



Agri-Food Outlook | 2025



Despite Challenges, Feed Production Increased in 2024

Most sectors and regions experienced growth amid disease outbreaks and economic pressures; poultry feed dominated

After a stagnant 2023, **global feed production rebounded in 2024**, according to Alltech's 2025 Agri-Food Outlook, which estimates that feed production expanded by 16.7 million metric tons (mt) in 2024, an increase of 1.2%. This growth — achieved despite challenges such as highly pathogenic avian influenza (HPAI), climate fluctuations and economic uncertainty — **underscores the resilience and adaptability of the international agriculture industry**.

Now in its 14th year, Alltech's annual feed survey draws on data from 142 countries and 28,230 feed mills. By analyzing compound feed production and prices — collected by Alltech's global sales team and in partnership with feed associations and official data-collecting organizations — the survey provides a comprehensive snapshot of global feed production. These insights serve as a barometer for the overall livestock industry, highlighting key trends across species, regional challenges and opportunities for growth.

Most regions and species displayed modest growth in 2024, with poultry continuing to lead the way, albeit at a slower pace than in years past, likely due to disruptions from HPAI in North America and the Asia-Pacific region.

Ruminant feed production also made surprising gains — but pet continued to blaze a path as the fastest-growing sector thanks to premiumization.

Asia-Pacific stood alone as the only region to experience a decrease in feed production, due in part to a decline in China of 6.5 million mt. Disease outbreaks also played a significant role — with African swine fever (ASF) and HPAI wreaking havoc across the globe.

Nevertheless, the industry's adaptability, efficiency and willingness to meet challenges head-on paved the way for growth. Thanks to increased biosecurity measures and vaccine development, as well as new sustainability regulations and rising incomes in some regions, global feed production was able to hold steady and is projected to continue trending upward.

Global trends affecting feed production in 2024



Economic
conditions



Disease
management
and recovery



Protein shifts
and consumer
preferences



Climate and
sustainability
challenges



Geopolitical
tensions

A closer look at the feed production numbers

The 1.2% growth in global feed production — up from 1.380 billion mt in 2023 to 1.396 billion mt in 2024 — was driven largely by the poultry sector, which retained its outsized command of the market share, accounting for 42.7% of all feed tonnage, although the sector's growth slowed somewhat this year due to HPAI. The ruminant (beef: +1.8%; dairy: +3.2%) and pet food (+4.5%) sectors also performed impressively.

From a regional perspective, resilience led to notable growth in Europe (+2.7%), Latin America (+3.6%) and Africa and the Middle East (+5.4%). In Oceania, Australia recorded a record 11% growth in its beef feed volumes.

The overall decline in production seen in Asia-Pacific (-0.8%) stemmed from sharp contrasts amongst species. Gains in dairy (+2.4%) and pet feeds (+11%), for example, were largely offset by declines in aquaculture (-1.7%) and beef (-6.0%), resulting in a net decrease for the region. The pig feed sector experienced the biggest decline, decreasing by 6.3 million mt (-3.3%).

Economic impacts of avian influenza

Avian influenza (HPAI) is more than a health crisis — it's a major economic disruptor with ripple effects across global protein markets.

High direct costs

- Mass culling
- Biosecurity and containment measures
- Lost production and income

Global trade disruption

- Export bans and restrictions
- Supply chain interruptions
- Shifts in import demand

Protein price volatility

- Reduced poultry supply → Higher prices
- Higher demand for alternative proteins
- Long-term changes in consumer behavior



Major Trends Impacting Global Feed Production

Our 2024 feed survey identified several trends that impacted feed production and demand, including **disease outbreaks, economic factors, the environment** and **changing consumer preferences**.

Disease management and recovery

African swine fever (ASF) and avian influenza (HPAI) made headlines around the world in 2024, shaping feed usage for pigs and poultry — and impacting consumer buying patterns. The aquaculture and ruminant sectors also grappled with disease challenges that impacted production and reduced demand, including bluetongue and foot-and-mouth disease.

Fortunately, many regions and sectors were able to

rebound to end the year positively thanks to increased biosecurity measures, government regulations, and new import and trade opportunities.

The devastating impact of avian influenza

Every region of the world felt the impact of HPAI (also known as H5N1, highly pathogenic avian or bird flu) in 2024, primarily through the decimation of poultry flocks, disruptions in supply chains and subsequent price volatility in the animal protein markets.

- **North America** was significantly impacted, particularly in the egg and turkey sectors.
- **Europe** continues to grapple with the cyclical nature of the disease despite innovative responses, including vaccination programs in France.
- In **Asia**, countries like Japan and South Korea have faced repeated outbreaks that challenge their supply stability and necessitate large-scale flock reduction and an increased dependence on imports.
- **Latin America** and **Africa** remain on high alert, with several countries adopting emergency vaccination measures to safeguard their poultry industries.

HPAI impacts more than the broiler, layer and turkey segments. The virus has also affected livestock herds — and while the direct effect on dairy cows has been less striking than for poultry, the heightened biosecurity and monitoring measures producers implemented disrupted typical farming operations, which impacted feed consumption patterns. Perhaps even more alarmingly, the detection of HPAI in humans — including farm workers and even veterinarians with no direct exposure to infected animals — highlights threats posed by the outbreak, which could lead to more stringent controls and slower recovery for the poultry industry.

The economic implications of HPAI have been profound, not only leading to direct costs associated with culling and containment but also influencing global trade dynamics and protein pricing structures. In the U.S., the significant loss of laying hens is expected to increase egg prices by more than 20%, due to the reduced supply. In February 2025, the U.S. Department of Agriculture announced a \$1-billion strategy to curb HPAI, protect the poultry industry and lower egg prices. This includes an additional \$500 million for biosecurity measures, \$400 million in financial relief for affected farmers, and \$100 million for vaccine research, action to reduce regulatory burdens, and exploring temporary import options.

HPAI has been a major test for the global agri-food industry, underscoring the need for:

- More robust biosecurity measures.
- Cooperative international trade policies.
- Proactive crisis management strategies.

HPAI outbreaks cause immediate supply shocks, reshaping trade flows and pushing prices upward. This unpredictability fuels logistical complexity for poultry integrators, feed suppliers, exporters and importing nations. Nevertheless, **global poultry production is still projected to increase in 2025**, with analysts forecasting growth of 2.5–3% globally (Sherrard, 2025). Poultry remains in high demand, and other meats like beef are in shorter supply, so the incentive to expand poultry output is strong. The industry's challenge will be finding ways to maintain this growth while managing the disruptions brought about by disease outbreaks.

Economic pressures and a changing geopolitical landscape

Nearly 50% of the respondents who contributed to the Agri-Food Outlook survey reported that consumer behavior was most affected by the economy and protein product prices, which impact protein consumption habits and animal feed consumption.

Similarly, on the production side, costs also shaped global dynamics — but some markets were able to use that to their advantage. Feed production got a boost in Asia, Europe and Latin America due to the lower costs of corn and soy, and the North American broiler sector benefited from high beef prices. Exports helped drive growth in pork, beef and poultry feed production in Oceania, Europe and Brazil.

Shifting geopolitical and trade dynamics also played a major role. Uncertainties related to the trade relationship between the United States and China, for example, impacted those countries' pork and soybean markets.

Consumer trends affecting production

Consumer behavior was most affected in 2024 by the economy and product prices; 49% of respondents cited them as the most important factor influencing behavior.



Price sensitivity



Food safety concerns



Animal welfare

Survey respondents from Africa and the Middle East listed conflict and instability as the top issues affecting their feed production and buying habits, as many countries across the region rely heavily on imported feed ingredients — and conflicts in places like Sudan and elsewhere impeded their access to global supply chains.

