

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

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Report description:

Pet Supplements Market Analysis

The pet supplement market size, valued at USD 2.7 billion in 2025, is projected to reach USD 3.67 billion by 2030, registering a CAGR of 6.31%. Market expansion is attributed to the increasing emphasis on pet health and wellness, the development of premium functional formulations, and the growth of digital commerce platforms. Although specialty retailers maintain significant market presence, online subscription models are reshaping customer engagement and product replenishment strategies. The establishment of regulatory frameworks for cannabidiol (CBD) and clinical validation of targeted ingredients facilitates product portfolio expansion. Market participants emphasize acquisitions, scientific validation, and ingredient transparency, demonstrating that operational scale, consumer trust, and supply chain efficiency are critical determinants of market success.

Global Pet Supplements Market Trends and Insights

Surge in CBD-infused Supplement Launches

The United States CBD Product Safety and Standardization Act and European regulatory frameworks are simplifying market entry for CBD-infused pet products. In North America, 35% of pet supplement consumers use CBD products in 2025, mainly for anxiety management and mobility support, and 22% of veterinarians recommend CBD supplements to address behavioral issues and joint health. The expanding CBD and hemp derivatives market is driving the development of products that combine calming and anti-inflammatory benefits.

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Age-related Osteoarthritis in Senior Dogs

The formulation of hip and joint supplements is evolving to incorporate UC-II collagen and omega-3 combinations. Clinical studies show these formulations provide better mobility outcomes than glucosamine supplements, leading veterinarians to recommend multi-modal treatment approaches. The market growth is supported by pet owners' increasing focus on preventive care, particularly for senior pets.

Stringent FDA and NASC Compliance Extending Time-to-Market

The FDA's termination of its memorandum of understanding with AAFCO requires companies to obtain ingredient approvals or Generally Recognized as Safe (GRAS) status. This increases research and development costs and extends product launch timelines. The National Animal Supplement Council (NASC) Quality Seal has emerged as the primary compliance standard, requiring enhanced clinical evidence and independent testing. These regulatory requirements impact the pace of innovation, especially in CBD and functional botanical products.

Other drivers and restraints analyzed in the detailed report include:

Subscription-Based DTC E-commerce Models Expanding Average Order Value / Veterinary Endorsement of Probiotic Formulas in Companion-Animal Clinics / Volatile Krill-oil Supply Chain Raising Input Costs /

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

Chewable and soft chews dominate the pet supplement market with a 39% share in 2024, primarily due to their flavor-masking capabilities and convenient dosing. Tablets and capsules maintain strong adoption in veterinary clinics, where precise dosage control and longer shelf life are essential. The liquid and gel segment shows the highest growth rate at 8.5% CAGR through 2030, particularly serving senior pets and those that have difficulty with solid supplements. Powders and dental chews complete the product range, offering multiple benefits such as joint support, calming effects, and skin health in single formulations. The market continues to evolve with new formats such as melt-in-mouth films for convenient administration.

The increasing focus on nutritional precision has driven innovations in dosage delivery, including liquid pump dispensers and cold-extrusion processes for chewables. Manufacturers address supply chain stability through dual-sourcing strategies for ingredients like gelatin and plant-based binders, while implementing sustainability certifications to meet retailer requirements. The emergence of combination supplement-snack products reflects consumer interest in functional treats, further strengthening the market position of chewable formats.

Multivitamins hold 28.7% of the pet supplement market share in 2024, serving as a primary entry point for consumers seeking comprehensive wellness solutions. The market shows increased diversification through condition-specific supplements, particularly in immune health and senior care categories. CBD and hemp derivatives demonstrate strong growth with a 10.4% CAGR, supported by improving regulations and their effectiveness in both anxiety reduction and mobility enhancement. Proteins and peptides, particularly collagen formulations, gain prominence in joint health and dermatological applications, with notable adoption in Asian markets where fish-derived collagen meets regional preferences. The market maintains steady demand for omega-3s, probiotics, antioxidants, and botanical ingredients in specialized formulations.

Research validation emerges as a significant factor, with expanding clinical evidence supporting collagen-vitamin C combinations

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and lipid-encapsulated CBD formulations. Advanced proteomic analysis techniques improve peptide bioavailability, creating clear differentiation between premium products and standard multivitamin offerings in the market.

