

United States Alfalfa Market Report and Forecast 2025-2034

Market Report | 2025-06-29 | 128 pages | EMR Inc.

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Report description:

The United States alfalfa market size reached approximately USD 8.08 Billion in 2024. The market is further projected to grow at a CAGR of 7.10% between 2025 and 2034, reaching a value of USD 16.04 Billion by 2034.

Key Trends in the Market

Alfalfa is a perennial herbaceous legume that has high nutritional value and is a major source of protein for livestock. The green leafy alfalfa hay is considered to be very palatable to livestock and nutritious. It is also cultivated as green manure and aids in improving soil health. Alfalfa is rich in various bioactive plant compounds, vitamins, proteins, and minerals, among others.

- The increasing consumption of meat and dairy products due to growing population and rising awareness about the necessity of consuming a balanced diet is boosting the United States alfalfa market growth. Cattle are fed alfalfa hay for increasing the production of milk, aiding animals in gaining weight, and enhancing their overall health.

- The growing awareness about animal health and nutrition among dairy farm owners, agriculturists, and agronomists, among others is bolstering the market expansion. Alfalfa has a higher rate of fibre digestion as opposed to grass and can pass through the digestive tract through a faster rate. The product also acts as a good buffer in the rumen.

- The rising preference and demand for alfalfa pellets is providing lucrative growth opportunities to the market. The convenient, easy to transport, digest, and store nature of these products along with their ability to enhance the performance and health of animals due to their nutrient rich nature is boosting the demand of the product.

United States Alfalfa Market Segmentation

The EMR's report titled "United States Alfalfa Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

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Market Breakup by Product Type:

- Pellets
- Hay
- Cubes

Market Breakup by Animal Type:

- Cattle
- Horse
- Others

Market Breakup by Region:

- New England
- Mideast
- Great Lakes
- Plains
- Southeast
- Southwest
- Rocky Mountain
- Far West

Market Share by Product Type

As per the United States alfalfa market analysis, hay accounts for a significant share of the market. This is due to the high calcium and protein content of alfalfa hay. It is also an excellent source of different nutrients and energy. Due to the high nutrient and fibre content of alfalfa hay, it is fed to rabbits for maintaining healthy teeth and bones. The product also supports fermentative digestion which enhances the rumen health, increasing its consumption as a nutritional source for lactating animals.

Market Share by Animal Type

Cattles is anticipated to account for a significant United States alfalfa market share. The expansion of the dairy sector in the country is bolstering the demand for nutrient rich food for cattle, including, alfalfa. Various varieties of alfalfa hay pass through the rumen of a beef cow in half the time as compared to grass hay. Therefore, cattle are fed alfalfa hay for increasing the production of milk, aiding animals in gaining weight, and enhancing their overall health. The product, in combination with other feeds, including clover, ensures the provision of optimal calories and nutrients for the healthy growth and development of calves, boosting the United States alfalfa market demand.

Competitive Landscape

The comprehensive EMR report provides an in-depth assessment of the market based on the Porter's five forces model along with giving a SWOT analysis. The report gives a detailed analysis of the following key players in the United States alfalfa market, covering their competitive landscape and latest developments like mergers, acquisitions, investments, and expansion plans.

Anderson Hay & Grain Co. Inc.

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Anderson Hay & Grain Co. Inc. is a small family business that is one of the largest exporters of hay in the United States. The company was founded in 1960 and is headquartered in Washington, United States. The company also specialises in straw products and agricultural forage export.

Al Dahra ACX, Inc.

Al Dahra ACX, Inc. is one of the leading suppliers of roughage, forage, and feed, among others. They operate several state-of-the-art hay storage and processing facilities that are strategically located in different locations across the globe.

Border Valley Trading

Border Valley Trading is involved with the export of compressed hay products and forage. The company also provides alfalfa, Bermuda grass, rye hay, oats, klein, and sudan, among others. The company was founded in 1989 and is headquartered in California, United States.

Other United States alfalfa market players include Bailey Farms International, Cubeit Hay Company, Andritz AG, Standlee Premium Products, LLC, S&W Seed Company (Alfalfa Partners), Green Prairie International, Inc., Haykingdom Inc., and SL Follen Company, among others.

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