Weather extremes leading to new sustainability legislation

Drought conditions in Latin America, North America, and Africa and the Middle East forced producers to increase their reliance on commercial feeds, leading to higher import costs. In Canada, which has faced four years of droughts — leading to conditions that many are likening to the 1930s Dust Bowl — crop insurance claims have surged sevenfold since 2021, and many grain-buying firms have declared bankruptcy.

In response, governments and other regulatory bodies around the world are taking action to enforce sustainability standards with the goal of fostering positive and lasting change. Changes in sustainability reporting led to increased feed efficiency in parts of Latin America and Oceania. In Europe — which continues to lead the world in the adaptation of sustainable practices — new environmentally friendly innovations led to advancements in the aquaculture sector and others.

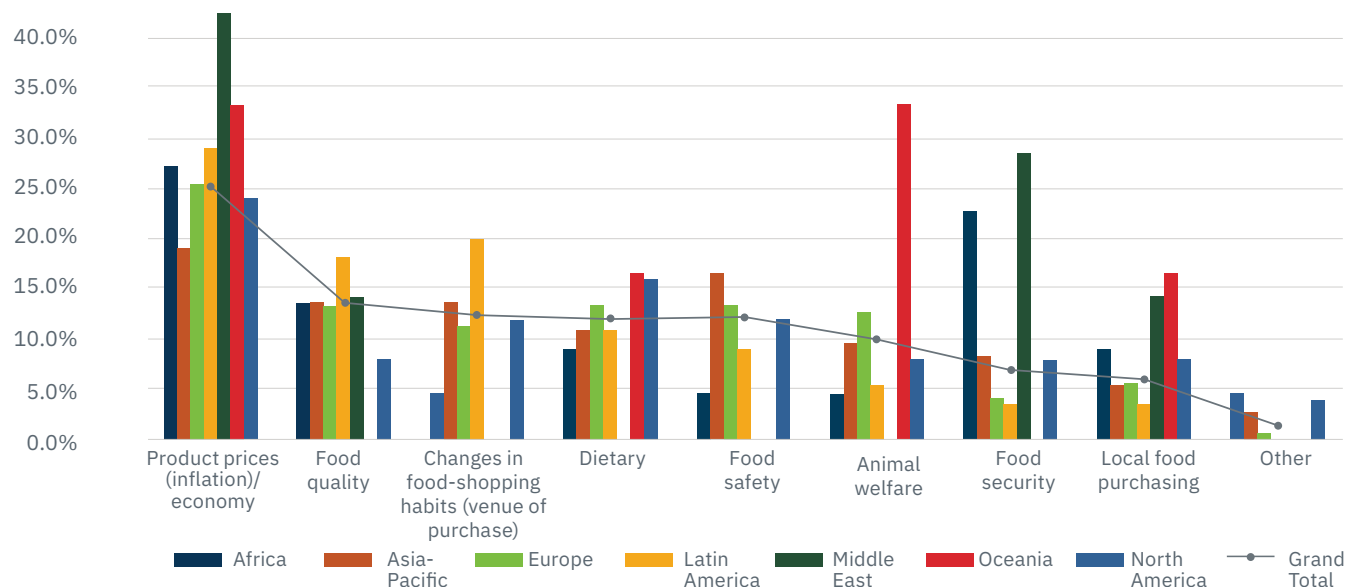
Because of these sustainability efforts, feed formulations in aquaculture are moving away from traditional ingredients, such as soy and fishmeal, toward more resource-efficient, lower-impact alternatives. In Norway, for example, the government's 2034 Sustainable Feed Mandate accelerates the move toward new protein sources made from waste or byproducts. This shift supports a more circular economy, potentially reducing costs and carbon footprints — while also meeting the rising expectations of regulators and investors for sustainable sourcing.

Shifting consumer preferences and habits

Poultry continues to benefit from consumer interest in lower-cost and more convenient protein options, especially in Asia, Latin America and Europe. Additionally, for both economic and environmental reasons, some consumers are committed to purchasing locally produced proteins — which was advantageous for the dairy sector in Oceania.

The pet industry has been the prime beneficiary of changing consumer preferences since the onset of the COVID-19 pandemic. Pet feed production surged around the world due to increases in pet ownership and premiumization trends, with many pet owners purchasing only the highest-quality options for their animal companions, which they consider as part of their family.

Consumer trends affecting the agri-food sector by region



2024 Feed Tonnage by Region

This year's global feed survey estimated that the total global feed tonnage increased 1.2% over 2023, an increase of 16.7 million mt to approximately 1.396 billion mt.

Asia-Pacific (533.1 million mt): Feed production was down slightly in the region (-0.8%), though Asia-Pacific remained the largest feed producer overall. The decrease was largely due to headwinds in China as well as ongoing weather extremes, oversupply, and cheap feed alternatives that hampered expansion.

North America (290.7 million mt): The second-largest feed producing region saw a modest increase (0.6%) across beef, poultry and pork that was offset by HPAI impacts (in layers and turkeys) and stagnant aquaculture production.

Europe (267.8 million mt): Rebounds in pig, beef and aquaculture feed led to a 2.7% increase in total feed production, but structural constraints (sustainability

policies and herd declines) will temper future expansion.

Latin America (198.4 million mt): The region experienced solid gains driven by robust poultry, pork and beef demand, as well as favorable export markets. Total feed production increased 3.6%.

Africa and the Middle East (95.5 million mt): This region had the strongest percentage growth (+5.4%), but it started from a smaller base. This growth reflects expanding commercial feeds in poultry, ruminants and pet food. Stable growth in the Middle East in poultry and beef has been tempered by water scarcity and import costs.

Oceania (11.0 million mt): Gains in beef and aquaculture from low baselines led to an increase of 2.5% in overall feed production. Feedlot usage is high in Australia, but New Zealand's herd declines constrain further growth.

Feed Tonnage by Region

Region	2024 feed tonnage (million mt)	2023 feed tonnage (million mt) — updated*	Growth (million mt)	Growth (%)
Africa	57.787	53.895	3.893	7.2%
Asia-Pacific	533.137	537.251	(4.114)	-0.8%
Europe	267.761	260.779	6.982	2.7%
Latin America	198.376	191.490	6.886	3.6%
Middle East	37.682	36.657	1.025	2.8%
North America	290.724	288.957	1.767	0.6%
Oceania	10.972	10.706	0.266	2.5%
Grand Total	1,396.438	1,379.734	16.705	1.2%

**Figures used in Alltech's Agri-Food Outlook are updated throughout the year as official feed tonnage information becomes available. Our 2023 data has been adjusted to reflect final figures.*

Feed Tonnage by Sector

Sector	2024 feed tonnage (million mt)	2023 feed tonnage (million mt) — updated	Growth (million mt)	Growth (%)	Percentage of total feed production
Aqua	52.966	53.568	(0.602)	-1.1%	3.8%
Beef	134.054	131.627	2.427	1.8%	9.6%
Dairy	165.500	160.426	5.074	3.2%	11.9%
Equine	9.630	9.414	0.215	2.3%	0.7%
Other ruminants	23.636	23.148	0.488	2.1%	1.7%
*Other species	7.874	8.188	(0.314)	-3.8%	0.6%
Pet	37.692	36.068	1.624	4.5%	2.7%
Pig	369.293	371.406	(2.113)	-0.6%	26.4%
Poultry	595.795	585.889	9.905	1.7%	42.7%
Grand Total	1,396.438	1,379.734	16.705	1.2%	100%

**The “other species” category includes: Minor or specialty livestock (e.g., rabbits, deer/other cervids, camelids); game birds not included under poultry (e.g., quail, pheasant); and any exotic or niche species raised on farms or in other managed environments.*

Feed Mills by Region

Asia-Pacific leads the way with 584 new mills

The number of feed mills continued to increase globally, with more than 420 new mills. Increases in Latin America and Asia-Pacific offset the net decrease in feed mills in Europe and North America. China’s significant increase in feed mills is particularly noteworthy because the country simultaneously experienced a slight decrease in overall feed production. This reflects China’s strategic industry restructuring, with

major companies investing in high-capacity, technologically advanced facilities, while older, less efficient operations are phasing out. These new mills often focus on higher-quality specialty feeds, regional distribution optimization and vertical integration strategies, positioning China’s feed industry for future growth despite short-term production adjustments in specific livestock sectors.

