

Probiotics in Animal Feed Market by Source (Bacteria, Yeast & Fungi), Livestock (Poultry, Swine, Ruminants, Aquaculture, Pet, and Other Livestock), Form (Liquid, Dry), Strain Specificity, Function, Distribution Channel, and Region - Global Forecast to 2030

Market Report | 2025-07-03 | 253 pages | MarketsandMarkets

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Report description:

The global market for probiotics in animal feed is estimated to be valued at USD 5.40 billion in 2025 and is projected to reach USD 8.27 billion by 2030, at a CAGR of 8.9% during the forecast period. This expansion is fueled by the rising demand for safe, high-quality animal protein, regulatory restrictions on antibiotic use, and increasing awareness of gut health's impact on animal performance. Probiotics offer a natural alternative to antibiotics, improving digestion, immunity, and overall animal well-being while supporting sustainable livestock practices. Their adoption is particularly strong in poultry and swine sectors, aligning with consumer preferences for antibiotic-free and responsibly produced animal products.

"Poultry is expected to be the fastest-growing segment by livestock of the probiotics in animal feed market."

Poultry is expected to be the fastest-growing segment in the probiotics in animal feed market during the forecast period, driven by rising global demand for poultry meat and eggs, and increasing concerns over antibiotic resistance in livestock. Probiotics are being rapidly adopted as a natural alternative to antibiotics, supporting better gut health, immunity, and feed conversion efficiency in poultry flocks. Regulatory restrictions on antibiotic growth promoters and a shift toward sustainable, antibiotic-free poultry farming are accelerating this trend. Additionally, advancements in strain-specific probiotic formulations and strong growth in regions like Asia Pacific, where poultry production is expanding, further fuel the segment's rapid expansion.

"Yeast & fungi is expected to be the fastest-growing segment by source of the probiotics in animal feed market."

Yeast and fungi are expected to be the fastest-growing segment in the probiotics in animal feed market during the forecast period. This surge is driven by the increasing demand for natural and sustainable feed additives that enhance animal health,

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productivity, and immunity. Probiotic yeast, in particular, is gaining traction as a safe and effective alternative to antibiotics, supporting gut health and nutrient absorption while reducing disease risk in livestock. The shift toward organic and antibiotic-free animal products further accelerates adoption, as health-conscious consumers and producers seek clean-label solutions. Advances in biotechnology are enabling the development of more targeted and efficient yeast and fungi strains, solidifying their role as essential components in modern animal nutrition.

Asia Pacific is expected to be fastest-growing region in the global probiotics in animal feed market during the forecast period. Asia Pacific is projected to be the fastest-growing region in the probiotics in animal feed market during the forecast period, driven by rapid urbanization, rising disposable incomes, and expanding livestock and poultry industries. Developing and emerging countries are leading this growth, fueled by increasing demand for high-quality animal protein and government initiatives supporting modern, sustainable farming practices. The region's dynamic agricultural sector, particularly its dominant poultry segment, is adopting probiotics to enhance animal health, productivity, and feed efficiency. Growing awareness about the benefits of probiotics, coupled with a shift away from antibiotic growth promoters, further accelerates market expansion, positioning Asia Pacific as a key driver.

In-depth interviews have been conducted with chief executive officers (CEOs), directors, and other executives from various key organizations operating in the probiotics in animal feed market:

- By Company Type: Tier 1 - 25%, Tier 2 - 45%, and Tier 3 - 30%

- By Designation: Directors - 20%, Managers - 50%, Executives - 30%

- By Region: North America - 25%, Europe - 30%, Asia Pacific - 20%, South America - 15%, and Rest of the World - 10%

Prominent companies in the market include Evonik Industries AG (Germany), ADM (US), dsm-firmenich (Switzerland), Novonesis (Denmark), International Flavors & Fragrances Inc. (US), Alltech (US), Kemin (US), Land O'Lakes, Inc. (US), Orffa (Netherlands), Lallemand Inc. (Canada), Lesaffre (France), Church & Dwight Co., Inc (US), Phibro Animal Health Corporation (US), Sanzyme Biologics (India), and Virbac (France).

