

ACIDIFIERS IN ANIMAL FEED

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STRATEGIES TO GROW YOUR BUSINESS

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In this case study, a feed acidifiers company engaged CPL Business Consultants to examine its markets in the context of feed additives and make recommendations for a growth strategy, including suitable acquisition targets.

The study aimed to assist the client in developing its acidifier business in feed additives. It described the European feed acidifiers market and set this into its worldwide context. The study also identified potential acquisition candidates in feed additives.

The focus was on Western European markets. Initially, qualitative and quantitative data about the markets and trends are obtained. We compared data from varied sources and spoke to contacts to either confirm or question our findings and other reports. To assist us in forecasting future trends and developments, we reviewed the current technical literature on the use of organic acids and animal feed additives and spoke to academic and institutional contacts to obtain further information.

The objective was to obtain and convey an understanding of the business and its dynamics rather than to provide a comprehensive and detailed numerical picture of the market. As part of the project, we identified potential acquisition targets. These were characterised by a variety of methods. Opportunities and preliminary analysis of potential candidates are provided, along with recommendations concerning the best companies to consider further.

Click here for a PDF of [the contents of the study](#), or look below for an outline.

ACIDIFIERS IN ANIMAL FEED

Executive Summary

- Objective
- Method
- Principal Findings and Conclusions
 - Animal Feed Ingredients
 - Animal Feed Additives
 - Feed Acidifiers
 - Acquisitions
- Recommendations

Markets and Trends for Feed

- Animal Feed
- Animal Production by Type & Prices
- Organic Food

Animal Feed Additives Markets and Trends

- Market Value and Growth (CAGR)
- Market Volume and Growth (CAGR)
- Additive Pricing
- Competition
- Additive Types in the EU
- Industry Challenges
- Market Drivers and Restraints
- Production by Geographic Location

Animal Feed Acidifiers

- Definition of Feed Acidifiers
- Applications for Acids & Salts by Animal Type

Markets and Trends in Feed Additive Acidifiers

- Market Value and Volume by acid type
- Price
- Products
- Market Trends
- Market Drivers and Restraints *e.g.*
 - Effect of banning of Antibiotics
 - In the Media
 - Legislation & Registration
 - Antibiotic Withdrawal
 - Feed Additives
 - Technological Developments
- Feed Acidifier Market Players
 - Competition
- Success Factors
- Supply Chain
 - Supply Chain Structure
- Animal Feed Acidifier Companies
 - 33 company profiles

Contact Reports

- 17 Feed Acidifier Companies
- 10 Premixers
- 6 Compounders
- 9 Integrators/Farmers
- 10 Academics, Government Bodies & Animal Associations

Potential Feed Acidifier Acquisitions

- Non Parametric Analysis

58 Tables**12 Figures**

CPL has worked on a large number of other projects in feed additives, [another example can be found here](#). You can find other examples of our work on [biopesticides on this site](#). Please look at our [PowerPoint Introduction](#) and [Brochure](#) describing deliverables and differentiators. You can also review [eight case studies](#).