

Pet Supplement Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

Market Report | 2025-06-17 | 263 pages | Global Market Insights

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Report description:

The Global Pet Supplement Market was valued at USD 7.1 billion in 2024 and is estimated to grow at a CAGR of 6% to reach USD 12.7 billion by 2034. This steady rise in demand is closely tied to the evolving mindset of pet owners who increasingly treat their pets like family members. The growing focus on preventative care and wellness is driving the market forward, as consumers seek solutions that support joint flexibility, immune function, digestion, skin, and coat health. This trend is particularly evident in urban settings, where indoor pets require nutritional care. Rising awareness of specialized formulations and health benefits has led to the growing popularity of functional pet supplements that match pets' life stages, breeds, and specific health needs.

Demand for dog supplements continues to expand in line with rising dog ownership and active lifestyle choices among pet owners. Likewise, interest in cat health products is climbing, as more households are investing in tailored care for feline companions. Supplements featuring multivitamins, probiotics, botanical extracts, and omega fatty acids - especially those carrying organic, non-GMO, and gluten-free claims - are seeing strong traction. Pet owners are turning to customized solutions with age- or breed-specific functions that improve the quality of life for their pets through every life stage.

In 2024, vitamins and minerals segment contributed a notable portion of revenue, valued at USD 2 billion. This segment includes essential nutrients like B-complex vitamins, calcium, and iron, along with popular joint health supplements that feature glucosamine, MSM, hyaluronic acid, and chondroitin. Digestive products are also thriving, particularly those that support the gut microbiome with prebiotics and probiotics, reflecting a shift in consumer understanding about internal wellness.

Dogs segment held 62.2% share in 2024 and is projected to grow at a CAGR of 5.7% during 2025-2034. With high dog ownership in North America and Europe, the demand for species-specific formulations is rising. Larger dogs often require supplements for mobility and cardiovascular support, while smaller breeds tend to benefit more from skin, coat, and calming formulations. As pet ownership expands and households adopt multiple pets, brands are working on differentiated offerings to meet various health demands.

U.S. Pet Supplement Market generated USD 2.2 billion in 2024. In the United States, pet supplements fall under animal food regulations, and manufacturers are required to follow the FDA's Center for Veterinary Medicine (CVM) guidelines under 21 CFR 507. These regulations enforce strict compliance related to labeling, ingredient definition, safety testing, and current good

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manufacturing practices (CGMPs). The FDA works closely with the Association of American Feed Control Officials (AAFCO) to ensure uniform standards across state lines. Only ingredients classified as Generally Recognized as Safe (GRAS) or approved through a food additive petition are permitted for use in pet supplements.

Key players shaping the Global Pet Supplement Industry include Zoetis Inc., Zesty Paws, Nutramax Laboratories, Mars Petcare, and Nestle Purina PetCare. Leading companies in the pet supplement industry are leveraging science-backed formulations, regulatory transparency, and digital engagement to strengthen their foothold. A key approach includes the launch of breed- and age-specific product lines designed to address common pet health issues at every stage. Brands are also focusing on clean-label production, using natural and traceable ingredients to align with consumer preferences. Investment in e-commerce platforms and subscription models enhances customer retention and access. Collaborations with veterinarians and pet wellness influencers drive credibility and awareness.

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Table of Contents:

