

## **US Pet Supplements Market - Focused Insights 2023-2028**

Market Report | 2023-07-25 | 76 pages | Arizton Advisory & Intelligence

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### **Report description:**

#### REPORT OVERVIEW

This report offers market size & forecast data for the pet supplements market in the US. The revenue generated from the sale of pet supplements is included in the report. This report provides a comprehensive and current market scenario of the US pet supplements, including the US pet supplements market size, anticipated market forecast, relevant market segmentations, and industry trends.

The study considers a detailed scenario of the present pet supplements market and its market dynamics for 2023-2028 in the US. It covers a detailed overview of several market growth enablers, restraints, and trends. The report offers both the demand and supply aspects of the market. It profiles and examines leading companies and other prominent players operating in the market.

#### MARKET DEFINITION

Supplements are mixtures added to animal feed or fed directly to animals. These provide extra nutrients such as vitamins, minerals, etc. Supplements enhance energy levels, focus, and concentration in pets, improve their heart health, and help strengthen their immune system. Such supplements are available in the form of chewable & tablets, powder, liquid, capsules, and gel capsules. Due to the increasing disposable income among the US population, spending on pets has increased.

#### KEY HIGHLIGHTS

- The US pet supplements market was valued at \$890.00 million in 2022 and is expected to reach \$1,381.21 million by 2028, growing at a CAGR of 7.60% during the forecast period.
- The US pet supplements market is growing significantly due to a shift toward science-based and veterinarian-formulated supplements, high demand for natural/herbal pet supplements, increasing pet ownership, and rising consumer spending on pet health.

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- In the US pet supplements market, the demand for chewable is rising as they are easy to consume and offer complete absorption of nutrients. Chewing also helps reduce stress and improve the health of dogs, which drives the chewable market in the US.
- Pet owner spending on pet food has significantly increased in recent years, driving the US pet supplements market during the forecast period.
- Mars Petcare, Nestle, The J.M. Smucker Co., Nutramax Laboratories, PetIQ, and Wellness Pet Company are the leading players with strong market penetration. Vendors such as Herbion, Healthy Breeds, Waggedy, PetLab Co., FoodScience, Codeage, Ready Pet Go, Zesty Paws, Swedencare, Virbac, NOW Foods, and others are the prominent players in the market with a noteworthy presence.
- Pet food companies are entering the pet supplements market in the US. For instance, Nulo and Open Farm are the recently launched pet supplements in the US market.
- The demand for pet supplements that are herbal/natural and non-GMO is increasing in the US market. Many companies offer pet supplements for a specific application, such as hip & joints, which also help improve pets' overall health.

## VENDORS LIST

### Key Vendors

1. □ Mars Petcare
2. □ Nestle
3. □ The J.M. Smucker Co.
4. □ Nutramax Laboratories
5. □ PetIQ
6. □ Wellness Pet Company

### Other Prominent Vendors

1. □ Herbion
2. □ Healthy Breeds
3. □ Waggedy
4. □ PetLab Co.
5. □ FoodScience
6. □ Codeage
7. □ Ready Pet Go
8. □ Compana
9. □ Zesty Paws
10. □ Swedencare
11. □ Morning Bird Products
12. □ Pet Wellbeing
13. □ Ark Naturals
14. □ NOW Foods
15. □ Virbac
16. □ Zoetis Services LLC
17. □ Nulo
18. □ Open Farm
19. □ HIKE AGAIN REMEDIES
20. □ Bocce's Bakery

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## REPORT HIGHLIGHTS

### SEGMENTATION & FORECAST

#### o Pet Market Insights (2022-2028)

- Dogs
- Cats
- Others

#### o Form Market Insights (2022-2028)

- Chewables & Tablets
- Powders
- Others

#### o Application Market Insights (2022-2028)

- Hip & Joints
- Skin & Coat
- Digestive Health
- Others

#### o Distribution Channel Market Insights (2022-2028)

- Offline Distribution
- Online Distribution

### MARKET STRUCTURE

- Market Dynamics
- Competitive Landscape of the US Pet Supplements Market
- Key Vendors
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  - o Cats
  - o Others
- Form Market Insights (2022-2028)
  - o Chewables & Tablets

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