

UK Pet Nutraceuticals - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

The UK Pet Nutraceuticals Market size is estimated at 279.8 million USD in 2025, and is expected to reach 446 million USD by 2030, growing at a CAGR of 9.77% during the forecast period (2025-2030).

Dogs dominate the pet nutraceuticals market in the United Kingdom owing to its high population

- Nutraceuticals play an important role in providing essential nutrition to pets. In 2022, nutraceuticals accounted for 3.0% of the pet food market, primarily due to their relatively higher cost compared to traditional pet food. However, the increasing awareness among pet owners about the potential benefits of nutraceuticals is estimated to drive the market at the fastest rate during the forecast period, with a projected CAGR of 9.6%.
- The dog nutraceutical segment holds a major share of the United Kingdom's pet nutraceutical market, with a value of USD 117.5 million in 2022. The higher share of the dogs segment is due to the country's high dog population, which accounted for 33.8% of the pet population in 2022. The segment grew by 32.3% between 2017 and 2021, driven by a rising number of pet owners who are seeking ways to improve the health and well-being of their dogs through the use of nutraceutical products.
- The cat nutraceuticals segment is projected to be the fastest-growing market in the country, with a CAGR of 10.6% during the forecast period. This growth is primarily driven by the increasing cat population, which grew by 60.8% from 2017 to 2022, and the growing popularity of cats as pets due to their low maintenance and cost-effectiveness.
- Other animals include birds, small mammals, and rodents. These animals also have significant requirements for nutraceuticals to prevent potential health problems. As a result, the other animal nutraceuticals market was valued at USD 20.0 million in 2022.
- The increasing awareness among pet owners and the growing population of pets in the country are expected to drive the pet nutraceuticals market.

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UK Pet Nutraceuticals Market Trends

Increased preference of people to adopt cats in urban areas as they require less space, affordability, and lower maintenance requirements

- Adoption of cats as pets has been increasing in the United Kingdom for the past five years, and the increase in the number of cats as pets in the country can be attributed to an increase in the need for companionship during the pandemic, increasing urbanization, and can be kept indoors without feeling cooped up. These benefits helped the cat population to increase by 69.3% between 2019 and 2022.
- In the United Kingdom, only one region has more population of cats as pets than dogs. For instance, in 2022, London witnessed that cat ownership was the highest in the country as it accounted for 61% of the pet parents in London. London has the highest national share of cats adopted because of their affordability and lower maintenance requirements. Increasingly, people are living in small apartments and houses, which are better suited for cats than for dogs. The majority of the cats adopted in the country are found to be living in urban areas. The preference of people to adopt cats in urban areas is because they require less space than dogs and do not need to be taken on walks, which is difficult in busy cities such as London. Cats are relatively quiet creatures, which is required while living in flats, making them a preferred choice for pet parents.
- There is a high potential for the growth of the cat population in the country, with 250,000 stray cats in the urban areas of the country, which can be adopted by pet parents in the coming years. The rising cat population due to increasing urbanization, lower maintenance, and the potential of adoption of cats increasing in the future are anticipated to help in the growth of the pet food market in the country.

Growing pet humanization and rising pet owners' spending on preventive health care boosted the market

- In the United Kingdom, there has been a consistent upward trend in pet owners' spending on various pet products. Between 2019 and 2022, there was a substantial increase of about 13.3% in pet expenditure. This growth can be attributed to the expanding pet population in the country, which rose from 21.5 million in 2019 to 38.4 million in 2022. The growing trend of pet humanization has resulted in a higher demand for premium products, including natural and grain-free pet foods.
- Expenditure on pet nutraceuticals accounted for about 14.1% of the average pet food expenditure per pet in 2022. The pet nutraceutical expenditure per pet in the country increased from USD 176.0 in 2017 to USD 243.9 in 2022. This increase is mainly attributed to the growing pet humanization, the increased pet owners spending on preventive care, and the various health benefits associated with pet nutraceuticals. Among pet animals, the pet nutraceutical expenditure on dogs is the highest, which was valued at USD 91.6 per dog in 2022. This is followed by cats and dogs, which are valued at USD 86.2 and USD 66.1 in the same year.
- Offline retail channels such as pet shops, vet clinics, and supermarkets are the preferred distribution channels for purchasing pet food products in the country. However, e-commerce has gained popularity in recent years, particularly due to the COVID-19 pandemic. Pets at Home is one of the leading pet food retailers in the country and operates more than 452 stores. Growing awareness of the benefits of high-quality pet nutraceuticals and the increasing premiumization of pet products are projected to

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continue driving pet expenditure in the country.

UK Pet Nutraceuticals Industry Overview

The UK Pet Nutraceuticals Market is moderately consolidated, with the top five companies occupying 47.62%. The major players in this market are ADM, Mars Incorporated, Nestle (Purina), Vetoquinol and Virbac (sorted alphabetically).

Additional Benefits:

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

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