Other players include International Animal Health Products (Australia), Provita Animal Health (Ireland), Advanced Aqua Biotechnologies (India), Zeigler Feeds (US), Unique Biotech Limited (India), CanBiocin Inc. (Canada), Indogulf Company (US), Pellucid Lifesciences Pvt. Ltd. (India), AnimalBiome (US), and Native Microbials (US).

Research Coverage:

This research report categorizes the probiotics in animal feed by source (bacteria, yeast & fungi), livestock (poultry, swine, ruminants, aquaculture, pet, and other livestock), form (liquid, dry), strain specificity, function, distribution channel, and region (North America, Europe, Asia Pacific, South America, and Rest of the World). The scope of the report covers detailed information regarding the major factors, such as drivers, restraints, challenges, and opportunities, influencing the growth of the probiotics in animal feed market. A detailed analysis of the key industry players has been done to provide insights into their business overview, services, key strategies, contracts, partnerships, agreements, service launches, mergers and acquisitions, and recent developments associated with the probiotics in animal feed market. Competitive analysis of upcoming startups in the probiotics in animal feed ecosystem is covered in this report. Furthermore, industry-specific trends such as technology analysis, ecosystem and market mapping, and patent and regulatory landscape, among others, are covered in the study.

Reasons to buy this report:

The report will help the market leaders/new entrants in this market with information on the closest approximations of the revenue numbers for the overall probiotics in animal feed and the subsegments. This report will help stakeholders understand the competitive landscape and gain more insights to position their businesses better and plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the market and provides them with information on key market drivers, restraints, challenges, and opportunities.

The report provides insights on the following pointers:

- Analysis of key drivers (rising demand for antibiotic alternatives), restraints (high costs of quality probiotics), opportunities (increasing demand in developing countries due to growing livestock sector), and challenges (maintaining the stability and viability of probiotics in feed processing) influencing the growth of the probiotics in animal feed market.

- Service launch/Innovation: Detailed insights on research & development activities and new service launches in the probiotics in animal feed market.

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- Market Development: Comprehensive information about lucrative markets - the report analyzes the probiotics in animal feed market across varied regions.
- Market Diversification: Exhaustive information about new services, untapped geographies, recent developments, and investments in the probiotics in animal feed market.
- Competitive Assessment: In-depth assessment of market shares, growth strategies, product offerings, brand/product comparison, and product footprints of leading players such as Evonik Industries AG (Germany), ADM (US), dsm-firmenich (Switzerland), Novonosis (Denmark), International Flavors & Fragrances Inc. (US), and other players in the probiotics in animal feed market.

Table of Contents:

- 1 INTRODUCTION 26
- 1.1 STUDY OBJECTIVES 26
- 1.2 MARKET DEFINITION 26
- 1.3 STUDY SCOPE 27
- 1.3.1 MARKETS AND REGIONS COVERED 27
- 1.3.2 YEARS CONSIDERED 28
- 1.3.3 CURRENCY CONSIDERED 29
- 1.3.4 UNITS CONSIDERED (VOLUME) 29
- 1.4 STAKEHOLDERS 30
- 1.5 SUMMARY OF CHANGES 30
- 2 RESEARCH METHODOLOGY 31
- 2.1 RESEARCH DATA 31
- 2.1.1 SECONDARY DATA 32
- 2.1.1.1 Key data from secondary sources 32
- 2.1.2 PRIMARY DATA 32
- 2.1.2.1 Key data from primary sources 33
- 2.1.2.2 Key industry insights 33
- 2.1.2.3 Breakdown of primary interviews 33
- 2.2 MARKET SIZE ESTIMATION 34
- 2.2.1 BOTTOM-UP APPROACH 34
- 2.2.2 TOP-DOWN APPROACH 35
- 2.3 DATA TRIANGULATION 36
- 2.4 RESEARCH ASSUMPTIONS 37
- 2.5 RESEARCH LIMITATIONS 37
- 2.6 RISK ASSESSMENT 37
- 2.7 FACTOR ANALYSIS 38
- 3 EXECUTIVE SUMMARY 39
- 4 PREMIUM INSIGHTS 43
- 4.1 ATTRACTIVE OPPORTUNITIES FOR PLAYERS IN PROBIOTICS IN ANIMAL FEED MARKET 43
- 4.2 PROBIOTICS IN ANIMAL FEED MARKET, BY COUNTRY 44
- 4.3 ASIA PACIFIC: PROBIOTICS IN ANIMAL FEED MARKET, BY LIVESTOCK AND COUNTRY 44
- 4.4 PROBIOTICS IN ANIMAL FEED MARKET, BY SOURCE 45
- 4.5 PROBIOTICS IN ANIMAL FEED MARKET, BY LIVESTOCK 46
- 4.6 PROBIOTICS IN ANIMAL FEED MARKET, BY FORM 46
- ?
- 5 MARKET OVERVIEW 47
- 5.1 INTRODUCTION 47

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- 5.2 □ MACROECONOMIC OUTLOOK FOR PROBIOTICS IN ANIMAL FEED □ 47
- 5.2.1 □ METHANE EMISSIONS DRIVE GLOBAL PROBIOTICS ADOPTION IN ANIMAL FEED □ 47
- 5.2.2 □ RISING PRODUCTION OF COMPOUND FEED □ 48
- 5.3 □ MARKET DYNAMICS □ 49
- 5.3.1 □ DRIVERS □ 49
- 5.3.1.1 □ Ban on AGPs and health campaigns to promote probiotics as feed alternatives □ 49
- 5.3.1.2 □ Increased demand for animal protein and other livestock products □ 50
- 5.3.1.3 □ Better gut health and efficiency through probiotics □ 51
- 5.3.2 □ RESTRAINTS □ 52
- 5.3.2.1 □ Non-standardized international quality regulations □ 52
- 5.3.2.2 □ Inconsistent efficacy across species & conditions □ 53
- 5.3.3 □ OPPORTUNITIES □ 53
- 5.3.3.1 □ Development of species-specific and next-gen strains □ 53
- 5.3.3.2 □ Innovations and technological advancements in feed industry □ 54
- 5.3.3.3 □ Integration with precision livestock farming □ 55
- 5.3.4 □ CHALLENGES □ 55
- 5.3.4.1 □ High costs of R&D into new probiotic strains □ 55
- 5.3.4.2 □ Competition from enzymes and prebiotics □ 56
- 5.4 □ IMPACT OF GEN AI ON PROBIOTICS IN ANIMAL FEED MARKET □ 57
- 5.4.1 □ INTRODUCTION □ 57
- 5.4.2 □ CASE STUDY: AI-DEVELOPED PROBIOTICS DRIVE GUT HEALTH, PRODUCTIVITY & SUSTAINABILITY IN LIVESTOCK □ 58
- 5.4.3 □ IMPACT ON PROBIOTICS IN ANIMAL FEED MARKET □ 58
- 5.4.4 □ ADJACENT ECOSYSTEMS SUPPORTING GEN AI USAGE □ 58
- 6 □ INDUSTRY TRENDS □ 60
- 6.1 □ INTRODUCTION □ 60
- 6.2 □ VALUE CHAIN ANALYSIS □ 60
- 6.2.1 □ RESEARCH & PRODUCT DEVELOPMENT □ 60
- 6.2.2 □ RAW MATERIAL SOURCING □ 61
- 6.2.3 □ PRODUCTION & PROCESSING □ 61
- 6.2.4 □ DISTRIBUTION □ 61
- 6.2.5 □ MARKETING & SALES □ 61
- 6.3 □ TECHNOLOGY ANALYSIS □ 62
- 6.3.1 □ KEY TECHNOLOGIES □ 62
- 6.3.1.1 □ Microencapsulation □ 62
- 6.3.1.2 □ Strain engineering & genomic selection □ 62
- 6.3.2 □ COMPLEMENTARY TECHNOLOGIES □ 62
- 6.3.2.1 □ PLF tools □ 62
- 6.3.2.2 □ Smart feed delivery systems □ 62
- 6.3.3 □ ADJACENT TECHNOLOGIES □ 63
- 6.3.3.1 □ Prebiotics and synbiotics □ 63
- 6.3.3.2 □ Gut microbiome analysis platforms □ 63
- 6.4 □ PRICING ANALYSIS □ 63
- 6.4.1 □ AVERAGE SELLING PRICE, BY SOURCE □ 63
- 6.5 □ ECOSYSTEM/MARKET MAP □ 65
- 6.5.1 □ DEMAND SIDE □ 65