Region	Number of mills, 2024	Number of mills, 2023 (updated)	Difference
Africa	2,228	2,188	40
Asia-Pacific	8,211	7,627	584
Europe	6,252	6,421	-169
Latin America	4,426	4,356	70
Middle East	844	872	-28
North America	6,069	6,143	-74
Oceania	200	195	5
Grand Total	28,230	27,802	428

Top 10 Countries

The top 10 countries in terms of feed tonnage did not change significantly in 2024: Türkiye moved up from No. 10 to No. 9, surpassing Japan. Despite significant volume changes, the other top 10 countries remained in the same positions.

Altogether, the **top 10 countries account for 65.6% of the world’s 2024 feed production** (versus 66.0% in 2023), and they can be viewed as an indicator of the trends in agriculture. About 52% of global feed consumption is concentrated in four countries: China, the U.S., Brazil and India.

Top 10 Feed-Producing Countries

Top countries	2024 feed tonnage (million mt)	2023 feed tonnage (million mt) — updated	Growth (million mt)	Growth %	Rank, 2024	Rank, 2023
China	315.030	321.548	-6.518	-2.03%	1	1
U.S.	269.620	267.787	1.834	0.68%	2	2
Brazil	86.636	84.581	2.055	2.43%	3	3
India	55.243	52.834	2.409	4.56%	4	4
Mexico	41.401	40.837	0.564	1.38%	5	5
Russia	38.481	35.456	3.025	8.53%	6	6
Spain	35.972	35.455	0.517	1.46%	7	7
Vietnam	25.850	24.997	0.853	3.41%	8	8
Türkiye	24.502	23.374	1.128	4.83%	9	10
Japan	24.297	24.264	0.033	0.14%	10	9

A Closer Look at the Top Feed-Producing Countries

No. 1 — China

Despite China’s total feed amounting to 315.0 million mt in 2024, its animal feed sector declined by 2.0% year over year (a decrease of 6.5 million mt).



This was driven mainly by decreases in pig, beef, dairy and aquaculture feed usage due to oversupply, weak prices and disease challenges. However, broiler feed grew robustly (+2.6%), and pet food grew by 10.3%.

Though overall feed production was down slightly, China added 475 new feed mills, strategically restructuring its feed industry through: high-capacity, technologically advanced facilities; regional distribution optimization;

and specialty feed production. The country's feed mill expansion reflects its national food security priorities: record grain harvests; supply chain control; and reduced dependence on imports. Many of the new mills focus on higher-quality, premium feed products — and many represent downstream expansion by agricultural conglomerates seeking greater control.

Overall, China's feed landscape remains vulnerable to price swings, disease and farm consolidation — but large integrators and high-value segments may see more resilient expansions.

Total feed tonnage: 315.0 million mt

Feed production growth:

- Broiler — 2.6%
- Pet — 10.3%

Notable decreases:

- Major decreases in beef (-12.2%) and dairy (-13.9%)
- Pig feed production declined (-3.9%) for the first time in three years due to ongoing oversupply and slower sow replenishment in 2024.

Challenges:

- Disease management
- Price fluctuations
- Farm consolidation

No. 2 — United States



The U.S. maintained its position as the world's second-largest feed producer, with total animal feed production reaching 269.6 million mt, a 0.7% increase over 2023. This was driven largely by pig and broiler sector growth.

Beef feed demand remained strong due to record-high prices and tight cattle supplies, though feed tonnage is expected to decline as herd rebuilding begins. The pork sector showed cautious optimism, with lighter dressed weights and global trade uncertainties impacting production. Poultry faced challenges from HPAI, driving egg prices up over 20%, while broiler feed demand stayed resilient. Dairy feed tonnage remained flat, with steady cow numbers and improved margins supporting production.

Other sectors, like sheep and goat feed, grew 2% due to rising demand, while aquaculture faced setbacks with the bankruptcy of a major shrimp producer. Overall, the U.S. feed industry remains robust, navigating challenges like disease outbreaks, trade dynamics, and shifting consumer demands.

Total feed tonnage: 269.6 million mt

Feed production growth:

- Beef — 1.3%
- Broiler — 1.4%
- Pet — 2.0%
- Equine — 0.8%

No. 3 — Brazil



Brazil kept its position as the world's third-largest feed producer, with animal feed production reaching 86.6 million mt there in 2024, a 2.4% increase from 2023. All sectors experienced growth, except equine, which remained steady.

The poultry sector expanded due to Brazil's dominance in global chicken exports and rising domestic demand for affordable protein. Beef production is expected to contract due to reduced cow inventories, though exports remain strong, particularly to China and the U.S. The dairy industry saw modest growth, with a shift toward more efficient, technology-driven farms, while pork exports hit record highs, supported by declining beef supplies.

Brazil's agriculture sector remains resilient, with strong export demand counterbalancing production challenges in beef and dairy.

Total feed tonnage: 86.6 million mt

Feed production growth:

- Beef — 7.0%
- Broiler — 1.6%
- Pet — 3.4%
- Layer — 6.5%

Notable trends among the remaining top feed-producing countries

No. 4 — India: Total animal feed production increased 4.6%, with poultry and dairy as the primary drivers of this growth. The dairy sector experienced significant growth (+11.1%) because of rising demand, government support and infrastructure investments, and robust exports. The layer sector grew by 4.6% due to high consumer demand

for eggs. Pet ownership in India is growing at a rate of 12–15%, driven by rising income levels.

No. 5 — Mexico: Animal feed production totaled 41.4 million mt, an increase of 1.4%. All feed sectors, except pig, grew in 2024. The pig sector decline was due to the import of pork from the U.S. and the impact of local diseases. Mexico's layer sector showed the most growth due to increased domestic consumption of this first-choice protein in the country, especially amid economic pressures.

No. 6 — Russia: Animal feed production increased by 3.0 million mt, an increase of 8.5%. Over two-thirds of the country's feed production growth can be attributed to the pig sector, which grew over 2 million metric tons. Russia has prioritized pig farming to enhance agricultural self-sufficiency and reduce its reliance on pork imports. Government subsidies and support programs have spurred herd expansion, while recovery from past challenges has stabilized production, driving significant feed demand. Russia's animal feed production is poised to continue growing, particularly in the pig, poultry and dairy sectors.

No. 7 — Spain: Total animal feed production increased 1.5%, fueled by steady pork demand, rising poultry consumption and a pet ownership boom. The rise in poultry feed, particularly for broilers (+7.8%) and layers (+5.3%), reflects growing consumer demand for chicken and eggs. Poultry is often a more affordable protein source compared to pork or beef, making it attractive amid economic pressures. Spain is a major pork producer in Europe, and the modest increase (+1.1%) in pig feed production reflects steady domestic and export demand, alongside a slight recovery from porcine reproductive and respiratory syndrome (PRRS). Sustainability efforts in beef and dairy production are also intensifying, with efforts focused on improving farm efficiency, controlling slurry emissions and incorporating methane inhibitors to reduce environmental impact.

No. 8 — Vietnam: Feed production is experiencing a steady upward trend, with total feed tonnage increasing by 3.4%. Media sources in Vietnam report the domestic feed industry's growth will likely continue in future years due to increasing demand as well as supportive government policies. Dairy feed production saw the highest percentage increase (+36%), fueled by rapid expansion in the sector, a growing middle class with higher disposable income and an increasing appetite for dairy products like milk and cheese.

There was also steady growth in the aquaculture sector, with an increase of 3.3% in feed production. Aqua accounts for 16.8% of Vietnam's total feed production.

