Global Alfalfa Market Research Report: Information by Product Type (Pellets, Hay Bales, Cubes and others), Livestock (Ruminants, Equine and others) and Region (North America, Europe, Asia-Pacific and Rest of the World) - Forecast till 2025

Market Scenario

Alfalfa Market is projected to reach USD 39.71 Billion by 2025 at a CAGR of 5.06% from 2019 to 2025. The market is fragmented with the presence of numerous diversified international and regional players. Alfalfa Monegros, S.L., Bailey Farms, Border Valley, Carli Group, and Grupo Osés are among the major alfalfa industry players. These international players control the market due to their extensive product portfolios, high quality, competitive pricing, and wide market reach. Few manufacturers provide premium alfalfa products for animal feed. For instance, Gruppo Carli, a feed manufacturer based in Italy, offers dehydrated alfalfa bales for cattle. The launch of innovative products is expected to drive the growth of the global alfalfa market during the forecast period. Additionally, the international players are projected to expand their geographic presence by acquiring regional and local players in the alfalfa market.

Market Synopsis

Alfalfa, also known as Medicago sativa, is a flowering plant of the pea family cultivated as a forage crop. It is also known as lucerne and lucerne grass in the UK and South Asia, respectively. Alfalfa is a key legume in the agriculture industry. The US is the largest alfalfa producer in the world, followed by Australia, South Africa, and the UAE. In the US, alfalfa is primarily grown in California, South Dakota, and Wisconsin.

Alfalfa is widely used as feed for cattle, horses, sheep, and goats due to its high protein content. The increasing need for roughage in livestock feed is a key factor fueling the growth of the global alfalfa market. However, alfalfa requires large amounts of water, approximately 4 to 6 inches for each ton of dry hay produced. The production cost for alfalfa is also high as compared to other forage crops such as barley, sorghum, and maize. These factors may hinder the growth of the global alfalfa market. Additionally, the fluctuating prices of alfalfa have led livestock rears to opt for substitutes, thereby affecting the alfalfa market growth. Nevertheless, the introduction of new varieties, such as low-lignin alfalfa, are expected to provide growth opportunities to players in the alfalfa industry during the forecast period.

Market USP

- Availability of a wide range of alfalfa products

Market Drivers

- Increasing demand in the animal husbandry industry: Alfalfa is widely used as feed for dairy and beef cattle, horses, sheep, and goats due to its high protein content. Globally, the consumption of meat, poultry, and dairy products has increased rapidly over the past few decades. In order to meet the rising demand for these products, livestock and dairy farmers demand protein- and fiber-rich animal feed. This has boosted the sales of imported hay and commercial feed including alfalfa in recent years.

Market Restraints
High production costs

Segmentation

By Product Type

- **Pellets**: Alfalfa pellets are made from ground alfalfa hay which contains protein as well as valuable vitamins and minerals. It is primarily used as feedstuff for pigs, poultry, and cattle. The growing demand for high-quality feed for ruminants is projected to drive the growth of the pellets segment of the global alfalfa market.

- **Hay Bales**: Alfalfa hay contains more energy, protein, and calcium than most grass hays, such as timothy, bromegrass, and orchard grass. The nutrient profile of alfalfa makes it ideal for young, growing horses and lactating mares with high protein and mineral requirements. The growth of the equestrian industry is expected to support the growth of the hay bales segment of the alfalfa market.

- **Cubes**: Alfalfa cubes are denser than regular hay bales and, thus, facilitate transportation and storage. They also offer convenience in feeding horses as they are easy to handle, reducing waste and mess during the feeding process.

- **Others**: Alfalfa meal, powder, and seeds are included in this segment. The increasing application of these forms of alfalfa in animal feed is expected to boost demand for the alfalfa products.

By Livestock

- **Ruminants**: The rising global demand for meat, milk, and dairy products is influencing the demand for alfalfa for ruminants. Alfalfa is considered as nutritious forage and is, thus, widely used as conserved forage in the diets of beef and dairy cattle. Alfalfa has a high percentage of digestible nutrients, which makes it suitable for ruminants. It accounts for the majority of the vitamin, mineral, and protein requirements of ruminants and aids in weight gain and milk production. These factors are expected to drive the growth of the segment during the forecast period.

- **Equine**: Alfalfa hay is an excellent source of energy, protein, calcium, and other nutrients for equines. The protein and calcium content in alfalfa help meet the nutrient needs of equines and help in growth and lactation. The rising demand for alfalfa in the equestrian industry is projected to fuel the growth of the equine segment of the alfalfa market.

- **Others**: Alfalfa is used in the molting diets for poultry. The segment also includes deer, antelope, gophers, mice, and rabbits. Thus, national parks and wildlife sanctuaries also opt for alfalfa products such as pellets.

By Region

- **North America**: In 2018, North America dominated the global alfalfa market and is projected to remain the largest revenue-generating regional market during the forecast period due to the growing livestock population.

- **Europe**: The development of the dairy industry and increasing cattle population are driving the demand for alfalfa in Europe.

- **Asia-Pacific**: Asia-Pacific is projected to be the fastest-
The growing regional market for alfalfa during the review period. The rising demand for meat, poultry, and dairy products, limited grazing lands, and growing cattle population are expected to drive the growth of the alfalfa market.

- **Rest of the World**: A ban on forage crops production in countries such as Saudi Arabia and the UAE due to water scarcity and rising demand for quality hay for livestock are likely to drive the imported alfalfa market growth in the region.

**Key Players**
- Grupo Osés (Spain)
- Al Dahra ACX Global, Inc. (US)
- Alfalfa Monegros, S.L. (Spain)
- Anderson Hay & Grain Inc. (US)
- Bailey Farms (US)
- Border Valley (US)
- Cubeit Hay Company (Spain)
- Green Prairie International (Canada)
- Carli Group (Italy)
- Hay USA Inc. (US)
- Hay Kingdom Inc. (US)
- M&C Hay (US)
- McCracken Hay Company (US)
- SL Follen Company (US)
- Standlee Hay Co Ltd. (US)

**Infographic Summary:**

**GLOBAL ALFALFA MARKET**

*BY PRODUCT TYPE* (Pellets, Hay Bales, Cubes, and Others),
*BY LIVESTOCK* (Ruminants, Equine, and Others), and
*BY REGION* (North America, Europe, Asia-Pacific, and Rest of the World)

**FORECAST TILL 2025**

**MARKET USP**
Availability of a wide range of alfalfa products

**39.7 BILLION**

**~5.0%**

**MARKET SEGMENTATION**

- It is the largest revenue generating and fastest growing segment due to the growing demand for high-quality food for ruminants
- It is the fastest growing segment. The rising global demand for meat, milk, and dairy products is influencing the demand for alfalfa for ruminants
- The region accounted for the largest revenue share of the global market due to the growing livestock population
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FACTORS STUDIED FOR MARKET FORECAST

DRIVER
- Increasing demand for high-quality feed for livestock

RESTRAINT
- High production costs for alfalfa

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- Market trends, drivers, opportunities, constraints pertaining to alfalfa
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