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6.5.2	SUPPLY SIDE	65
6.6	TRENDS/DISRUPTIONS IMPACTING CUSTOMERS' BUSINESSES	68
6.7	PATENT ANALYSIS	69
6.8	TRADE ANALYSIS	71
6.9	KEY CONFERENCES AND EVENTS, 2025-2026	72
6.10	TARIFFS AND REGULATORY LANDSCAPE	73
6.10.1	NORTH AMERICA	73
6.10.1.1	US	73
6.10.1.2	Canada	74
6.10.2	EUROPEAN UNION	74
6.10.3	ASIA PACIFIC	76
6.10.3.1	China	76
6.10.3.2	Japan	76
6.10.3.3	India	76
6.10.4	SOUTH AMERICA	76
6.10.4.1	Brazil	76
6.11	IMPACT OF 2025 US TARIFFS-PROBIOTICS IN ANIMAL FEED MARKET	78
6.11.1	INTRODUCTION	78
6.11.2	KEY TARIFF RATES	79
6.11.3	DISRUPTIONS IN PROBIOTICS IN ANIMAL FEED MARKET	79
6.11.4	PRICE IMPACT ANALYSIS	80
6.11.5	IMPACT ON COUNTRIES/REGIONS	81
6.11.5.1	US	81
6.11.5.2	Europe	82
6.11.5.3	China	83
6.11.6	IMPACT ON END-USE INDUSTRIES	84
6.12	PORTER'S FIVE FORCES ANALYSIS	85
6.12.1	INTENSITY OF COMPETITIVE RIVALRY	86
6.12.2	BARGAINING POWER OF SUPPLIERS	86
6.12.3	BARGAINING POWER OF BUYERS	86
6.12.4	THREAT OF SUBSTITUTES	86
6.12.5	THREAT OF NEW ENTRANTS	87
	?	
6.13	KEY STAKEHOLDERS AND BUYING CRITERIA	87
6.13.1	KEY STAKEHOLDERS IN BUYING PROCESS	87
6.13.2	BUYING CRITERIA	88
6.14	CASE STUDIES	89
6.14.1	CASE STUDY 1: ACQUISITION OF PROBIOTICS INTERNATIONAL LIMITED HELPED ADM EXPAND ITS OFFERINGS	89
6.14.2	CASE STUDY 2: LAUNCH OF ECOBIL FIZZ FOR CHICKENS HELPED EVONIK INDUSTRIES AG BROADEN POULTRY PRODUCT PORTFOLIO	89
6.14.3	CASE STUDY 3: LAUNCH OF GALLIPRO FIT BY CHR. HANSEN STRENGTHENED ITS PRESENCE IN BROILER PROBIOTICS MARKET	90
6.15	INVESTMENT AND FUNDING SCENARIO	90
7	PROBIOTICS IN ANIMAL FEED MARKET, BY SOURCE	91
7.1	INTRODUCTION	92
7.2	BACTERIA	94
7.2.1	HIGH COMMERCIALIZATION AND BETTER BILE RESISTANCE COMPARED	