No. 9 — Türkiye: Feed production saw robust overall growth (+4.8%), driven primarily by the dairy sector, which surged by 21.33%. This growth was attributable to the increase in the number of heifers and their calves brought from abroad. The pressure feed companies put on farmers to buy feed is also a factor. Conversely, the poultry sector faced a significant setback, declining by 7.4%, with the layer subsector dropping sharply by 14.9%, due to HPAI outbreaks, currency volatility, higher input costs, geopolitical tensions and a dependence on imported feed ingredients.

No. 10 — Japan: Feed production was nearly flat, with a 0.1% growth. A decline in the pig sector was offset by growth in the poultry sector, as consumers looked for less expensive animal proteins. Pig slaughter numbers remained flat, caused by the long-term impact of last year's hot summer weather. Some factors causing slight growth in slaughter numbers include the continued high feed costs and disease outbreaks that caused small producers to leave the industry.



Broilers

Broiler feed remains the largest species segment, accounting for 27.6% of the total global production. Broiler feed production increased by around 1.8% to 385.4 million mt, highlighting the sector's resilience in the face of varying regional demand and persistent health and cost pressures. As a "budget-friendly" protein option, the broiler industry benefits from surges in red meat prices — and that affordability drove demand in Asia-Pacific and Latin America, while rising incomes boosted growth in Africa. While HPAI was a persistent issue for poultry production, broiler feed volumes are positioned to continue on a path toward moderate growth this year because of broiler meat's affordability and export opportunities.

A closer look

- **Africa and the Middle East:** Both poultry sectors recovered significantly from the 2023 HPAI outbreaks across the region. While steady growth in the Middle East was somewhat tempered by water scarcity and import costs, broiler feeds have a substantial potential for expansion due to continued population growth and the preference for poultry as a low-cost protein. Interest in local production to reduce dependence on imports and meet



42.7%

Poultry feed retained its outsized command of the market share, accounting for 42.7% of all feed tonnage.

domestic demand is also on the rise.

- **Asia-Pacific:** The 0.6% increase in broiler feed volumes (to 161.473 million mt) in Asia-Pacific was attributed to oversupply adjustments, elevated production costs and disease pressures in key markets. Economic uncertainty reduced demand for broiler meat in some countries, where consumers pivoted to purchasing eggs (the lowest-cost animal protein); elsewhere, rising incomes increased the domestic demand. Broiler feed could return to more robust growth, but inexpensive egg alternatives and the risk of disease flare-ups remain potential challenges.
- **Europe:** The European broiler feed sector grew by 1.8% due to increases in chicken-meat production in Eastern and Southern Europe, as well as rising exports and growing consumer demand for poultry meat. With its relative affordability and the perceptions of sustainability and health, broiler production is expected to continue faring well in Europe.
- **Latin America:** Broiler feed tonnage increased by 3.6% in Latin America, reflecting strong domestic consumption and export growth. Consumers are choosing chicken over other proteins due to economic challenges — as seen in Argentina, where the consumption of poultry surpassed beef. Lower feed costs, mainly due to a decline in corn and soybean prices, supported higher production margins; the cost of feed for broiler chickens

Broiler feed production

Region	2024 feed tonnage (million mt)	2023 feed tonnage (million mt) — updated	Growth (million mt)	Growth (%)
Africa	17.674	17.220	0.454	2.6%
Asia-Pacific	161.473	160.436	1.037	0.6%
Europe	55.951	54.976	0.975	1.8%
Latin America	73.580	71.024	2.556	3.6%
Middle East	12.996	11.902	1.094	9.2%
North America	59.573	58.792	0.781	1.3%
Oceania	4.169	4.087	0.082	2.0%
Grand Total	385.415	378.437	6.979	1.8%

in Brazil, for instance, decreased by an average of 7.9% between 2023 and 2024. These factors should sustain further expansion for the Latin American broiler sector.

- **North America:** The 1.3% growth (or 59.6 million mt) seen in the North American broiler feed sector can be attributed in part to higher beef prices, which led food retailers to promote chicken meat as a more affordable alternative. In the U.S., poultry is becoming even more affordable, with chicken prices increasing at a slower rate than inflation. The North American broiler sector is

predicted to grow at a similar rate of 1–1.5% in 2025.

- **Oceania:** The broiler sector is still the largest in both Australia and New Zealand, accounting for 38% of total commercial feed tonnage (down slightly from 38.2% in 2023). However, this growth rate was outpaced by beef, pet and aquaculture in the region in 2024. As consumer demand and feedlot investments stay steady, broiler feed production is anticipated to grow at a modest pace, with potential disease episodes and environmental constraints likely to cap the increase at around 2–3%.

Layers

While the poultry sector retained its place as the top feed segment in the world, the slow 1.4% growth rate in layer feed production reflected the challenges facing the industry, including disruptions by avian influenza and oversupply in some regions. Disease challenges led to North America experiencing the steepest decline in production due to flock reduction. Layer production was able to maintain a positive global growth rate, however, due to absolute volume gains in Asia-Pacific — where consumers are favoring eggs as a cheaper protein option — and healthy demand in Latin America and Africa. While the threat of HPAI continues to loom in various regions, the development of vaccines and improved biosecurity measures could help mitigate losses and keep the global layer sector on an upward trajectory.

A closer look

- **Africa and the Middle East:** Modest growth in Africa (of 1.7%) was canceled out by a decline in the Middle East (of 1.1%), leaving layer production relatively static there in 2024. In Africa, the sector benefited from lower raw material costs, and egg consumption is on the rise because of its affordability. In the Middle East, however, gains in the United Arab Emirates were tempered by poor availability, import costs and geopolitical conflicts. With the African layer industry still relatively underdeveloped, the industry has a great potential for expansion across the region, especially by focusing on local production to reduce reliance on imports.
- **Asia-Pacific:** As the world's largest layer producer, Asia-Pacific recorded growth of 2.4% (to 82.956 million mt). Egg sales rose in India and parts of Southeast Asia as meat prices increased and demand grew among urban populations. The region might have achieved even

Layer feed production

Region	2024 feed tonnage (million mt)	2023 feed tonnage (million mt) — updated	Growth (million mt)	Growth (%)
Africa	8.473	8.333	0.140	1.7%
Asia-Pacific	82.956	80.975	1.981	2.4%
Europe	30.959	31.071	(0.113)	-0.4%
Latin America	26.221	25.039	1.182	4.7%
Middle East	6.639	6.709	(0.070)	-1.1%
North America	16.815	17.557	(0.742)	-4.2%
Oceania	0.974	0.942	0.032	3.4%
Grand Total	173.038	170.627	2.410	1.4%

higher levels of success if not for outbreaks of HPAI and a downturn of 1.0% in China, which can be attributed to oversupply issues and subdued egg prices. Nevertheless, layer production is on the rebound in Asia-Pacific and looks strong in 2025.

- **Europe:** The European layer sector was down slightly (-0.4%). Consumer demand for healthy and sustainable protein, profitable margins and operational efficiencies boosted production in many European markets — but that growth was overshadowed by the severe contraction of the layer industry in Türkiye, which shrunk by 15%. Turkish poultry producers faced a perfect storm in 2024, including an outbreak of HPAI, an economic crisis that drove up inflation and led many small producers to exit the market, and drought conditions that increased reliance on imports from conflict-torn areas. Continued growth in European layer production in 2025 will depend on recovery in Türkiye and stability across the rest of the region.
- **Latin America:** Layer feed production grew by 4.7% in Latin America due to robust domestic demand and favorable economic conditions. Layer production grew

faster than any other sector in Mexico thanks to its dominance as the country's No. 1 choice of protein. The 6.5% growth seen in Brazil was fueled by exports to Asia and the Middle East and by the expansion of major animal protein companies.

