

PROBIOTICS MARKET OPPORTUNITIES IN ANIMAL FEED

STRATEGIES TO GROW YOUR BUSINESS

Prepared by:

CPL Business Consultants

Milton Park Innovation Centre, Abingdon, OX14 4RY, United Kingdom
Tel: +44 1865 257 252, info@cplconsult.com, www.cplconsult.com

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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.