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- TO YEAST 94
- 7.2.2 LACTOBACILLI 96
 - 7.2.2.1 Lactobacillus-based probiotics emerging as natural alternatives to antibiotics in animal feed 96
- 7.2.3 BIFIDOBACTERIUM 97
 - 7.2.3.1 Probiotic feed enriched with Bifidobacteria helps regulate gut pH and defend against pathogens in animals 97
- 7.2.4 STREPTOCOCCUS THERMOPHILUS 98
 - 7.2.4.1 Proven probiotic traits to offer potential applications as a promising additive in feed 98
- 7.3 YEAST & FUNGI 98
 - 7.3.1 HIGH RATE OF PRODUCT INNOVATIONS AND ONGOING RESEARCH 98
 - 7.3.2 SACCHAROMYCES CEREVISIAE 101
 - 7.3.2.1 Improves performance and immunomodulation in cattle, poultry, and sheep 101
 - 7.3.3 SACCHAROMYCES BOULARDII 101
 - 7.3.3.1 Better feed conversion, reduced pathogens, and enhanced animal productivity 101
 - 7.3.4 OTHER YEAST & FUNGI SOURCES 101
- 8 PROBIOTICS IN ANIMAL FEED MARKET, BY LIVESTOCK 102
 - 8.1 INTRODUCTION 103
 - 8.2 POULTRY 105
 - 8.2.1 RAPID DEMAND AND GROWTH OF POULTRY MEAT 105
 - 8.3 SWINE 106
 - 8.3.1 HIGH PORK CONSUMPTION IN ASIAN COUNTRIES 106
 - 8.4 RUMINANTS 108
 - 8.4.1 HIGH PER CAPITA CONSUMPTION OF BEEF AND GLOBAL RISE IN DEMAND FOR DAIRY PRODUCTS 108
 - 8.5 AQUACULTURE 109
 - 8.5.1 SUBSTANTIAL RISE IN GLOBAL AQUACULTURE FEED TONNAGE 109
 - 8.6 PETS 112
 - 8.6.1 SURGE IN PET OWNERSHIP IN NORTH AMERICA AND EUROPE 112
 - 8.7 OTHER LIVESTOCK 113
- 9 PROBIOTICS IN ANIMAL FEED MARKET, BY FORM 114
 - 9.1 INTRODUCTION 115
 - 9.2 DRY PROBIOTICS 116
 - 9.2.1 BETTER FEED EFFICIENCY AND COST OPTIMIZATION 116
 - 9.3 LIQUID PROBIOTICS 117
 - 9.3.1 ENHANCED VIABILITY AND FEED TEXTURE UNIFORMITY 117
- 10 PROBIOTICS IN ANIMAL FEED MARKET, BY STRAIN 119
 - 10.1 INTRODUCTION 120
 - 10.2 SINGLE-STRAIN PROBIOTICS 121
 - 10.2.1 RISING DEMAND FOR PRECISION-TARGETED GUT HEALTH SOLUTIONS WITH CONSISTENT PERFORMANCE IN SPECIES-SPECIFIC APPLICATIONS 121
 - 10.3 MULTI-STRAIN PROBIOTICS 122
 - 10.3.1 INCREASING PREFERENCE FOR BROAD-SPECTRUM BLENDS THAT OFFER MULTI-FUNCTIONAL BENEFITS UNDER VARIED CONDITIONS 122
- 11 PROBIOTICS IN ANIMAL FEED MARKET, BY FUNCTION 124
 - 11.1 INTRODUCTION 124
 - 11.2 NUTRITION 124
 - 11.3 GUT HEALTH 125
 - 11.4 YIELD 125