- **North America:** HPAI's stark impact was on display in North America, where layer feed production decreased by 4.2%. Market trends and changing consumer demand also contributed to this decline, but HPAI was the main culprit, leading to the loss of millions of table-egg-laying hens and pullets. Recovery is slowly beginning to take shape, and the industry is taking further measures to better protect the flock in 2025.
- **Oceania:** Despite the devastating effects of HPAI — which led to nearly 10% of Australia's flock being culled — the layer sector in Oceania was still able to record growth of 3.4%. Stable consumer demand for eggs and expansions of large free-range operations in some areas kept the region's layer feed production on track, and tonnage is expected to continue growing as the result of restocking.



The pig sector was one of just two major global feed production sectors that experienced a net loss in 2024, declining by 0.6%. Growth in the European, Latin American and North American pork segments was counterbalanced

by downturns in Africa and the Middle East, Asia-Pacific and Oceania. These trends were partly dictated by how well producers in each region continued to recover from outbreaks of ASF, with export demand allowing Europe and Latin America to reclaim lost ground. Survey respondents were divided in their outlook for pig feed, which recorded the highest amount of pessimism among all feed segments. Proper disease management and stabilized feed costs will be critical for the pig feed sector to achieve growth worldwide.

Pig feed production

Region	2024 feed tonnage (million mt)	2023 feed tonnage (million mt) — updated	Growth (million mt)	Growth (%)
Africa	2.816	2.988	(0.172)	-5.8%
Asia-Pacific	183.556	189.883	(6.327)	-3.3%
Europe	76.323	74.337	1.986	2.7%
Latin America	40.805	39.314	1.491	3.8%
Middle East	0.007	0.007		0.0%
North America	64.466	63.548	0.918	1.4%
Oceania	1.320	1.330	(0.010)	-0.8%
Grand Total	369.293	371.406	-2.113	-0.6%

A closer look

- **Africa and the Middle East:** The 5.8% decline in African pig feed production was attributed to economic instability, high input costs and regulatory headwinds. The continent has also struggled to recover from the effects of ASF, and both local and global conflicts continue to strain all segments of agri-food production.
- **Asia-Pacific:** Pig feed production decreased by 3.3% across Asia-Pacific due to the lingering effects of ASF, economic pressures and industry-wide shifts toward local production over imports. China, which generally contributes more than 78% of the region's total pig feed tonnage, experienced a decline for the first time in three years after struggling with oversupply and slower sow replenishment. Despite these challenges, the outlook remains positive for pig production in the region — with hopes especially high for Vietnam, which is expected to grow as a result of an increase in the local sourcing of raw materials and the expansion of domestic production capacities.
- **Europe:** European pig feed production increased by 2.7%, reversing a two-year decline. Producers benefited from lower feed prices across the region. Additionally, while ASF has reduced herds and production in recent years, European producers bounced back well from disease challenges, with increasing pig populations leading to higher demand for feed. The sector fared especially well in Russia, where pig farming is prioritized as a means to reduce the country's reliance on imports.

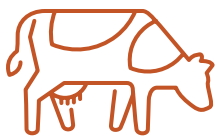


-0.6%

The pig sector was one of just two major global feed production sectors that experienced a net loss in 2024.

While the pig sector is expected to stay strong in Europe, structural challenges and new regulations may cap potential growth.

- **Latin America:** Pork feed tonnage grew 3.8% in Latin America due to lower feed costs and record exports. Domestic demand also increased in the region as consumers favored pork over beef for its cost-effectiveness. While some markets — including Mexico — struggled with the effects of outbreaks of porcine reproductive respiratory syndrome (PRRSv), record-high exports recorded in Brazil picked up the slack, and export opportunities will continue to play a role in the success of the pork sector in Latin America in 2025.
- **North America:** Stabilized breeding herds and heavier hog weights paved the way for a 1.4% increase in pig feed production in North America after two years of declines. While droughts and market conditions led to slight downturns in the pig population and production in Canada (by 0.2%), the U.S. sector remained resilient. Looking forward, the pork industry is cautiously optimistic about 2025 — but geopolitical tensions, market uncertainties and the threat of disease loom as potential impediments to continued growth.
- **Oceania:** While pig feed production remained stable in Australia, the pork sector was down 0.8% for Oceania as a whole due to a 7% drop in New Zealand. The continued decline in New Zealand can be attributed to new policies and regulatory pressures that are transforming pig feed production there.



Dairy

The global dairy sector made unexpectedly strong gains, growing by 3.2% (or 5.1 million mt). Robust consumer demand, favorable milk prices and a shift toward more intensive farming practices largely fueled this expansion, with Asia-Pacific, Europe, Africa and Latin America all displaying growth. While dairy feed production remained

stable in North America, Oceania's reliance on abundant pasture led to a slight dip in its feed tonnage. Despite challenges ranging from disease pressures to volatile weather conditions, the global dairy sector continues to exhibit strong resilience and growth potential. The modernization and intensification of production and higher milk yields are expected to foster further increases — but low farmgate prices in China could limit gains.

A closer look

- **Africa and the Middle East:** While dairy feed was mostly

Dairy feed production

Region	2024 feed tonnage (million mt)	2023 feed tonnage (million mt) — updated	Growth (million mt)	Growth (%)
Africa	8.275	6.581	1.694	25.7%
Asia-Pacific	29.861	29.159	0.703	2.4%
Europe	47.450	45.316	2.135	4.7%
Latin America	22.749	21.917	0.832	3.8%
Middle East	7.205	7.221	(0.016)	-0.2%
North America	48.321	48.580	(0.259)	-0.5%
Oceania	1.638	1.653	(0.015)	-0.9%
Grand Total	165.500	160.426	5.074	3.2%

static in the Middle East, the sector leapt up by 25.7% in Africa thanks to growing urban populations and improving cold-chain logistics. More smallholder dairy farms in the region are shifting from purely pasture-based systems toward commercial operations, which increases their reliance on formulated dairy rations and drives up feed tonnage. The African dairy sector has the potential to expand even further by boosting local production to reduce the region's dependence on imports while still meeting domestic demand.

- **Asia-Pacific:** Dairy feed emerged as a resilient growth driver for all agri-food production in Asia-Pacific, with an increase of 2.4%. The region's dairy sector has been experiencing structural changes, with growing domestic consumption and an increase in export potential driving demand. The intensification of the industry has led to a notable shift from smallholder, subsistence dairy farming to larger commercial operations. Countries across the region are increasing production to meet both domestic and export demands. The future is especially bright for dairy feed production in India, the largest dairy producer in the region, as the country's domestic demand remains strong thanks to continued population growth while exports are also on the rise.
- **Europe:** Dairy feed production rebounded in Europe, rising by 4.7% after four years of decline. This recovery was driven by market incentives and strategic investments, which outweighed challenges like disease

outbreaks and climate pressures. Milk production expanded in Eastern European countries, including Poland and Hungary, thanks to more efficient, larger-scale farms, offsetting declines in Western Europe. Rising milk prices have improved margins for farmers, and government subsidies for implementing sustainable

practices help incentivize feed usage. The outlook for dairy feed production in Europe is cautiously optimistic, with farmers expected to prioritize feed quality as a way to continue maximizing yields with smaller herds.

- **Latin America:** Dairy feed production rose by 3.8% in Latin America thanks to improved milk prices and an increased reliance on supplemental feeds after droughts. Larger dairies in Brazil, Argentina and Mexico are making structural changes, with a focus on modernization and investing in concentrated rations for a higher milk output. There has also been a decrease in the number of smaller producers, leading to a shift toward more efficient farms using concentrated feed. The outlook for dairy feed production in Latin America remains positive for 2025.

