

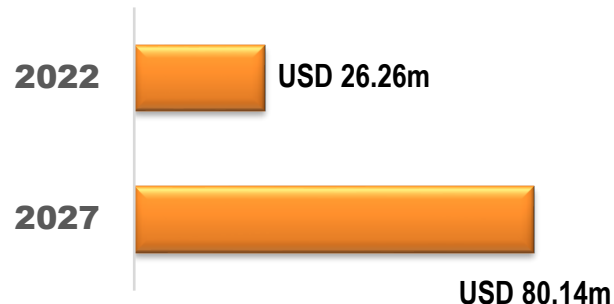


MARKET TRENDS IN SRI LANKA: ANIMAL NUTRITION



MARKET OVERVIEW & KEY TRENDS

PET FOOD MARKET IN SRI LANKA (2022 – 2027)



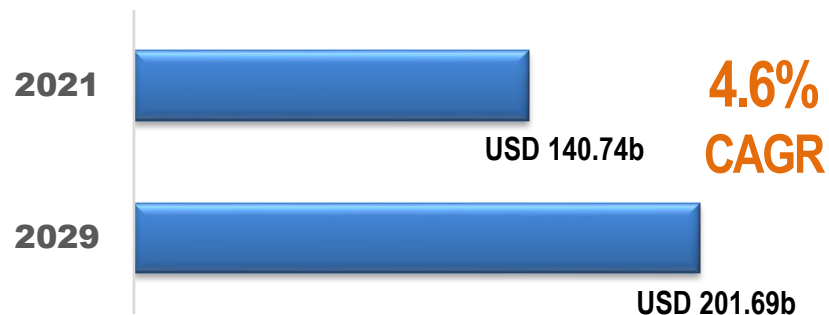
**25%
CAGR**

The Pet Food segment is expected to show a volume growth of **13.2%** in **2023**.

Volume is expected to amount to **37.1mkg** by **2027**.

Source: Statista, 2022

ASIA-PACIFIC ANIMAL FEED MARKET (2021 – 2029)



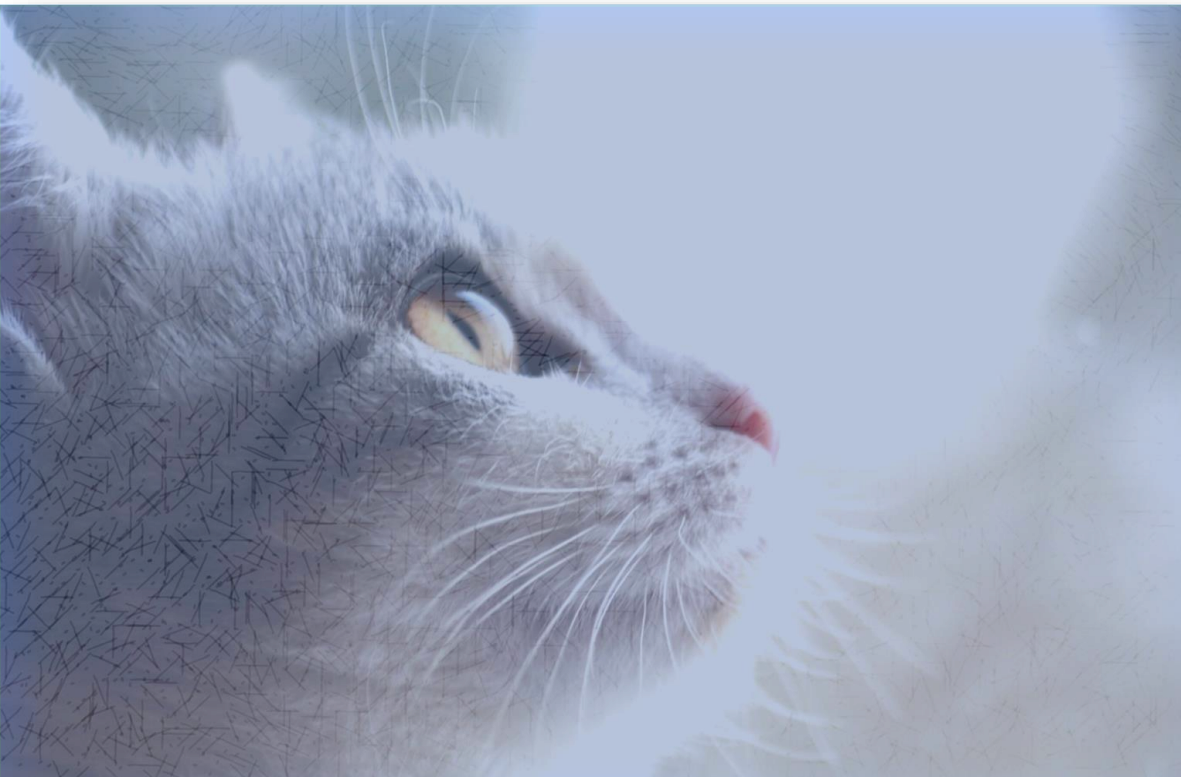
Source: Data Bridge Market Research, 2022

Sri Lankan Livestock Production is set to reach **931,590 Heads** by **2026** from **941,540 Heads** in **2021**, decreased by **0.2%** year on year average rate.

