

Pet Dietary Supplements Market by Pet Type (Dog, Cat, Horse, and Others), Form (Tablets and Capsules Derivatives, Soft Gels and Gummies, Liquids, Powders, and Others), Supplement (Glucosamine, Omega-3 Fatty Acids, Probiotics and Prebiotics, Multivitamins, Antioxidants, Proteins and Peptides, and Others), Ingredient (Fish, Meat, and Animal Derivatives, Dairy Products and Eggs, Vegetables, Cereals and Cereal Byproducts, and Others), Distribution Channel (Online, Offline), Application (Skin and Coat, Joint Health, Liver, Gastrointestinal Tract, Kidney Support, Balanced Diet, and Others), and Region 2024-2032

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Report description:

The global pet dietary supplements market size reached US\$ 3.0 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 4.8 Billion by 2032, exhibiting a growth rate (CAGR) of 5.15% during 2024-2032. The rising prevalence of nutritional deficiencies and medical conditions in pets, growing concerns about pet health and wellness, new product launches, and favorable initiatives by key players represent some of the key factors driving the market.

Pet dietary supplements refer to feed supplements designed for oral consumption by animals. They are typically made from natural ingredients and are rich in glucosamine, omega-3 fatty acids, probiotics, and digestive enzymes. They can be given separately or mixed with regular pet food to improve the overall nutritive balance or performance of feed. They provide pets with

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additional vitamins, minerals, and proteins to prevent nutritional deficiencies and promote their overall health. These supplements aid in improving the coat, skin, and nails, supporting joint and bone health, and enhancing digestion in pets while keeping them active and healthy. Nowadays, they are widely available in the market in different forms, such as chewable tablets, powders, and liquids, and can be customized according to the specific needs of pets. Since they assist in providing the appropriate amount of nutrition to pets required for their proper growth and development, pet dietary supplements are gaining immense traction across the globe and are recommended by veterinarians.

Pet Dietary Supplements Market Trends:

As a result of the rising cases of nutritional deficiencies in pets and the surging concerns about their health and wellness among pet parents, there is an increase in demand for pet dietary supplements. This, coupled with the emerging trend of pet humanization, represents the primary factor supporting the market growth. Additionally, more individuals are now spending on premium quality pet dietary supplements to strengthen immunity, provide adequate nutrition, and address specific health concerns in pets. In line with this, the growing prevalence of various medical conditions, such as itchy skin, digestive issues, obesity, and allergies, especially among senior pets, has augmented the product demand. Besides this, the elevating pet adoption rates for companionship owing to the increasing number of nuclear families and changing outlook of the masses toward animals is propelling the market growth. Furthermore, the leading players are taking favorable initiatives to spread awareness about pet nutrition according to their age, breed, weight, and physical activity. Along with this, the surging number of private-label brands offering customized and personalized pet food products is contributing to the market growth. Moreover, the escalating demand for organic pet dietary supplements and nutraceuticals as preventative health measures is augmenting market growth. Other factors, including the shifting focus toward animal welfare, inflating pet care and veterinary health expenditure by individuals, and rising incidences of zoonotic diseases, are also anticipated to provide a positive thrust to the market growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global pet dietary supplements market, along with forecasts at the global, regional, and country levels from 2024-2032. Our report has categorized the market based on pet type, form, supplement, ingredient, distribution channel, and application.

Pet Type Insights:

- Dog
- Cat
- Horse
- Others

The report has provided a detailed breakup and analysis of the pet dietary supplements market based on the pet type. This includes dog, cat, horse, and others. According to the report, dog represented the largest segment.

Form Insights:

- Tablets and Capsules Derivatives
- Soft Gels and Gummies
- Liquids
- Powders
- Others

A detailed breakup and analysis of the pet dietary supplements market based on the form has also been provided in the report. This includes tablets and capsules derivatives, soft gels and gummies, liquids, powders, and others.

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Supplement Insights:

- Glucosamine
- Omega-3 Fatty Acids
- Probiotics and Prebiotics
- Multivitamins
- Antioxidants
- Proteins and Peptides
- Others

The report has provided a detailed breakup and analysis of the pet dietary supplements market based on the supplement. This includes glucosamine, omega-3 fatty acids, probiotics and prebiotics, multivitamins, antioxidants, proteins and peptides, and others. According to the report, glucosamine represented the largest segment.

Ingredient Insights:

- Fish, Meat, and Animal Derivatives
- Dairy Products and Eggs
- Vegetables
- Cereals and Cereal Byproducts
- Others

A detailed breakup and analysis of the pet dietary supplements market based on the ingredient has also been provided in the report. This includes fish, meat, and animal derivatives, dairy products and eggs, vegetables, cereals and cereal byproducts, and others.

Distribution Channel Insights:

- Online
- Offline

The report has provided a detailed breakup and analysis of the pet dietary supplements market based on the distribution channel. This includes online and offline. According to the report, online represented the largest segment.

Application Insights:

- Skin and Coat
- Joint Health
- Liver
- Gastrointestinal Tract
- Kidney Support
- Balanced Diet
- Others

A detailed breakup and analysis of the pet dietary supplements market based on the application has also been provided in the report. This includes skin and coat, joint health, liver, gastrointestinal tract, kidney support, balanced diet, and others. According

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to the report, joint health accounted for the largest market share.

Regional Insights:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia-Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America was the largest market for pet dietary supplements. Some of the factors driving the North America pet dietary supplements market included its rising pet adoption rates, high veterinary health expenditure, increasing consumer preferences for organic pet dietary supplements, emerging trend of pet humanization, etc.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global pet dietary supplements market. Detailed profiles of all major companies have been provided. Some of the companies covered include Ark Naturals Company, Beaphar Beheer BV, Blue Buffalo Pet Products Inc., Forza10 Americ, Hill's Pet Nutrition Inc., iVet Professional Formulas, Makers Nutrition LLC, Mars Inc., Nestle SA, NOW Health Group Inc., Nutramax Laboratories Inc., Virbac, etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

Key Questions Answered in This Report:

How has the global pet dietary supplements market performed so far, and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global pet dietary supplements market?

What is the impact of each driver, restraint, and opportunity on the global pet dietary supplements market?

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What are the key regional markets?
 Which countries represent the most attractive pet dietary supplements market?
 What is the breakup of the market based on the pet type?
 Which is the most attractive pet type in the pet dietary supplements market?
 What is the breakup of the market based on the form?
 Which is the most attractive form in the pet dietary supplements market?
 What is the breakup of the market based on the supplement?
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 What is the breakup of the market based on the distribution channel?
 Which is the most attractive distribution channel in the pet dietary supplements market?
 What is the breakup of the market based on the application?
 Which is the most attractive application in the pet dietary supplements market?
 What is the competitive structure of the global pet dietary supplements market?
 Who are the key players/companies in the global pet dietary supplements market?

Key Benefits for Stakeholders:

IMARC's report offers a comprehensive quantitative analysis of various market segments, historical and current market trends, market forecasts, and dynamics of the pet dietary supplements market from 2018-2032

The research study provides the latest information on the market drivers, challenges, and opportunities in the global pet dietary supplements market.

The study maps the leading, as well as the fastest-growing, regional markets. It further enables stakeholders to identify the key country-level markets within each region.

Porter's five forces analysis assist stakeholders in assessing the impact of new entrants, competitive rivalry, supplier power, buyer power, and the threat of substitution. It helps stakeholders to analyze the level of competition within the pet dietary supplements industry and its attractiveness.

Competitive landscape allows stakeholders to understand their competitive environment and provides an insight into the current positions of key players in the market.

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