Report Content

Chapter 1 Methodology and Scope

1.1 Market scope and definition

1.2 Research design

1.2.1 Research approach

1.2.2 Data collection methods

1.3 Data mining sources

1.3.1 Global

1.3.2 Regional/country

1.4 Base estimates and calculations

1.4.1 Base year calculation

1.4.2 Key trends for market estimation

1.5 Primary research and validation

1.5.1 Primary sources

1.6 Forecast model

1.7 Research assumptions and limitations

Chapter 2 Executive Summary

2.1 Industry 360 synopsis

2.2 Key market trends

2.2.1 Regional

2.2.2 Product

2.2.3 Pet type

2.2.4 Form

2.2.5 Distribution channel

2.2.6 Age group

2.3 TAM analysis, 2025-2034

2.4 Cxo perspectives: strategic imperatives

2.4.1 Executive decision points

2.4.2 Critical success factors

2.5 Future outlook and strategic recommendations

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Chapter 3 Industry Insights

3.1 Industry ecosystem analysis

3.1.1 Supplier landscape

3.1.2 Profit margin

3.1.3 Value addition at each stage

3.1.4 Factor affecting the value chain

3.1.5 Disruptions

3.2 Industry impact forces

3.2.1 Growth drivers

3.2.2 Industry pitfalls and challenges

3.2.3 Market opportunities

3.3 Growth potential analysis

3.4 Regulatory landscape

3.4.1 North America

3.4.2 Europe

3.4.3 Asia Pacific

3.4.4 Latin America

3.4.5 Middle East & Africa

3.5 Porter's analysis

3.6 Pestel analysis

3.6.1 Technology and innovation landscape

3.6.2 Current technological trends

3.6.3 Emerging technologies

3.7 Price trends

3.7.1 By region

3.7.2 By product

3.8 Future market trends

3.9 Technology and innovation landscape

3.9.1 Current technological trends

3.9.2 Emerging technologies

3.10 Patent landscape

3.11 Trade statistics (HS code) (note: the trade statistics will be provided for key countries only)

3.11.1 Major importing countries

3.11.2 Major exporting countries

3.12 Sustainability and environmental aspects

3.12.1 Sustainable practices

3.12.2 Waste Reduction strategies

3.12.3 Energy efficiency in production

3.12.4 Eco-friendly initiatives

Chapter 4 Competitive landscape, 2024

4.1 Introduction

4.2 Company market share analysis

4.2.1 By Region

4.2.1.1 North America

4.2.1.2 Europe

4.2.1.3 Asia Pacific

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- 4.2.1.4 LATAM
- 4.2.1.5 MEA
- 4.3 Company matrix analysis
- 4.4 Competitive analysis of major market players
- 4.5 Competitive positioning matrix
- 4.6 Key developments
 - 4.6.1 Mergers & acquisitions
 - 4.6.2 Partnerships & collaborations
 - 4.6.3 New product launches
 - 4.6.4 Expansion plans

Chapter 5 Market Estimates and Forecast, By Product, 2021 - 2034 (USD Billion) (Kilo Tons)

- 5.1 Key trends
- 5.2 Vitamins & minerals
 - 5.2.1 Multivitamins
 - 5.2.2 Vitamin A
 - 5.2.3 Vitamin D
 - 5.2.4 Vitamin E
 - 5.2.5 B- Complex vitamins
 - 5.2.6 Calcium
 - 5.2.7 Iron
 - 5.2.8 Other minerals
- 5.3 Joint health supplements
 - 5.3.1 Glucosamine
 - 5.3.2 Chondroitin
 - 5.3.3 MSM (methylsulfonylmethane)
 - 5.3.4 Hyaluronic acid
 - 5.3.5 Other joint health ingredients
- 5.4 Digestive health supplements
 - 5.4.1 Probiotics
 - 5.4.2 Prebiotics
 - 5.4.3 Digestive enzymes
 - 5.4.4 Fiber supplements
- 5.5 Skin & coat supplements
 - 5.5.1 Omega-3 fatty acids
 - 5.5.2 Omega-6 fatty acids
 - 5.5.3 Biotin
 - 5.5.4 Zinc
 - 5.5.5 Immune support supplements
 - 5.5.6 Antioxidants
 - 5.5.7 Immune boosters
- 5.6 Calming & anxiety supplements
 - 5.6.1 Cbd-based supplements
 - 5.6.2 Natural calming agents
- 5.7 Other supplements
 - 5.7.1 Heart health
 - 5.7.2 Liver support

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- 5.7.3 Kidney support
- 5.7.4 Cognitive health

Chapter 6 Market Estimates and Forecast, By Pet Type 2021 - 2034 (USD Billion) (Kilo Tons)