- **North America:** North American dairy feed tonnage stayed relatively flat, with a small decline of 0.5%. This can be attributed to regional variabilities, health challenges and economic conditions. Despite higher milk prices serving as an incentive to boost production, the potential economic benefits were outweighed by high costs for replacement cows and the ongoing impact of



After 4
years of
decline

dairy feed
production
rebounded in
Europe, rising by
4.7%.

HPAI. Additionally, improved feed efficiency technologies and practices have allowed farmers to maintain or increase milk output without proportionally increasing feed input, contributing to stable feed tonnage. While the number of dairy feed mills in the U.S. is expected to decline as the result of improved efficiencies, the market is expected to do well due to higher milk prices, lower feed costs and increases in dairy consumption.

- **Oceania:** While Oceania experienced one of its biggest

milk production seasons in many years, the dairy sector still displayed a decrease of 0.9% — in light of strong grass growth and pasture management in New Zealand. When grazing is plentiful, farmers rely less on commercial dairy feeds, leading to decreases in commercial feed tonnage. Despite this downturn, Oceania's dairy sector is expected to recover well due to growing demand from China and Southeast Asia.

Beef

Beef feed tonnage rose from 131.6 million mt in 2023 to 134.1 million mt, reflecting a 1.8% global increase. North America, Latin America, Africa, Europe and Oceania all recorded gains thanks to a rise in demand for beef exports due to tight supply elsewhere around the world. Additionally, scarce forage in parts of North America, Latin America and Australia drove cattle producers to rely more heavily on commercial feed. The decline in beef feed tonnage seen in Asia-Pacific and the Middle East was attributed to oversupply and lower prices.

Looking ahead, growth in the global beef sector is anticipated to slow, with contractions expected in several key markets. While ongoing drought conditions may keep feedlot demand moderately elevated in certain regions, long-term supply shortages of cattle will challenge production overall. Improved efficiencies, targeted feeding strategies and robust export relationships will be crucial for keeping beef on a positive trajectory.

A closer look

- **Africa and the Middle East:** Beef feed production fared very well in Africa, with a 32.2% gain. This notable increase likely stemmed from widespread transitions to more commercialized systems, rising urban demand for beef and a greater reliance on purchased feeds. While beef feed tonnage was slightly down in the Middle East (by 0.3%), the outlook is still positive, with a

rise in beef production noted in the United Arab Emirates. The beef sector has strong potential throughout the region thanks to interest in increasing local production to reduce reliance on imports, which are often affected by geopolitical circumstances.

- **Asia-Pacific:** The 6.0% decline in beef feed production in Asia-Pacific (from 21.0 million tons to 19.8 million tons) exemplifies the persistent challenges the sector faced in 2024, including disease outbreaks and economic factors. China experienced its first annual decline in beef production since 2013 due to lower prices and herd liquidation. Additionally, beef imports have surged, which impacted the profitability of domestic cattle farming and prompted farmers to scale back their investments in feedlot operations. Government policies, subsidies and support aim to stabilize Asia-Pacific's ruminant sectors, but lower cattle numbers are expected, reducing demand for commercial feed even further.
- **Europe:** Beef feed production recorded a healthy 2.3% increase in Europe, but a long-term herd decline still looms over the region. This year's temporary growth can be explained by price-driven intensification and sustainability schemes in Ireland and France, short-term gains due to higher beef prices, weather-forced reliance on compound feeds, and a surge in beef exports. Still, unless the issues of herd attrition and input costs are addressed, the European beef sector is not expected to fare well, with smaller and more inefficient farms continuing to exit the market.
- **Latin America:** Beef feed tonnage saw the largest increase (4.7%) of any sector in Latin America, fueled by global beef shortages and export opportunities. Brazil



+11%

Australia had record growth in its beef feed volumes in 2024.

Beef feed production

Region	2024 feed tonnage (million mt)	2023 feed tonnage (million mt) — updated	Growth (million mt)	Growth (%)
Africa	6.771	5.122	1.649	32.2%
Asia-Pacific	19.754	21.020	(1.266)	-6.0%
Europe	18.003	17.597	0.406	2.3%
Latin America	15.365	14.682	0.683	4.7%
Middle East	2.049	2.055	(0.006)	-0.3%
North America	71.312	70.431	0.881	1.3%
Oceania	0.800	0.720	0.080	11.1%
Grand Total	134.054	131.627	2.427	1.8%

and other countries capitalized on global beef supply constraints — most notably in the U.S. — with increased exports, boosting feedlot activity. Favorable exchange rates also made Mexican beef more competitive internationally, while droughts in places like Argentina forced producers to rely more on commercial feed. Brazilian beef production is expected to contract by 5–6% in 2025 due to a reduced beef cow inventory and greater competition from chicken and pork. Nevertheless, the outlook remains positive for Latin America, as export demand is expected to stay high due to global supply reductions and possible trade tensions.

- **North America:** The North American beef sector grew by 1.3% thanks to an increase in feed demand as the result of drought conditions and stable herd sizes. While U.S. beef and dairy cow slaughter fell by 14% in 2024, beef demand reached its highest level since 1986, supporting

strong prices. In Canada, beef production was down 2% due to reduced slaughter volumes, although heavier carcass weights helped maintain output. Despite this generally stable feed production landscape in North America, the overarching trends suggest that the beef sector is moving toward stabilized or reduced herd sizes as the result of previous herd liquidation and economic, environmental and market conditions, likely leading to a decrease in feed tonnage requirements over time.

- **Oceania:** Beef feed production enjoyed a great year in Oceania, marking an 11.1% increase. Australia produced a record 2.57 million mt of beef due to dry conditions that encouraged earlier feedlot finishing. Strong global demand also spurred higher exports. While New Zealand’s beef cattle numbers continue to edge downward, Australia’s growth outweighed that decline and is propelling beef feed production forward for the region.



Aquaculture

Global feed production for the aquaculture sector declined slightly (by 1.1%), continuing a downward trend for the sector that first emerged in 2023. This statistic, however, conceals considerable regional divergence, including gains in Latin America, Africa and Europe. Unfortunately, the considerable decreases in Asia-Pacific and North America due to disease challenges, extreme weather events, cost pressures and low market prices weighed down the entire sector. Looking ahead, aquaculture is positioned to strengthen slowly, but the recovery will likely remain

uneven across regions. Potential rebounds in shrimp and finfish production in Asia-Pacific will depend on stabilized prices and biosecurity improvements. Latin America and Africa could continue their upward trajectories, and momentum around alternative feed ingredients in Europe is expected to pick up steam as regulatory frameworks and consumer demand increasingly emphasize sustainability.

A closer look

- **Africa and the Middle East:** Aquaculture feed production

experienced a 9.1% increase in Africa. While the overall volumes remain small, more farmers are adopting commercial aquafeeds in their operations, and rising demand for lower-cost proteins also benefited the sector. Countries with rich coastal waters, such as Comoros, hold significant potential for the development of marine-based industries — and a planned \$10-million investment to expand capture fisheries in that country to meet the growing domestic demand illustrates the region's commitment to aquaculture production. While tonnage was down by 0.6% in the Middle East, aquaculture is still faring well in the region as a whole, with growth opportunities identified in the United Arab Emirates as part of a push for increased food security. Global demand indicates that aqua feed production will continue to rise across Africa and the Middle East.

- **Asia-Pacific:** Persistent challenges led to an overall decrease of 1.7% in the production of aquaculture feed in Asia-Pacific. While the region is still the largest aquaculture producer in the world, aqua feed production has now decreased there for two consecutive years due to environmental challenges (like flooding and heat waves), disease outbreaks and economic pressures. Operational shifts, such as the move to cheaper feed alternatives and challenges with the broodstock supply, have further reduced the need for specialized feeds. There were areas of growth for the region — like Vietnam, where aqua feed production grew by 3.3% thanks to expanding international demand and

technological advancements. While the sector showed signs of recovery, these improvements have not yet been sufficient to restore stock levels to previous highs. As a result, the demand for aquaculture feed remains lower than in years past, contributing to a continued decline in feed production.