Source: Report Linker, 2022



PROSPECT AND OPPORTUNITIES



HIGH QUALITY ANIMAL FEED

FREEZE DRIED PET FOOD

HIGH QUALITY ANIMAL FEED



Feed costs in Sri Lanka have risen by **35-40%** over the last year as raw material prices surge. The depreciation of the Sri Lankan Rupee against the dollar, logistics costs and high prices of ingredients in the international market are the main culprit.

Source: Asian Agribiz, 2022

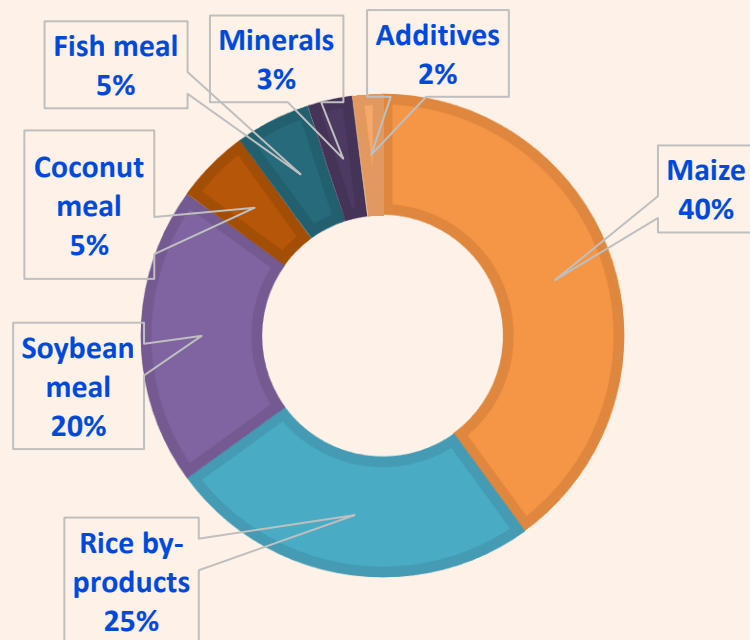
Despite that, Sri Lanka maintained its usage of premium-quality raw ingredients to produce animal feeds which include energy, protein and mineral supplements, and other additives.



Most Sri Lankan animal feed rations are produced according to the National Research Council (NRC) standards and standards-based on local conditions.

Source: Sri Lanka Export Development Board, n.d.

POULTRY FEED FORMULA BY SRI LANKAN FEED PRODUCERS



Source: Sri Lanka Export Development Board, n.d.

HIGH QUALITY ANIMAL FEED



Kick in Punch

- A supplementary beverage for dogs and cats of all ages and all stages.
- It is prepared from hydrolyzed chicken meat and hydrolyzed whey protein.
- Daily dose: 1 tin per 10kg body weight.
- Volume: 300 mL
- Product of Sri Lanka

HIGH QUALITY ANIMAL FEED



Nutrients Rich Broiler Finisher Pellet Feed

- For broilers from 21 days till market.
- Crude Protein (Min): 20%
- M. Energy (Min): 3300Kcal/Kg
- Fat (Max): 9%
- Crude Fiber (Max): 6%
- Calcium (Min): 0.9%
- Phosphorus (Min): 0.6%
- Weight: 50kg
- Product of Sri Lanka

HIGH QUALITY ANIMAL FEED



Soya Bean Meal

- Preferred feed ingredient used to add protein to animal diets, especially for poultry feed worldwide.
- It contains around 48% protein and is obtained from soya beans after the extraction of most of the soya oil.
- Proteins: 48% min
- Moisture: 12% max
- Fibre: 4% max
- Sand silica: 1% max
- Fat: 2% max
- Product of Sri Lanka

HIGH QUALITY ANIMAL FEED

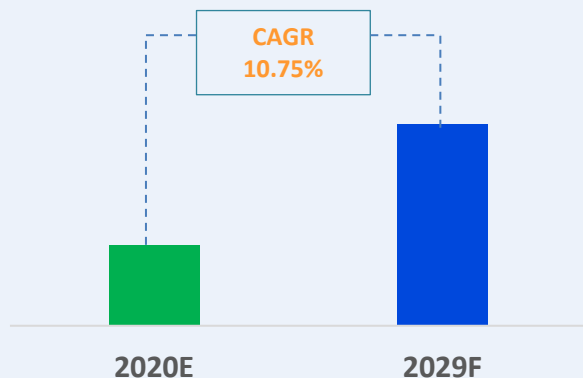


Compound Cattle Feed

- A mixture of various concentrate feed ingredients in suitable proportion.
- Commonly used ingredients in compound cattle feed include grains, bran, protein meals/ cakes, chunnies, agro-industrial by-products, minerals & vitamins.
- Compound cattle feed is palatable and good source of nutrients for growing, adult, dry, milk producing and pregnant animals.
- Through regular use of compound cattle feed in prescribed quantity along with basal diet, milk production from dairy animals can be optimised.
- It also promotes use of different compound feeds such as, calf starter, calf growth meal, feed for high yielding animals, feed for low yielding animals, buffalo feed, feed for dry pregnant animals, etc.
- Product of Sri Lanka

FREEZE-DRIED PET FOOD

Asia Pacific Freeze-dried Pet Food Market 2020 - 2029



Source: Pailla, 2021



Pet owners have become more conscious of the benefits of providing nutrient-rich food to their pets.

