

Pet Supplement Market By Pet (Dog, Cat, Freshwater Fish, Others), By Application (Multivitamins, Skin and Coat, Hip and Joint, Prebiotics and Probiotics, Calming, Others), By Source (Organic, Conventional), By Distribution Channel (Offline, Online): Global Opportunity Analysis and Industry Forecast, 2024-2035

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Report description:

The global pet supplement market was valued at \$619.4 million in 2023, and is projected to reach \$1,017.8 million by 2035, registering a CAGR of 4.3% from 2024 to 2035.<img

src='https://www.alliedmarketresearch.com/amr-reports/pet-supplement-market-A06522-1715763347.png'>Pet supplement refers to processed food made of plant and animal raw materials with concentrated sources of nutrients to compensate for vitamin, protein, or mineral deficiencies. It provides essential nutrients, which help to improve the health of pets, including dogs, cats, freshwater fishes, reptiles, horses, and birds. The growth of the global pet supplement market is driven by an increase in pet adoption rate and rise in empathy toward animals. Natural pet supplements have become increasingly popular, as they are formulated using natural ingredients and are free from preservatives and functional ingredients. Furthermore, government support to increase the usage of safe, healthy, and natural ingredients in pet supplements and to bring more transparency in selling these products has boosted the growth of the global pet supplement market. For instance, pet food products and supplements do not require approval by the FDA. However, the FDA ensures that the ingredients used in pet food are safe and have appropriate functions in pet food. Many ingredients such as meat, poultry, and grains are considered safe and do not require pre-market approval. Moreover, there has been a significant increase in the popularity of petting reptiles such as anoles, bearded dragons, leopard geckos, tortoises, and turtles, owing to their minimal fur shedding, low maintenance requirements, and the absence of need for training. Increase in interest in petting reptiles, which require a considerable amount of care has driven the demand for pet supplements. In addition, increase in consumer awareness regarding pet supplements and rise in adoption for organic pet supplement boost the growth of the market.Even though the market has experienced growth in the past few years, there are certain factors that hinder the demand for pet supplements. The pet owners necessarily play an active role in

determining diet of their pets and their nutritional choices are expected to be in?uenced by numerous factors, including their knowledge of nutritional needs of their pets; their perceptions regarding nutritional value, marketing and advertisement of pet care products; and safety of feed ingredients. However, lack of knowledge regarding nutritious value of pet food supplements hampers the pet supplements market growth.Furthermore, the expansion of pet multivitamin and mineral supplements is expected to create significant opportunities in the pet supplements market. With growing emphasis on overall pet wellness, pet owners increasingly seek comprehensive nutritional solutions. Multivitamin and mineral supplements offer a convenient way to ensure pets receive essential nutrients, supporting their health and vitality. As a result, manufacturers have started the development of diverse formulations tailored to different pet ages, sizes, and health needs. These market players are also focusing on natural and organic ingredients, incorporating advanced delivery systems, and emphasizing the benefits of preventive healthcare to attract various pet owners. The pet supplements market is segmented into pet, application, source, distribution channel, and region. On the basis of pet, the market is categorized into dogs, cats, freshwater fish, and others. By application, it is segregated into multivitamins, skin & coat, hip & joint, prebiotics & probiotics, calming, and others. On the basis of source, the market is categorized into organic and conventional. Depending on distribution channel, it is bifurcated into offline and online. Region-wise, it is analyzed across North America (the U.S., Canada, and Mexico), Europe (Germany, the UK, France, Russia, Italy, Spain, and rest of Europe), Asia-Pacific (China, India, Japan, Australia, South Korea, and rest of Asia-Pacific), and LAMEA (Latin America, the Middle East, and Africa). The major players operating in the global pet supplements market are Virbac, Ark Natural Company, Bayer AG, Food Science Corporation, Kemin Industries, Nestle S.A, Novotech Nutraceuticals, Inc., Now Health Group, Inc., Nutramax Laboratories, Inc., and Virbac and Zoetis, Inc.

Key Benefits For Stakeholders

-This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the pet supplement market analysis from 2023 to 2035 to identify the prevailing pet supplement market opportunities.

-The market research is offered along with information related to key drivers, restraints, and opportunities.

-Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.

-In-depth analysis of the pet supplement market segmentation assists to determine the prevailing market opportunities.

-Major countries in each region are mapped according to their revenue contribution to the global market.

-Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.

-The report includes the analysis of the regional as well as global pet supplement market trends, key players, market segments, application areas, and market growth strategies.

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