- **Europe:** The European aquaculture sector has demonstrated resilient growth over the past five years, with a 2.1% rise in feed production continuing that upward trend. This increase is underpinned by strategic adaptations to sustainability demands, technological advancements and market dynamics. Atlantic salmon, sea bass and sea bream — species with strong European production bases — are driving growth by commanding premium prices around the world. Additionally, lower aquafeed costs have eased margins for European producers. Looking ahead, structural challenges will test the sector's ability to sustain growth, demanding continued innovation, improved biosecurity measures and policy alignment to secure resilience.
- **Latin America:** The Latin American aquaculture sector declined by 2.3%, mainly due to new import tax regulations

and declining shrimp feed usage in Ecuador. Despite those setbacks, other Latin American countries — like Chile and Peru — benefited from favorable biological conditions that helped boost aquaculture yields, including cooler water temperatures. Additionally, government incentives promoting aquaculture in



-1.1%

Global aquaculture feed production declined slightly — but saw major growth in Africa (9.1%) and Oceania (9.3%).

Aquaculture feed production

Region	2024 feed tonnage (million mt)	2023 feed tonnage (million mt) — updated	Growth (million mt)	Growth (%)
Africa	1.726	1.582	0.143	9.1%
Asia-Pacific	37.074	37.721	(0.647)	-1.7%
Europe	4.775	4.676	0.099	2.1%
Latin America	6.831	6.992	(0.162)	-2.3%
Middle East	1.016	1.023	(0.006)	-0.6%
North America	1.309	1.359	(0.050)	-3.7%
Oceania	0.235	0.215	0.020	9.3%
Grand Total	52.966	53.568	-0.602	-1.1%

countries like Brazil and Chile, including subsidies for feed production and support for export activities, could help drive recovery in the coming years. Looking ahead, demand for aquaculture products in Latin America is expected to remain robust. Industry growth, however, may depend on regulatory adjustments and cost efficiencies in key markets.

- **North America:** Aquaculture feed tonnage fell by 3.7% in North America on the heels of multiple headwinds for the industry. Salmon producers were challenged by sea lice and winter sores, while shrimp production has reached an oversupply, limiting feed demand. Some producers scaled down due to weak margins, especially on the U.S. Gulf Coast. The industry is currently in a state

of unease, as the largest shrimp farmer in the United States filed for bankruptcy in early 2025. Many North American aquaculture producers are now weighing their path forward, knowing that future feed demand patterns will depend largely on industry-wide shifts in herd management, disease mitigation strategies, economic pressures and environmental factors.

- **Oceania:** Aqua feed production experienced a high growth rate of 9.3% in Oceania due to the debut of new aquaculture operation sites and broadening species portfolios. Expansion has also been driven by government interest in the sector and by the market's adjacency to Asia-Pacific.

Pets

Pet feed tonnage soared 4.5% globally, fueled by continued trends toward premiumization (including functional diets and the “humanization” of pets), expanded pet ownership and continued innovation in the sector’s product offerings. While the increase in pet food production appears to have slowed somewhat last year, it still remains one of the fastest-growing sectors in the world. Africa saw the largest percentage jump (+60%), albeit from a low baseline, and Asia-Pacific’s double-digit gains underscore the surge in pet adoption and premium diets in developing regions.

Around the world, pet owners showed a willingness to invest in higher-quality food, strengthening the pet food segment’s reputation as one of the most resilient categories in animal nutrition. Looking ahead, the global pet food sector is poised for further expansion.

While producers will face a dynamic landscape characterized by cost pressures, evolving regulatory requirements and heightened consumer scrutiny regarding sustainability and transparency, 60% of survey respondents — the largest percentage for any sector — reported being optimistic about its future. Emerging economies in Africa, Asia and Latin America will continue to drive volume growth as rising disposable incomes and evolving cultural attitudes enhance pet adoption. Trends towards premiumization are also likely to deepen, with an increasing interest in functional and health-focused

formulations — especially those that address issues like weight management, joint care and digestive health.

A closer look

- **Africa and the Middle East:** The pet food sector enjoyed unfettered growth across this region, including a rise of 0.95% in the Middle East and an astounding 60.3% jump in Africa. More and more households are adopting companion animals — particularly dogs — thanks to growing incomes and urbanization in certain African markets.
- **Asia-Pacific:** The pet food and supplement production sector has exhibited significant consecutive growth in Asia-Pacific, with a notable 11.0% increase. This success has been driven in part by rising pet ownership, which grew by 12–15% in India, and increasing demand for high-quality pet foods. Robust exports also had an impact, underscoring the region’s growing role in the global pet food supply chain and reinforcing its position as a dynamic market. As the region continues to capitalize on its competitive advantages — including its production capacity, export networks and growing consumer base — the pet food and supplement sector is set to remain a key driver of the animal production industry in Asia-Pacific.
- **Europe:** The European pet food sector saw modest overall growth (+1.6%), but the regional disparities were stark — with France declining by 8%, for instance, while Spain and Ireland achieved double-digit growth. This divergence reflects contrasting economic conditions, consumer trends and market strategies. France’s reliance on imported raw materials (e.g., grains, proteins)

Pet feed production

Region	2024 feed tonnage (million mt)	2023 feed tonnage (million mt) — updated	Growth (million mt)	Growth (%)
Africa	1.322	0.825	0.497	60.3%
Asia-Pacific	4.164	3.751	0.413	11.0%
Europe	11.727	11.542	0.185	1.6%
Latin America	8.356	8.129	0.227	2.8%
Middle East	0.107	0.106	0.001	0.9%
North America	11.437	11.175	0.262	2.3%
Oceania	0.580	0.540	0.040	7.4%
Grand Total	37.692	36.068	1.624	4.5%

exposed it to global price volatility, and French producers also contended with lower-cost alternatives as a result of increased competition in Northern and Central Europe. Spain, on the other hand, was insulated from the global price spikes that impacted France, thanks to its proximity to raw material suppliers in North Africa, giving Spanish pet food producers access to lower input costs. Overall, the demand for high-quality, specialized feeds and consumers’ willingness to spend more on their pets underpin continued modest overall growth in the European pet food sector.

- **Latin America:** Rising pet ownership and premiumization trends led to a 2.8% increase in pet food production in Latin America. The region has continued to benefit from a spike in pet ownership, leading to increased demand for pet food and supplements. Interest in functional and health-oriented pet food products is also on the rise — and pet owners are increasingly aware of the health benefits of supplements for their pets, including those for joint health, skin and coat health, and overall vitality.

Major investments in the pet food sector have boosted the availability and variety of pet food supplements across the region and illustrate the widespread confidence in the future of the Latin American pet sector.

- **North America:** The pet food sector in North America exhibited continued stability with an increase of 2.3%. This growth can be attributed to rising pet ownership and demand for high-protein, functional diets. Pet owners across the region are increasingly willing to spend more on high-quality, tailored pet food options — as illustrated by the fact that sales of premium pet products in North America rose by 11.7%. Additionally, pets are increasingly being treated as family members, leading to higher spending on their well-being and a promising outlook for the sector.
- **Oceania:** The pet food sector is growing in Oceania, which recorded an increase of 7.4% in tonnage. New Zealand’s and Australia’s pet owners have exhibited a strong interest in high-quality, locally sourced feeds, and that prioritization of premium products promises to carry the region’s pet food sector forward to a successful 2025.



Equine feed tonnage increased 2.3%. This growth was driven by premiumization trends and rising interest in nutrition-focused care. Looking forward, however, the sector faces declining populations and high feed costs.

Globally, equine feed tonnage increased (+2.3%) in all but one region, largely due to steady or expanding participation in equestrian activities, increasing awareness of equine nutrition and a wider availability of specialized feeds.