The Pet Supplement Market Report is Segmented by Product Form (Tablets and Capsules, Chewables and Soft Chews, and More), by Supplement Type (Multivitamins, and More), by Function (Urinary Tract Health, and More), by Pet Type (Dogs, and More), by Distribution Channel (Convenience Stores, and More), and Geography (North America, Europe, and More). The Market Forecasts are Provided in Terms of Value (USD).

Geography Analysis

North America generated 48.4% of global revenue in 2024. The region's market leadership is attributed to high pet ownership rates, premium spending patterns, and a developed e-commerce infrastructure. Market expansion continues through increased veterinary adoption of functional ingredients and regulatory advancement regarding CBD supplements. Canada and Mexico contribute additional growth through expanding middle-income populations and preventive pet care education initiatives.

Asia-Pacific exhibits the highest growth trajectory with a projected 7.4% CAGR through 2030. China, Japan, and India drive regional expansion through urbanization, middle-class expansion, and increasing pet humanization trends. International manufacturers adapt through market-specific flavors, appropriate package sizes, and comprehensive retail strategies across diverse regulatory frameworks.

Europe sustains market growth through Germany, the UK, and France, supported by stringent ingredient standards and a significant senior pet demographic. The market addresses consumer requirements for organic, plant-based, and scientifically validated formulations. South America, specifically Brazil, and the Middle East and Africa, particularly the UAE, demonstrate growth potential as Western consumption patterns expand through expatriate communities and digital market penetration.

List of Companies Covered in this Report:

Nestle Purina PetCare Company / Mars Incorporated (Mars Petcare) / Colgate-Palmolive Company (Hill's Pet Nutrition) / General Mills Inc. (Blue Buffalo) / H&H Group - Zesty Paws / Nutramax Laboratories, Inc. / Elanco / Zoetis Services LLC / Virbac / Kemin Industries, Inc. / Nordic Naturals / Healthy Pets (PetAlive) / Schell & Kampeter, Inc. (Diamond Pet Foods) / Wellness Pet, LLC / Affinity Petcare S.A. (A Subsidiary of Agrolimen SA) /

Additional Benefits:

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

Table of Contents:

- 1 Introduction
 - 1.1 Study Assumptions and Market Definition
 - 1.2 Scope of the Study
- 2 Research Methodology
- 3 Executive Summary
- 4 Market Landscape

- 4.1 Market Overview
- 4.2 Market Drivers
 - 4.2.1 Surge in CBD-infused Supplement Launches
 - 4.2.2 Age-related Osteoarthritis in Senior Dogs
 - 4.2.3 Subscription-Based DTC E-commerce Models Expanding Average Order Value
 - 4.2.4 Veterinary Endorsement of Probiotic Formulas in Companion-Animal Clinics
 - 4.2.5 Demand for Clean-Label, Plant-Based Formulations
 - 4.2.6 Novel-Food Approval for Algae-Derived Omega-3 Ingredients
- 4.3 Market Restraints
 - 4.3.1 Stringent FDA and NASC Compliance Extending Time-to-Market
 - 4.3.2 Volatile Krill-oil Supply Chain Raising Input Costs
 - 4.3.3 Price Sensitivity Among First-Time Supplement Buyers
 - 4.3.4 Consumer Skepticism over Efficacy of Pet Supplements
- 4.4 Regulatory and Technological Outlook
- 4.5 Porter's Five Forces Analysis
 - 4.5.1 Threat of New Entrants
 - 4.5.2 Bargaining Power of Buyers
 - 4.5.3 Bargaining Power of Suppliers
 - 4.5.4 Threat of Substitutes
 - 4.5.5 Intensity of Competitive Rivalry