- 6.1 Key trends
- 6.2 Dogs
 - 6.2.1 Small
 - 6.2.2 Medium
 - 6.2.3 Large
- 6.3 Cats
 - 6.3.1 Indoor cats
 - 6.3.2 Outdoor cats
- 6.4 Birds
- 6.5 Fish
- 6.6 Small animals
 - 6.6.1 Rabbits
 - 6.6.2 Guinea pigs
 - 6.6.3 Hamsters
 - 6.6.4 Other small animals
- 6.7 Reptiles
- 6.8 Others

Chapter 7 Market Estimates and Forecast, By Form, 2021 - 2034 (USD Billion) (Kilo Tons)

- 7.1 Key trends
- 7.2 Tablets
 - 7.2.1 Chewable tablets
 - 7.2.2 Regular tablets
- 7.3 Soft chews
- 7.4 Powders
- 7.5 Liquid
 - 7.5.1 Liquid drops
 - 7.5.2 Liquid suspensions
- 7.6 Capsules
- 7.7 Treats
- 7.8 Others
 - 7.8.1 Gels
 - 7.8.2 Sprays
 - 7.8.3 Topical applications

Chapter 8 Market Estimates and Forecast, By Distribution Channel 2021 - 2034 (USD Billion) (Kilo Tons)

- 8.1 Key trends
- 8.2 Veterinary clinics
- 8.3 Pet specialty stores
- 8.4 Online retail
 - 8.4.1 E-commerce platforms
 - 8.4.2 Direct-to-consumer websites
- 8.5 Supermarkets & hypermarkets

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- 8.6 Pharmacies
- 8.7 Others
 - 8.7.1 Farm & feed stores
 - 8.7.2 Grooming salons
 - 8.7.3 Pet hotels & boarding

Chapter 9 Market Estimates and Forecast, By Age Group, 2021 - 2034 (USD Billion) (Kilo Tons)

- 9.1 Key trends
- 9.2 Puppy/kitten
- 9.3 Adult
- 9.4 Senior

Chapter 10 Market Estimates and Forecast, By Region, 2021 - 2034 (USD Billion) (Kilo Tons)

- 10.1 Key trends
- 10.2 North America
 - 10.2.1 U.S.
 - 10.2.2 Canada
- 10.3 Europe
 - 10.3.1 Germany
 - 10.3.2 UK
 - 10.3.3 France
 - 10.3.4 Italy
 - 10.3.5 Spain
 - 10.3.6 Rest of Europe
- 10.4 Asia Pacific
 - 10.4.1 China
 - 10.4.2 India
 - 10.4.3 Japan
 - 10.4.4 Australia
 - 10.4.5 South Korea
 - 10.4.6 Rest of Asia Pacific
- 10.5 Latin America
 - 10.5.1 Brazil
 - 10.5.2 Mexico
 - 10.5.3 Argentina
 - 10.5.4 Rest of Latin America
- 10.6 Middle East and Africa
 - 10.6.1 Saudi Arabia
 - 10.6.2 South Africa
 - 10.6.3 UAE
 - 10.6.4 Rest of MEA

Chapter 11 Company Profiles

- 11.1 Animal Essentials
- 11.2 Ark Naturals
- 11.3 Bayer Animal Health
- 11.4 Boehringer Ingelheim Animal Health

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- 11.5 Ceva Sante Animale
- 11.6 Dechra Pharmaceuticals
- 11.7 Elanco Animal Health
- 11.8 Hill's Pet Nutrition (Colgate-Palmolive)
- 11.9 Innovet Pet Products
- 11.10 Mars Petcare
- 11.11 Nestle Purina PetCare
- 11.12 NOW Foods (NOW Pets)
- 11.13 Nutramax Laboratories
- 11.14 Pet Naturals of Vermont
- 11.15 PetHonesty
- 11.16 Vetoquinol
- 11.17 VetriScience Laboratories
- 11.18 Virbac
- 11.19 Zesty Paws
- 11.20 Zoetis Inc.

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