- Consumers' perception regarding pet health is rising, thus increasing the demand for freeze-dried pet food across the globe.

Source: Future Market Insights, 2022

Freeze-dried pet food has a **longer shelf life** with **minimal loss of essential nutrients**, which aids in delivering the appropriate nutritional balance for the pet.

Source: Verified Market Research, 2022



Insight

Freeze-drying is a method to extract water to increase the shelf-life of food.

FREEZE-DRIED PET FOOD



Purpose Pet Food Freeze-Dried Carnivore Turkey Cat Food

- Purpose Carnivore Turkey is formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for All Life Stages.
 - Cage-free turkey, farm-raised in the USA
 - 99% turkey, 1% vitamins and minerals
 - No fillers like grain, corn, wheat, soy or potato
 - No artificial preservatives, flavors or sugar
 - Weight: 9 oz. bags
-
- Product of USA.

Ingredients: Ground turkey with bone, turkey heart, turkey liver, turkey gizzard, herring oil, organic apple cider vinegar, organic coconut oil, **potassium chloride*, dried kelp, **sodium chloride*, zinc proteinate, iron proteinate, **taurine*, **vitamin E supplement*, **niacin supplement*, copper proteinate, manganese proteinate, **thiamine mononitrate*, **D-calcium pantothenate*, **sodium selenite*, **riboflavin supplement*, **biotin*, **pyridoxine hydrochloride*, **vitamin B12 supplement*, **folic acid*, **vitamin D3 supplement*.

FREEZE-DRIED PET FOOD



Canine Freeze-dried Nuggets

- Shelf-stable and ready to serve – just portion, shred, and rehydrate with water, Bone Broth, or Raw Goat Milk.
 - Made with high-quality protein and Certified Organic produce
 - Real whole food nutrition with no synthetic vitamins or minerals.
 - High digestibility to support maximum nutrient absorption.
 - Convenient and shelf stable complete and balanced recipes.
 - Available in 5.5oz. and 14oz. resealable bags.
-
- Product of USA.

Ingredients: Chicken (with ground bone), Chicken Livers, Organic Carrots, Organic Squash, Organic Kale, Organic Apples, Organic Parsley, Organic Pumpkin Seeds, Organic Sunflower Seeds, Organic Broccoli, Organic Blueberries, Organic Cranberries, Organic Sunflower Oil, Organic Apple Cider Vinegar, Montmorillonite Clay, Dried Yeast, Cod Liver Oil, Fish Oil, Organic Coconut Oil, **Organic Rosemary Extract*, **Vitamin E Supplement*, Organic Ground Alfalfa, Dried Organic Kelp, Liquid *Lactobacillus acidophilus* fermentation product, Liquid *Lactobacillus casei* fermentation product, Liquid *Lactobacillus reuteri* fermentation product, Liquid *Bifidobacterium animalis* fermentation product, **Taurine*

FREEZE-DRIED PET FOOD



JOSIDOG Master Mix

No more boring stuff! Brighten up your pet's bowl with the colourful corn and beetroot kibble in JosiDog MasterMix! Crunchy and flavourful variety for adult dogs of all sizes, plus a wide range of important nutrients included.

- Complete food for adult dogs
- Colourful and chewy with three differently coloured types of kibble
- Contains beetroot for vitamins and minerals
- 68 % of the protein is animal protein
- Comes with the LIFE PROTECT seal*, a unique package of active ingredients that supports fitness and well-being.
- No added soya, sugar or milk products
- Free from artificial colourings, flavourings and preservatives
- Product of Germany

Ingredients: whole grain corn; barley; dried poultry protein; meat-and-bone meal; beet fibre; poultry fat; rice; hydrolysed poultry protein; hydrolysed animal protein; maize protein; *minerals; *ground chicory root (natural source of inulin); red beet powder; dried protein from the New Zealand green-lipped mussel (*Perna canaliculus*)

FREEZE-DRIED PET FOOD



Let's Bite Active Adult Dog Food

- Natural recipe with added vitamins, minerals and trace nutrients
- Made with egg, chicken liver, real chicken
- DHA to support brain and eye development
- Product of India

Ingredients: Chicken, Whole Dried Eggs, Corn, Rice, Wheat, Corn Gluten Meal, Fish Oil, Soya Refined Oil, Corn Oil, *Lecithin, *Essential Amino Acids, *Minerals, *Vitamins, *Salt and Antioxidants



To know more about the featured ingredients in this market trends report as well as how you can create better food products for your consumers, contact our Food & Beverage Intelligence (FBI) team.

Email: info@dpointernational.com

Web: www.dpointernational.com



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THANK YOU