

## **Saudi Arabia Alfalfa Market Report and Forecast 2025-2034**

Market Report | 2025-06-30 | 114 pages | EMR Inc.

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### **Report description:**

The Saudi Arabia alfalfa market size reached a value of approximately USD 311.46 Million in 2024. The market is projected to grow at a CAGR of 6.70% between 2025 and 2034, reaching a value of around USD 595.73 Million by 2034.

### Key Trends in the Market

Alfalfa (*Medicago sativa*) is a perennial flowering plant that belongs to the legume family, Fabaceae. It is a widely cultivated forage crop known for its high nutritional value, and it is used as a protein source in livestock feed.

- The Saudi Arabia alfalfa market growth can be attributed to the increasing demand for high-quality hay in livestock and dairy production and the growing awareness regarding the nutritional benefits of alfalfa in animal feed.

- One of the significant Saudi Arabia alfalfa market trends include the rising meat production in the country, supported by the growing investment by the government to achieve self-sufficiency. This is driving the requirement for high-quality protein supplements, surging the demand for alfalfa.

- Alfalfa is rich in nutrients such as dietary fibre, minerals, essential amino acids, and vitamins, and it has favourable functional properties like gelling, emulsifying, and fluid holding, among others. Research activities have also suggested the effectiveness of the product in reducing the risk of diseases like hypercholesterolemia and diabetes, among others.

- Hence, the rising attempts to optimise purification and isolation methods for enhancing the application of alfalfa as a plant-based protein source in human diets are anticipated to support the Saudi Arabia alfalfa market demand in the coming years.

### Market Segmentation

The EMR's report titled "Saudi Arabia Alfalfa Market Report and Forecast 2025-2034" offers a detailed analysis of the market

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based on the following segments:

#### Market Breakup by Feed Type

- Hay
- Cubes
- Pellets

#### Market Breakup by Animal Type

- Cattle
- Horses
- Others

#### Market Share by Feed Type

As per the Saudi Arabia alfalfa market analysis, alfalfa hay is nutrient-dense and contains high levels of vitamins, protein, and calcium. It is ideal to provide nutritional support for horses in production stages such as adult working horses, lactating or pregnant mares, and young foals. Alfalfa hay is also used as an energy source for goats, sheep, dairy, and cattle, among other livestock. Moreover, the product supports fermentative digestion and rumen health, due to which it is widely used as a nutritional source for lactating cows. In the forecast period, the growing popularity of livestock products and the increasing dairy and meat production are likely to bolster the demand for alfalfa hay.

#### Market Share by Animal Type

Cattle accounts for a substantial portion of the Saudi Arabia alfalfa market share. This can be attributed to the flourishing dairy sector in the country, driving the demand for to enhance the protein intake of cows. The product is also extensively utilised in combination with other feeds such as clover to provide optimal nutrients and calories to ensure the healthy growth of calves.

With the expanding production of beef in the country, the demand for high-quality forage such as alfalfa that contains a high amount of digestive protein is anticipated to rise in the coming years.

#### 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 Saudi Arabia alfalfa market, covering their competitive landscape and latest developments like mergers, acquisitions, investments, and expansion plans.

#### Almarai Company

Almarai Company is a prominent Saudi Arabian company known for its extensive operations in the food and beverage sector, with a strong focus on dairy products. It is one of the largest integrated dairy companies in the world and plays a crucial role in the Saudi Arabian dairy market. Almarai is involved in various stages of the production process, from owning and managing dairy farms to processing and distributing dairy products.

#### Tabuk Agricultural Development Company

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Tabuk Agricultural Development Company is a Saudi Arabian company that is actively engaged in agricultural activities. The company is involved in various agricultural ventures, including crop cultivation, animal husbandry, and other related activities.

Anderson Hay & Grain Co., Inc.

Anderson Hay & Grain Co., Inc. is a well-known company specialising in hay and grain production. Based in Washington, the United States, the company is a major exporter of alfalfa hay to various countries, including Saudi Arabia.

Other Saudi Arabia alfalfa market players are Bailey Farms International, LLC, and Cubeit Hay Company, among others.

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