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11.5	IMMUNITY	125
11.6	PRODUCTIVITY	126
12	PROBIOTICS IN ANIMAL FEED MARKET, BY DISTRIBUTION CHANNEL	127
12.1	INTRODUCTION	128
12.2	DIRECT SALES TO DISTRIBUTORS	129
12.3	DIRECT SALES TO LIVESTOCK GROWERS & FEED INTEGRATORS	130
12.4	OTHER DISTRIBUTION CHANNELS	131
13	PROBIOTICS IN ANIMAL FEED MARKET, BY REGION	133
13.1	INTRODUCTION	134
13.2	NORTH AMERICA	136
13.2.1	US	140
13.2.1.1	Rising use of probiotics in animal feed due to increased livestock production	140
	?	
13.2.2	CANADA	141
13.2.2.1	Rising poultry consumption to drive market	141
13.2.3	MEXICO	142
13.2.3.1	Strengthening feed industry, surging meat exports, and high demand for poultry products	142
13.3	EUROPE	143
13.3.1	GERMANY	146
13.3.1.1	Rising exports and need for quality & compliance to drive market	146
13.3.2	UK	147
13.3.2.1	Rising meat values and production to boost demand for probiotic feed additives	147
13.3.3	FRANCE	148
13.3.3.1	High domestic production and export of livestock driving market growth	148
13.3.4	SPAIN	148
13.3.4.1	Expanding export and demand for meat products	148
13.3.5	ITALY	149
13.3.5.1	Growth of pet food and rising consumption of premium products	149
13.3.6	REST OF EUROPE	150
13.4	ASIA PACIFIC	151
13.4.1	CHINA	155
13.4.1.1	Rapid urbanization and rising demand for livestock	155
13.4.2	INDIA	156
13.4.2.1	Rising dairy industry to drive market growth	156
13.4.3	JAPAN	157
13.4.3.1	Increase in demand for premium-quality animal products	157
13.4.4	AUSTRALIA & NEW ZEALAND	158
13.4.4.1	Rising meat exports and production drive probiotic feed adoption	158
13.4.5	REST OF ASIA PACIFIC	159
13.5	SOUTH AMERICA	160
13.5.1	BRAZIL	163
13.5.1.1	Sustainable meat export demands fuel probiotic adoption in Brazil's livestock production chain	163
13.5.2	ARGENTINA	164
13.5.2.1	Rising meat production spurs demand for probiotic feed solutions in Argentina's livestock sector	164
13.5.3	REST OF SOUTH AMERICA	165

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13.6	REST OF THE WORLD	166
13.6.1	MIDDLE EAST	169
13.6.1.1	High consumption of beef to fuel market	169
13.6.2	AFRICA	170
13.6.2.1	Well-developed livestock industry coupled with growing meat consumption	170
14	COMPETITIVE LANDSCAPE	171
14.1	OVERVIEW	171
14.2	KEY PLAYER STRATEGIES/RIGHT TO WIN	171
14.3	REVENUE ANALYSIS, 2020-2024	173
14.4	MARKET SHARE ANALYSIS, 2024	173
14.5	COMPANY EVALUATION MATRIX: KEY PLAYERS, 2024	176
14.5.1	STARS	176
14.5.2	EMERGING LEADERS	176
14.5.3	PERVASIVE PLAYERS	176
14.5.4	PARTICIPANTS	177
14.5.5	COMPANY FOOTPRINT: KEY PLAYERS, 2024	178
14.5.5.1	Company footprint	178
14.5.5.2	Regional footprint	179
14.5.5.3	Source footprint	180
14.5.5.4	Livestock footprint	181
14.6	COMPANY EVALUATION MATRIX: STARTUPS/SMES, 2024	181
14.6.1	PROGRESSIVE COMPANIES	181
14.6.2	RESPONSIVE COMPANIES	182
14.6.3	DYNAMIC COMPANIES	182
14.6.4	STARTING BLOCKS	182
14.6.5	COMPETITIVE BENCHMARKING: STARTUPS/SMES, 2024	183
14.6.5.1	Detailed list of key startups/SMEs	183
14.6.5.2	Competitive benchmarking of key startups/SMEs	184
14.7	COMPANY VALUATION AND FINANCIAL METRICS	184
14.8	BRAND/PRODUCT COMPARISON	186
14.9	COMPETITIVE SCENARIO	187
14.9.1	PRODUCT LAUNCHES	187
14.9.2	DEALS	189
14.9.3	EXPANSIONS	190
15	COMPANY PROFILES	191
15.1	KEY PLAYERS	191
15.1.1	ADM	191
15.1.1.1	Business overview	191
15.1.1.2	Products/Solutions/Services offered	192
15.1.1.3	Recent developments	193
15.1.1.3.1	Deals	193
15.1.1.3.2	Expansions	193
15.1.1.4	MnM view	194
15.1.1.4.1	Right to win	194
15.1.1.4.2	Strategic choices	194
15.1.1.4.3	Weaknesses and competitive threats	194
15.1.2	DSM-FIRMENICH	195

