

# PROBIOTICS MARKET OPPORTUNITIES IN ANIMAL FEED

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***In this case study, an animal health and nutrition company engaged CPL Business Consultants to determine the market opportunity for probiotics for animal feed. CPL advised the client on the technical and scientific aspects of probiotics and also commercial and strategic considerations, including the routes to market.***

The client is now a leading player in this field and animal health and nutrition generally. The client was a well-known technically-based company which sold products such as enzymes for animal feed, which had to protect its reputation. The technical objectives of this project were to collect and assess the scientific evidence about probiotics in order to determine what is known and what can be validly claimed about probiotics. Commercially, the objectives of this project were to collect and assess information about the products currently available and about the companies that make them.

The scope of this project is products containing live microorganisms used in animal feed, as well as those products containing microbial products marketed as probiotics *e.g.* yeast cell walls. The sector is agricultural animal husbandry, mainly pigs and chickens, but also other animals as appropriate. The geographic scope of the project is the EU and US/Canada.

*You can click [here](#) for a PDF of [the contents of the study](#) or look below for an outline.*

## **PROBIOTICS MARKET OPPORTUNITIES IN ANIMAL FEED**

### **Executive Summary**

- Objective
- Method
- Principal Findings
- Conclusions
- Recommendations

### **Description of Probiotics**

- Microorganism Types
- Physiological Effects & Influential Factors

### **Market and Trends**

- Global Feed Additives Markets
- Global Compound Feed Markets
- Poultry Markets
  - US & Canada
  - UK
- Pig Markets
  - EU & UK

**Probiotics Manufacturers**

- 20 Probiotic Manufacturers

**Uses of Probiotics In Animal Feed**

- Pigs
- Poultry

**Alternative Antibiotic Replacers**

- Acidifiers
- Anti-bacterials *e.g.*
  - Copper
  - Zinc
- Chemical Probiosis
- Enzymes
- Nutraceuticals
- Prebiotics
- Prefermentation and Inoculation
- Zeolites and Clay Minerals

**Scientific Validity of Probiotics**

- Overview
  - The Biological Basis of Probiotics
- Introduction
- Probiotic Claims Validity
- Probiotics Available
- Strain Selection
- Mechanisms
- Image of Probiotics
- Ongoing Research
- Future Developments

**Other Scientific Probiotic Information**

- Scientific Abstracts
- Other Scientific References

**Probiotic Research Institutes/Projects**

- US Funded Projects in Probiotic use in Animal Feed
- European Funded Projects in probiotic use in animal feed

## Regulatory Issues & Claims

- EU and UK
- US

## Contact Reports

### 12 Academic/Commercial Researchers

- 16 Probiotic Manufacturers (Human/Animal)
- 6 Probiotic Distributors/Blenders/Feed Ingredient Manufacturers
- 6 Probiotic Users/Potential Users
- 7 Animal Feed Associations
- Others (Consultants, Encapsulators)

## Scientific Abstracts

## 19 Tables

*CPL has also worked on [botanicals](#), [prebiotics](#) and other probiotics-related projects such as [benchmarking feed additive ingredients](#). You can also use the search bar on this page to find other relevant reports. Have a look at our [PowerPoint Introduction](#) and [Brochure](#) describing deliverables, differentiators and case studies. [Eight case studies](#) can also be reviewed.*