

North America Feed Probiotics - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The North America Feed Probiotics Market size is estimated at 0.85 billion USD in 2025, and is expected to reach 1.11 billion USD by 2030, growing at a CAGR of 5.57% during the forecast period (2025-2030).

- Probiotics have been proven to have numerous benefits in animals, including enhancing growth and production, protecting the host against pathogens, improving the immune system, strengthening bones, and fighting parasitism. These benefits have driven the market value of feed probiotics in the region, which increased by 10.1% between 2019 and 2020.
- Bifidobacteria and lactobacilli were the largest feed probiotic sub-additives in North America in 2022, accounting for the largest market share. These probiotic microorganisms can modulate the balance and activities of the gastrointestinal microbiota.
- The United States is the largest country in the North American feed probiotics market due to its high animal population and high feed production. In the United States, bifidobacteria and lactobacilli are the largest feed probiotic types, accounting for more than 66.4% of the feed probiotic market.
- Feed probiotics are predominantly used in poultry and ruminants, with a market share of 48.1% and 25.8%, respectively, in the market in 2022. Probiotics promote the growth performance and overall health of poultry and are increasingly being included in poultry diets as an alternative to antibiotics since the usage of antibiotics is banned in animal feed.
- The major driving factors for the feed probiotics market during the forecast period in North America are the increased awareness of the benefits associated with probiotic feed consumption and the ban on antibiotics usage. Overall, the North American feed probiotics market is expected to experience steady growth due to the benefits of probiotics in animals and the shift toward alternative solutions, such as probiotics, in place of antibiotics.

- The feed probiotics market in North America has witnessed significant growth in recent years. In 2022, the market was valued at USD 722.4 million, an increase of more than 39% during 2017-2022. The growth could be attributed to the increased awareness of the importance of probiotics in animal diets in the region.?
- The United States holds the largest share of the market in North America, valued at USD 505.8 million in 2022, followed by Mexico and Canada at USD 102.6 million and USD 77.3 million, respectively. The high consumption in the United States is due to the presence of a large animal population. In 2021, the country had approximately 1.78 billion animals, accounting for 59.7% of the total regional population.?
- Poultry birds accounted for the largest consumption share of feed probiotics in North America, with 48.1%, in 2022, owing to the high poultry population in the region. The ruminants and swine segments accounted for 25.7% and 23.7% of the market share, respectively. The ruminant segment is expected to grow at the fastest rate during the forecast period, registering a CAGR of 6.1%, owing to increasing export demand and domestic consumption.?
- North America produced around 280.7 million metric tons of compound feed in 2022, with the United States accounting for 76.1% of the share. The high production was attributed to the large animal population in the country.?
- The demand for feed probiotics is increasing in North America due to the rising demand for meat and awareness of healthy diets for animals. The market is expected to witness strong growth, registering a CAGR of 5.5% during the forecast period.?

North America Feed Probiotics Market Trends

Higher consumption of poultry meat than red meat and the United States is globally largest producer of eggs and poultry meat is driving the demand for poultry production

- The North American poultry industry experienced significant growth over the last five years, with the poultry headcount increasing by 5.0% from 2017 to 2022. This growth is largely due to the increasing demand for poultry meat and other poultry products. The United States dominates the North American poultry industry as the world's largest producer and second-largest exporter of poultry meat, as well as a major egg producer. The United States accounted for 62.0% of the region's total poultry production in 2022. The high-profit margin in the industry is attracting new poultry producers, leading to an increase in the number of producers in the region. For example, the number of egg producers in Canada has increased from 1,062 in 2016 to 1,205 in 2021.
- Poultry birds, especially broiler meat, are produced in large quantities due to their quick maturity and market weight, which is faster than other livestock. Poultry birds, including broilers, can be raised in small spaces, making it possible for producers to raise poultry in a variety of environments, including small plots of land. These advantages make poultry production more feasible, and as a result, Mexican poultry production increased by 12% in 2022 from the previous year.
- Poultry meat consumption is significantly higher than that of beef or pork. More people are choosing poultry as a leaner and healthier source of protein due to the rising health risks linked to eating red meat. This trend is expected to continue, driving the growth of the poultry industry in the region. The increasing demand for poultry products from both domestic and international markets and rising poultry production are expected to further drive the growth of the market during the forecast period.

Expansion of retail industry, and demand for high-quality seafood is increasing the demand for macro-nutrients and

- Aquaculture feed production in the North American region accounts for a small fraction of the global production, representing only 3.8% in 2022. However, the demand for diverse seafood products is driving local production, and feed production has grown by 9.2% between 2017 and 2022. In response to the increasing demand for nutritionally balanced feed, feed millers in the region are expected to increase production from 2.2 million metric tons in 2022 to 2.6 million metric tons in 2029. The compound feed offered to aquaculture species contains the macro- and micronutrients needed for healthy growth under intensive rearing conditions, which is contributing to the increased demand for aquaculture feed in the region.
- Fish, which accounted for 73.2% of feed production in 2022, is the most prominent species in terms of feed production. The rising awareness of the health benefits of fish in the human diet, changing food consumption patterns, the expansion of the retail sector, and high demand in the international market are contributing to the growth of fish production in the region. Fish feed production is expected to increase from 1.6 million metric tons in 2022 to 1.9 million metric tons in 2029 as producers focus on nutritional management to ensure the health and performance of their animals.
- Canada's aquaculture producers spent USD 393.8 million on feed in 2020, a 6.6% increase from 2016, demonstrating the increasing demand for high-quality aquatic food. Overall, the increasing demand for diverse seafood products and the need for nutritionally balanced feed for aquaculture species are expected to drive the growth of aquaculture feed production in the North American region in the coming years.

North America Feed Probiotics Industry Overview

The North America Feed Probiotics Market is moderately consolidated, with the top five companies occupying 53.67%. The major players in this market are Adisseo, DSM Nutritional Products AG, Evonik Industries AG, IFF(Danisco Animal Nutrition) and Kerry Group PLC (sorted alphabetically).

Additional Benefits:

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

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