Argentina was 2,128.9 thousand metric tons in 2022, which increased by 2,157.2 thousand metric tons in 2023.

Besides, in several regions, regulatory bodies are restricting or banning the use of antibiotics as growth promoters in poultry. For instance, the European Union has long banned the use of antibiotics for growth promotion, forcing poultry producers to look for safer alternatives. Likewise, consumers are increasingly demanding antibiotic-free poultry products, pushing producers to adopt alternative growth promotion strategies. In response to these regulations, natural growth promoters such as herbal extracts and organic acids are gaining popularity in the poultry sector.

Asia-Pacific Dominates the Market

Asia-Pacific is the largest and fastest-growing market in the animal growth promoter's industry globally. Owing to the improved income levels, growing concerns for quality, and the environmental impact of meat in developing countries, there has been an increase in meat consumption in India, China, Malaysia, Indonesia, and Australia. The growth promoters market in the Asia-Pacific is further driven by the rapid growth of intensive livestock production due to the shortage of farmland and an abundance of labor.

China is the largest pork consumer in the region and is the leading pork-consuming country in the world which is the main driving factor for meat production in the country. China's meat consumption is double the amount consumed in the United States, owing to its increasing population. This is a major factor motivating the growth of the animal growth promoter market in China.

According to the Alltech Feed Survey 2023, China accounted largest animal feed production with 260.73 million metric tons followed by the United States with 240.40 million metric tons, Brazil with 81.94 million metric tons, and India with 43.36 million metric tons. This factor will escalate the demand for probiotics, prebiotics, and other feed supplements to promote livestock growth and efficiency in coming years.

According to FAO, Japan is the second-largest meat importer after China, with significant global consumption of meat. Such a rise in meat consumption is resulting in increased demand for animal growth promoters in the domestic livestock industry to increase efficiency and safety in meat products. Probiotics have become an integral part of the feed industry in the Indian market. Over the last few years, the rising consumer awareness toward the growth promoter has resulted in the inclusion of probiotics in the ruminant feed for improving their performance and health, which is augmenting the growth of the market.

Animal Growth Promoter Industry Overview

The animal growth promoter market is fairly consolidated, with many large and small international players occupying the overall

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market globally. The major players are Cargill, Incorporated., DSM-Firmenich, Elanco, Zoetis Services LLC, and DuPont. These major players are investing in new product innovation, expansions, and acquisitions for business expansions across the globe. Another major area of investment is the focus on R&D to launch new products at lower prices. Many international players in the market are involved in the partnership to increase their reach and strengthen their presence in the market.

Additional Benefits:

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

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