



# Strategy for Growth Promoters in Animal Feed Market

Case Study

# Strategy for Growth Promoters in Animal Feed Market

<b>Client</b>	A leading bio-based solution provider
<b>Industry</b>	Animal feed
<b>Products</b>	Alternative growth promoters (AGPs) for animal feed

## Context

- The client is currently faced with pricing pressure from its marketing partner, and thus, is interested in having an independent opinion of the market and pricing structure so as to enhance its bargaining power.

## Key Business Questions

- Which are the major regions/countries where growth promoters other than antibiotics are used? Is there any regulatory hurdles associated with the use of growth promoters in these regions/countries?
- Which are the major competing products? Are there any new products in the pipeline?
- What would be the difference in cost-in-use between the client's product and competing solutions?
- What are the competitive strengths of products offered by major competitors?

## Engagement Scope

**1**

**AGP penetration vis-à-vis regulation**

- What is the share of antibiotics and AGPs in major countries?
- What are the various regulatory enablers and hurdles, and how are they going to affect the penetration of AGPs?

**2**

**Market and competition overview**

- How is the market for AGPs segmented on the basis of type?
- What is the demand outlook, including key drivers and inhibitors?
- Which are the major competing products? Are there any new products in the pipeline?
- What are the competitive strengths of products offered by major competitors?

**3**

**Benchmarking growth promoters**

- What is the cost-in-use of various AGPs?
- How do they compare in terms of pricing?

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## Research Methodology

### Secondary Research

- Conducted desk research to understand the overall market dynamics
- Referred to paid databases and identified patents for animal feed growth promoters

### Primary Research

- 30+ telephonic interviews with AGP manufacturers, compound feed manufacturers, thought leaders, independent consultants and analysts, etc.

## Benefits to Client

- Validated alternative growth promoters that have already penetrated some part of the market
- Validated the client's initial idea of the difference in efficacy levels and application costs of various alternative growth promoters
- Proposed two-pronged strategy that was well received by the client; FutureBridge also helped the client target specific applications based on its technology and identified three major competitors in the market

## Sample Analysis

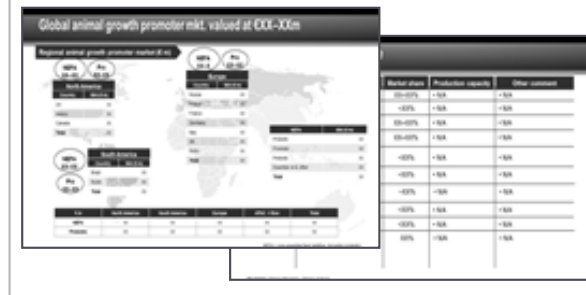
1

### AGP penetration vis-à-vis regulation



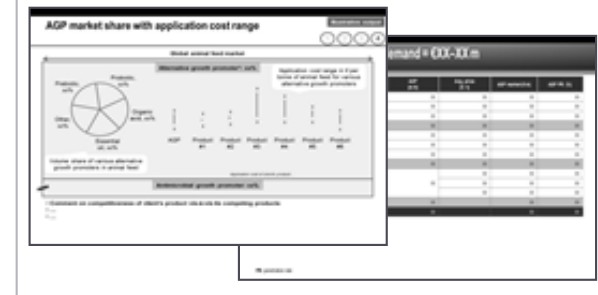
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### Market and competition overview



3

### Benchmarking growth promoters



# Thank you

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