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15.1.2.1	Business overview	195
15.1.2.2	Products/Solutions/Services offered	196
15.1.2.3	MnM view	197
15.1.2.3.1	Right to win	197
15.1.2.3.2	Strategic choices	197
15.1.2.3.3	Weaknesses and competitive threats	197
15.1.3	EVONIK INDUSTRIES AG	198
15.1.3.1	Business overview	198
15.1.3.2	Products/Solutions/Services offered	199
15.1.3.3	Recent developments	200
15.1.3.3.1	Product launches	200
15.1.3.3.2	Deals	200
15.1.3.3.3	Expansions	200
15.1.3.4	MnM view	201
15.1.3.4.1	Right to win	201
15.1.3.4.2	Strategic choices	201
15.1.3.4.3	Weaknesses and competitive threats	201
15.1.4	INTERNATIONAL FLAVORS & FRAGRANCES INC.	202
15.1.4.1	Business overview	202
15.1.4.2	Products/Solutions/Services offered	203
15.1.4.3	Recent developments	204
15.1.4.3.1	Product launches	204
15.1.4.3.2	Deals	205
15.1.4.4	MnM view	205
15.1.4.4.1	Right to win	205
15.1.4.4.2	Strategic choices	205
15.1.4.4.3	Weaknesses and competitive threats	205
15.1.5	LAND O'LAKES, INC.	206
15.1.5.1	Business overview	206
15.1.5.2	Products/Solutions/Services offered	207
15.1.5.3	MnM view	207
15.1.5.3.1	Right to win	207
15.1.5.3.2	Strategic choices	207
15.1.5.3.3	Weaknesses and competitive threats	207
15.1.6	NOVONESIS GROUP	208
15.1.6.1	Business overview	208
15.1.6.2	Products/Solutions/Services offered	209
15.1.6.3	Recent developments	210
15.1.6.3.1	Product launches	210
15.1.6.3.2	Deals	211
15.1.6.4	MnM view	211
15.1.7	KEMIN INDUSTRIES, INC.	212
15.1.7.1	Business overview	212
15.1.7.2	Products/Solutions/Services offered	212
15.1.7.3	Recent developments	213
15.1.7.3.1	Product launches	213
15.1.7.3.2	Deals	213