5 Market Size and Growth Forecasts (Value)

- 5.1 By Product Form
 - 5.1.1 Tablets and Capsules
 - 5.1.2 Chewable and Soft Chews
 - 5.1.3 Powders
 - 5.1.4 Liquids and Gels
 - 5.1.5 Capsules
 - 5.1.6 Other Forms
- 5.2 By Supplement Type
 - 5.2.1 Multivitamins
 - 5.2.2 Probiotics and Prebiotics
 - 5.2.3 Omega-3 and Essential Fatty Acids
 - 5.2.4 Glucosamine and Chondroitin
 - 5.2.5 CBD and Hemp Derivatives
 - 5.2.6 Antioxidants
 - 5.2.7 Herbal and Botanical Extracts
 - 5.2.8 Other Supplement Type
- 5.3 By Function
 - 5.3.1 Urinary Tract Health
 - 5.3.2 Hip and Joint Health
 - 5.3.3 Diabetes Management
 - 5.3.4 Heart and Renal Health
 - 5.3.5 Skin and Coat Health
 - 5.3.6 Immune System Support
 - 5.3.7 Digestive Health
 - 5.3.8 Calming and Anxiety Relief

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- 5.3.9 Dental and Oral Care
- 5.3.10 Metabolic/ Weight Management
- 5.3.11 Senior/Cognitive Support
- 5.3.12 Other Specialty Needs
- 5.4 By Pet Type
 - 5.4.1 Dogs
 - 5.4.2 Cats
 - 5.4.3 Birds
 - 5.4.4 Small Mammals
 - 5.4.5 Equine
 - 5.4.6 Aquatic
 - 5.4.7 Reptiles
 - 5.4.8 Other Pets
- 5.5 By Distribution Channel
 - 5.5.1 Convenience Stores
 - 5.5.2 Online Channel
 - 5.5.3 Specialty Stores
 - 5.5.4 Supermarkets/Hypermarkets
 - 5.5.5 Other Channels
- 5.6 By Geography
 - 5.6.1 North America
 - 5.6.1.1 United States
 - 5.6.1.2 Canada
 - 5.6.1.3 Mexico
 - 5.6.1.4 Rest of North America
 - 5.6.2 Europe
 - 5.6.2.1 Germany
 - 5.6.2.2 United Kingdom
 - 5.6.2.3 France
 - 5.6.2.4 Italy
 - 5.6.2.5 Spain
 - 5.6.2.6 Russia
 - 5.6.2.7 Rest of Europe
 - 5.6.3 Asia-Pacific
 - 5.6.3.1 China
 - 5.6.3.2 Japan
 - 5.6.3.3 India
 - 5.6.3.4 South Korea
 - 5.6.3.5 Australia
 - 5.6.3.6 Rest of Asia-Pacific
 - 5.6.4 South America
 - 5.6.4.1 Brazil
 - 5.6.4.2 Argentina
 - 5.6.4.3 Chile
 - 5.6.4.4 Rest of South America
 - 5.6.5 Middle East
 - 5.6.5.1 United Arab Emirates

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- 5.6.5.2 Saudi Arabia
- 5.6.5.3 Israel
- 5.6.5.4 Turkey
- 5.6.5.5 Rest of Middle East
- 5.6.6 Africa
- 5.6.6.1 South Africa
- 5.6.6.2 Egypt
- 5.6.6.3 Rest of Africa

6 Competitive Landscape

6.1 Market Concentration

6.2 Strategic Moves

6.3 Market Share Analysis

6.4 Company Profiles (includes Global-level Overview, Market-level Overview, Core Segments, Financials as available, Strategic Information, Market Rank/Share, Products and Services, Recent Developments)

6.4.1 Nestle Purina PetCare Company

6.4.2 Mars Incorporated (Mars Petcare)

6.4.3 Colgate-Palmolive Company (Hill's Pet Nutrition)

6.4.4 General Mills Inc. (Blue Buffalo)

6.4.5 H&H Group - Zesty Paws

6.4.6 Nutramax Laboratories, Inc.

6.4.7 Elanco

6.4.8 Zoetis Services LLC

6.4.9 Virbac

6.4.10 Kemin Industries, Inc.

6.4.11 Nordic Naturals

6.4.12 Healthy Pets (PetAlive)

6.4.13 Schell & Kampeter, Inc. (Diamond Pet Foods)

6.4.14 Wellness Pet, LLC

6.4.15 Affinity Petcare S.A. (A Subsidiary of Agrolimen SA)

7 Market Opportunities and Future Outlook

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