



COVID-19 Impact Analysis on the Livestock Insecticide Market in NAFTA Countries



INDUSTRY INSIGHTS

OVERVIEW

To help pesticide manufacturers in NAFTA countries understand the impact of COVID-19 on their business, industry experts at Infiniti Research has undertaken a comprehensive market intelligence study. This includes a market sizing and forecast analysis post-COVID-19, the degree of impact on various segments, probable disruptions to production and supply chain, competitive landscape, and future market potential and scope of investment areas. With increasing supply chain and logistics complexities arising from lockdowns and transport restrictions due to the COVID-19 outbreak, our analysis also proposes several alternatives and strategies to help pesticide manufacturers reach target consumers and markets. Infiniti Research also identifies critical insights about strategy and the approach to the ongoing crisis by top market players in North America.



Impact of COVID-19 on the Livestock Insecticides Market

Livestock insecticides, an integral part of livestock farming, are being widely used to prevent infestation of pests and insects among the livestock that could harm or hinder productivity in livestock animals. Recent roadblocks in operations caused by nation-wide lockdowns and travel restrictions, due to COVID-19, have severely impacted the industry, especially from a supply chain standpoint. The lockdown has resulted in a consequent ripple effect posing severe gaps between demand and supply across the industry. With demand for meat and chicken plummeting due to stigma related to the spread of the virus through meat/ related products, sales at retail stores are hitting an all-time low, which in turn has a significant impact on revenue generation by livestock farmers and caretakers. Furthermore, there is a possibility of downsizing or halting animal farming practices altogether because of the ongoing pandemic. This may have a serious impact on cashflow for stakeholders.

The recent outbreak of COVID-19 has led to a disruption in logistical routes, which is reducing the supply of livestock insect management products. Therefore, livestock insecticides companies are engaging in alternatives such as direct channels with consumers in regions with low e-commerce penetration.

Minimum human contact and increased social distancing

As the COVID-19 outbreak has caused disruption in logistical routes for livestock insecticides, there is a subsequent reduction in the supply of these products. As a countermeasure, companies in the sector are increasingly resorting to alternatives such as direct channels with consumers in regions with low e-commerce penetration. Some of the measures undertaken by top companies in the industry include direct pick-up by customers of livestock products from retail stores, pick-up and delivery directly to consumers, and increasing staffing to accelerate in-house delivery capacity. Request more info for detailed insights on top competitor strategies against COVID-19 in the livestock insecticides market.

Increased social media engagement

As social distancing becomes a norm, social media is taking center stage for consumer engagement. Several top players in the livestock insecticide market are following suit with this trend and are augmenting their social media presence. This approach eliminates the need for door-to-door marketing and ensures social distancing. Chances of lead generation are high, as digital advertisements can be shared or retweeted, giving more visibility to target customers. Targeting content on the adoption of organic alternatives instead of fly control products to manage the health of livestock animals during summer months has gained extensive traction over the past few months. Further, top brands are also targeting social media content encouraging livestock farmers to reach out to veterinary specialists if there is an indication of a disease (caused by flies) among livestock animals.

Public and private partnerships in the livestock sector

Over the past few months, there has been a surge in investments and relief assistance for the livestock industry. Several public-private partnerships are formed to increase research investments that can provide solutions for taking care of livestock health and welfare. Besides, these initiatives consider additional resources toward targeted areas for research for the livestock, especially for the poultry sector, covering all phases of the farming from bird health to egg production and processing.

Webinars for livestock stakeholders

Several conferences and workshops planned for 2020, have been canceled because of COVID-19. Hence, there has been a surge in webinars for livestock stakeholders and employees of livestock companies. These webinars are organized by livestock firms to highlight their business plans, workforce disruption, employee issues, and contingency plans for the livestock industry.

Market highlights



Cross-border supply chain restrictions and stringent government guidelines are expected to decrease the sales of livestock insecticide products and services during 2020–2021.



As a mitigation plan, most farms have resorted to organic alternative methods to manage insects and flies in livestock farms.



With the government lifting the lockdown and business operations resuming operations, the purchase of insecticide products may increase through third-party e-commerce websites or online portals of insecticide firms.



Livestock insecticides companies have started investing in the implementation of automation processes to increase production capacity and efficiency.



Pork production has been unchanged from April 2020 and is expected to increase in late 2020 because of the farrowing of pigs, and further marketing of these hogs is expected to increase in the first half of 2021.

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Positioned at the forefront of market intelligence, Infiniti Research has carved out a niche for itself as the premier provider of market intelligence solutions for leading players across industries. Our unmatched market intelligence solutions, consulting, and in-depth market assessments are well-known among industry leaders for their ability to solve the toughest challenges faced by industry players. With expertise across 50+ industries and business functions, we deliver transformational solutions to fulfill the needs of a more demanding, smarter world.

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