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- 15.1.7.4 MnM view 213
- 15.1.8 PHIBRO ANIMAL HEALTH CORPORATION 214
 - 15.1.8.1 Business overview 214
 - 15.1.8.2 Products/Solutions/Services offered 215
 - 15.1.8.3 Recent developments 216
 - 15.1.8.3.1 Deals 216
 - 15.1.8.3.2 MnM view 216
- 15.1.9 CHURCH & DWIGHT CO., INC 217
 - 15.1.9.1 Business overview 217
 - 15.1.9.2 Products/Solutions/Services offered 218
 - 15.1.9.3 MnM view 218
- 15.1.10 VIRBAC 219
 - 15.1.10.1 Business overview 219
 - 15.1.10.2 Products/Solutions/Services offered 220
 - 15.1.10.3 Recent developments 221
 - 15.1.10.3.1 Expansions 221
 - 15.1.10.4 MnM view 221
- 15.1.11 LESAFFRE 222
 - 15.1.11.1 Business overview 222
 - 15.1.11.2 Products/Solutions/Services offered 222
 - 15.1.11.3 MnM view 222
- 15.1.12 ALLTECH 223
 - 15.1.12.1 Business overview 223
 - 15.1.12.2 Products/Solutions/Services offered 223
 - 15.1.12.3 MnM view 223
- 15.1.13 LALLEMAND INC. 224
 - 15.1.13.1 Business overview 224
 - 15.1.13.2 Products/Solutions/Services offered 224
 - 15.1.13.3 Recent developments 225
 - 15.1.13.3.1 Deals 225
 - 15.1.13.3.2 MnM view 225
- 15.1.14 SANZYME BIOLOGICS 226
 - 15.1.14.1 Business overview 226
 - 15.1.14.2 Products/Solutions/Services offered 226
 - 15.1.14.3 MnM view 226
- ?
- 15.1.15 ORFFA 227
 - 15.1.15.1 Business overview 227
 - 15.1.15.2 Products/Solutions/Services offered 227
 - 15.1.15.3 Recent developments 227
 - 15.1.15.3.1 Deals 227
 - 15.1.15.3.2 MnM view 228
- 15.2 OTHER PLAYERS 229
 - 15.2.1 ZEIGLER FEEDS 229
 - 15.2.1.1 Business overview 229
 - 15.2.1.2 Products/Solutions/Services offered 229
 - 15.2.1.3 Recent developments 230

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15.2.1.3.1	Product launches	230
15.2.1.4	MnM view	230
15.2.2	UNIQUE BIOTECH LIMITED	231
15.2.2.1	Business overview	231
15.2.2.2	Products/Solutions/Services offered	231
15.2.2.3	MnM view	232
15.2.3	PROVITA ANIMAL HEALTH	233
15.2.3.1	Business overview	233
15.2.3.2	Products/Solutions/Services offered	233
15.2.3.3	MnM view	234
15.2.4	INTERNATIONAL ANIMAL HEALTH PRODUCTS	235
15.2.4.1	Business overview	235
15.2.4.2	Products/Solutions/Services offered	235
15.2.4.3	MnM view	236
15.2.5	ADVANCED AQUA BIOTECHNOLOGIES	237
15.2.5.1	Business overview	237
15.2.5.2	Products/Solutions/Services offered	237
15.2.5.3	MnM view	238
15.2.6	CANBIOCIN INC.	239
15.2.7	INDOGULF COMPANY	240
15.2.8	PELLUCID LIFESCIENCES PVT. LTD.	241
15.2.9	ANIMALBIOME	242
15.2.10	NATIVE MICROBIALS	242
16	ADJACENT & RELATED MARKETS	243
16.1	INTRODUCTION	243
16.2	LIMITATIONS	243
16.3	FEED PHOSPHATES MARKET	243
16.3.1	MARKET DEFINITION	243
16.3.2	MARKET OVERVIEW	244
?		
16.4	PROBIOTICS MARKET	244
16.4.1	MARKET DEFINITION	244
16.4.2	MARKET OVERVIEW	245
17	APPENDIX	246
17.1	DISCUSSION GUIDE	246
17.2	KNOWLEDGESTORE: MARKETSandMARKETS' SUBSCRIPTION PORTAL	249
17.3	CUSTOMIZATION OPTIONS	251
17.4	RELATED REPORTS	251
17.5	AUTHOR DETAILS	252

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