Across many regions, the popularity of horse racing, polo, dressage, show jumping and other equestrian events has been on the rise, driving steady demand for specialized feeds. As disposable income rose in several developing markets, an increase in leisure horse ownership — hobby riding or tourism, for example — led to additional feed consumption.

Equine feed production

Region	2024 feed tonnage (million mt)	2023 feed tonnage (million mt) — updated	Growth (million mt)	Growth (%)
Africa	0.463	0.443	0.020	4.5%
Asia-Pacific	0.389	0.381	0.008	2.2%
Europe	2.072	1.968	0.104	5.3%
Latin America	0.797	0.765	0.033	4.3%
Middle East	0.120	0.121	(0.000)	-0.4%
North America	5.348	5.308	0.040	0.8%
Oceania	0.440	0.430	0.010	2.3%
Grand Total	9.630	9.414	0.215	2.3%

In some regions, a focus on high-quality feeds for equine health and performance has increased both the volume of feed consumed and its value per ton.

A closer look

Africa: The development of nascent equestrian sports and horse-related tourism led to an increase in feed production. Better infrastructure and the presence of more local feed mills led to a consistent supply of formulated equine feeds, which allowed owners to switch from traditional forages to mixed or concentrated feeds.

Asia-Pacific: Countries like China, India and parts of Southeast Asia are seeing increased interest in horse racing and equestrian clubs. Even a modest uptick in horse populations can drive feed demand. As with other livestock sectors, a growing middle class may increase spending on leisure activities, including horse ownership and riding clubs. Broader modernization of the feed industry in Asia led to more specialized rations for different livestock categories, including equine.

Europe: Feed production increased 5.3%, driven by a strong equine culture and long-established equestrian traditions, including dressage, eventing and racing. Many

European horse owners invested in higher-quality feeds that emphasize advanced nutrition, pushing up the total feed volume and value.

Latin America: Growth in Latin American equine feed production was driven by expanded sports and breeding programs in Brazil, Argentina and Mexico, the popularity of tourism and leisure riding throughout Latin America, and new export opportunities.

Middle East: Feed production was down due to market fluctuations, a slowdown in imports and cost sensitivities that caused some horse owners to switch to cheaper local forages.

North America: Though it is one of the largest markets for equine feed, North America's market is also very mature, so its growth tends to be more modest. Feed production increased slightly, driven by a horse population that continues to hold steady and the ongoing popularity of horse racing, rodeo and other equine sports.

Oceania: A strong horse-racing culture and the popularity of recreational riding and equestrian sports supported a 2.3% increase in feed production.

What to Expect in 2025

In addition to the quantitative feed survey data, a qualitative survey drew insights from 82 countries on themes such as optimism for the future, anticipated challenges, and the factors expected to have the greatest impact in 2025.

Based on these insights and other forecasts, the global agri-food sector is expected to maintain modest growth in 2025, with the pace and distribution of that growth varying by region and species. Regions that prioritize biosecurity, cost efficiency and sustainable innovation are expected to perform well, but regional dynamics — including disease outbreaks, sustainability regulations, and economic volatility — will likely continue to impact global feed production.

Optimism by sector

Survey respondents reported being optimistic about the poultry sector, with varying levels of optimism across the other species sectors:

- **Poultry:** 67% expect positive growth for broiler and layer feeds
- **Pet food:** 60% anticipate growth, driven by global premiumization trends
- **Aquaculture:** 40% cautiously optimistic despite supply and environmental constraints
- **Beef:** 34% cautiously optimistic, with only 1% highly optimistic despite strong 2024 performance

Opinion was the most divided over the pig sector, which somehow drew the highest percentage of pessimistic responses on its outlook while also coming in third place for the most optimistic sector behind poultry and pet feeds.

Innovations for more efficient and sustainable production

Efforts to make agricultural production more efficient and environmentally friendly will continue to be prioritized across the world. These initiatives are driven largely by governments in Africa, Asia-Pacific, Europe and Latin America, while consumers were reported to be the main force behind

sustainable change in North America, according to survey responses.

Enhanced feed production efficiency and sustainability are often dependent on innovative technologies and solutions — and that is sure to remain true in 2025. When asked which technologies are having the most impact on agriculture, respondents cited:

- New nutritional solutions (10.9%)
- Genetics (10.0%)
- Biosecurity (9.3%)
- Renewable energy technologies (9.0%)
- Biogas/anaerobic digestion (7.8%)
- Data collection and analysis (7.8%)
- Automation/robotics (7.2%)
- Greenhouse gas (GHG) reduction technologies (4.6%)
 - Soil health (3.8%)
 - Aerial imagery/drone technology (3.3%)

Disease challenges and economic headwinds

The global poultry and pork industries continue to recover from HPAI and ASF, respectively, which left a major mark on feed production in 2024. Disease management will be crucial to keep these and other health and food-safety concerns in check. Governmental and regulatory bodies are expected to continue leading the charge to protect both the animal and human populations from disease by implementing stringent control measures and developing vaccines that can be readily available.

Economic volatility is also a potential cause for concern, with input costs expected to rise in the European Union and tariffs making headlines in North America, Latin America and Asia-Pacific. Conflicts in Africa and the Middle East will also likely affect prices and the global supply chain. With the geopolitical landscape currently evolving at breakneck speed, the economic repercussions for the agri-food industry



67%

of respondents were optimistic about **poultry** growth, citing its affordability and adaptability



One-third

of respondents were optimistic about growth in the **beef** sector

remain difficult to forecast — but could very well be widespread and game-changing.

2025 outlook by species

Poultry: The poultry sector is expected to maintain its dominance, continuing to account for 43–45% of all global feed production. **Broiler** feed demand will likely rise due to its affordability and export opportunities, but risks related to HPAI in North America and Asia-Pacific could impact the **layer** segment. Governments and producers are implementing increased surveillance, trade policies and biosecurity measures to mitigate the spread of HPAI.

Pig: Survey respondents were divided between optimistic and pessimistic outlooks for the pig sector, likely due to the continued impact of ASF. Stabilizing feed costs and prioritizing disease management will be critical for the sector to sustain a growth trajectory.

Dairy: Forecasts are cautiously optimistic for the dairy industry, which continues to exhibit its resilience and growth potential. Demand is expected to remain stable in Europe and to increase across Asia-Pacific, where rising incomes and urbanization in India and Southeast Asia are leading to rising levels of dairy consumption.

Beef: The beef sector is projected to face headwinds, with contractions expected in key markets, including China and Europe. While feedlot demand may remain elevated

Top Environmental Measures

According to Agri-Food Outlook survey respondents

- Reducing water pollution
- Creating renewable energy
- Improving animal welfare
- Reducing antibiotic use and antimicrobial resistance
- Improving manure management
- Reducing greenhouse gas emissions

in areas affected by droughts, long-term supply struggles will create challenges. Producers who focus on improved efficiencies and targeted feeding strategies will be best positioned to navigate the anticipated challenges.

Aquaculture: Aquaculture production will likely vary by region. Modest growth is expected in Europe and select Latin American markets, driven by sustainable innovations and export demand, but Asia-Pacific will be sensitive to disease and weather risks and cost pressures in key markets. Continued innovation and government-driven initiatives will be necessary for the industry to remain resilient.

Pet: The global pet sector is poised to keep growing, albeit at a more measured pace. Pet owners will continue to prioritize premium products, and rising disposable incomes and evolving attitudes toward pet ownership will drive growth in complete pet foods in emerging economies in Africa, Asia and Latin America. Pet food producers, however, will face cost pressures, new regulatory requirements and consumer scrutiny about sustainability and transparency.

Equine: The equine industry will likely continue its upward trend thanks to growing interest in more specialized and premium feed products that aim to enhance the performance, health and longevity of horses. Owners and caretakers are increasingly aware of the benefits of premium nutrition and will keep investing in high-quality feed products, which positively impacts the total feed tonnage.

