

US Pet Nutraceuticals - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2017 - 2029

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Report description:

The US Pet Nutraceuticals Market size is estimated at USD 1.99 billion in 2024, and is expected to reach USD 2.55 billion by 2029, growing at a CAGR of 5.08% during the forecast period (2024-2029).

Dogs hold the largest share of the US pet nutraceuticals market due to their higher population

- Nutraceuticals are an important source of nutrition for pets. They are intended to work as supplements and ensure the nutritional completeness of the diet in pets. Nutraceuticals accounted for only 2.8% of the US pet food market in 2022, primarily due to a lack of awareness among many pet owners and the relatively higher cost compared to traditional pet food.
- The dog segment held a dominant position in the US pet nutraceuticals market, reaching a value of USD 1.10 billion in 2022, attributed to the high population of dogs in the country (about 33.6% of the total pet population). The segment's market value grew by approximately 10.3% between 2017 and 2021, primarily driven by a rising number of pet owners who are seeking ways to improve the health and well-being of their dogs through nutraceutical products.
- The cats segment is projected to be one of the fastest-growing segments in the United States, with a CAGR of 3.4% during the forecast period. This growth is likely to be driven by the increasing cat population, which grew by 14.8% between 2017 and 2022, the rising incidence of health issues in cats, and the growing popularity of cats as pets due to their low maintenance and cost-effectiveness.
- The other pets include birds, small mammals, and rodents. These animals also have significant requirements for nutraceuticals to prevent potential health problems. The other pets segment was valued at USD 200.2 million in 2022.
- The increasing awareness among pet owners and the growing population of pets in the country are expected to drive the US pet nutraceuticals market in the coming years.

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US Pet Nutraceuticals Market Trends

The growing pet humanization and increased demand for companionship are driving the cat population in the United States

- The cat population in the United States has been growing. Cats as pets are being adopted in the country due to the high demand for companionship and less expenditure on pet food for cats than other pets. Cats as pets in the country grew by 10.8% between 2017 and 2022 due to the rising pet humanization. Cats are also suitable for smaller apartments as they require less area to live in than dogs. In the United States, households owning a cat as a pet grew by 26% in 2020 and 53.5% in 2022.
- During the pandemic, the United States witnessed higher adoption of cats as pets due to the work-from-home culture, leading to the demand for companionship. A higher number of pet owners are also millennials. In 2022, 33% of millennials in the United States were pet parents, and in 2020, 40% of the cat pet population was adopted from animal shelters in the United States. Pet parents purchased cats from pet stores due to high income. In 2020, 43% of cat parents in the United States purchased cats from pet stores. Therefore, the country's adoption rate of cats as pets grew by 4.5% between 2020 and 2022.
- About 76% of cat parents treated their cats as a part of their family between 2017 and 2018. Pet humanization is expected to boost the growth of pet products, including pet food such as nutritious specialized pet food. People are also gifting cats to their loved ones, which accounted for 3% of cat owners in the United States in 2021.
- An increase in the adoption and purchase of cats and rising pet humanization are expected to boost the pet population in the country. This rising pet population may further boost the growth of the US pet nutraceuticals market in the country.

Increasing pet owners focusing on their pet health and the growing availability of pet supplements through various distribution channels are driving the pet expenditure on pet nutraceuticals in the United States

- Pet expenditure in the United States has steadily increased over the years. The overall pet expenditure in the country increased from USD 123.6 billion in 2021 to USD 136.8 billion in 2022, representing a 10.7% increase, mainly due to the growing pet humanization, increased pet owners' focus on their pet health and well-being, and the increasing availability of pet supplements through various distribution channels.
- Expenditure on pet nutraceuticals accounted for 16.5% of the average pet food expenditure per pet in 2022. The nutraceutical expenditure per pet in the country increased from USD 231.3 in 2017 to USD 324.1 in 2022, mainly due to the growing pet humanization, the increased spending on preventive care, and the various health benefits associated with pet nutraceuticals. Among pet animals, pet nutraceutical expenditure on dogs is the highest (USD 137.3 per dog in 2022), followed by cats (USD 115.6 in the same year).
- Pet parents purchase pet nutraceuticals through online retailers, supermarkets, and pet stores. The sales of pet nutraceuticals through specialty stores and online retailers are high as pet parents purchase many pet supplements through e-commerce. The pandemic also increased the demand for online orders. The share of pet supplement sales through online channels in the country increased from 18.1% in 2017 to 24.8% in 2022. The growing awareness of the benefits of quality food and the premiumization of pet food products are anticipated to continue driving pet expenditure in the country.

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US Pet Nutraceuticals Industry Overview

The US Pet Nutraceuticals Market is moderately consolidated, with the top five companies occupying 53.28%. The major players in this market are ADM, Mars Incorporated, Nestle (Purina), Schell & Kampeter Inc. (Diamond Pet Foods) and Vetoquinol (sorted alphabetically).

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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