

# The US Pet Supplement Market at a CAGR of 5.7% during the forecast period 2024–2032 | Astute Analytica

*Growth driven by increasing pet ownership, rising awareness of pet health, and advancements in supplement formulations.*

CHICAGO, UNITED STATES, May 30, 2024

/EINPresswire.com/ -- The [US Pet Supplement Market](#) is experiencing remarkable growth, with its valuation reaching  $\$1.05$  billion in 2023. This market is projected to exceed a valuation of  $\$1.5$  billion by 2032, reflecting a robust compound annual growth rate (CAGR) of 5.7% during the forecast period. This promising trend underscores the expanding opportunities within the pet health and wellness sector.



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1. **Increasing Pet Ownership:** The number of pet owners in the United States continues to rise, contributing significantly to the demand for pet supplements. Pets are increasingly viewed as integral members of the family, prompting owners to invest more in their health and well-being.

2. **Heightened Awareness:** Pet owners are becoming more informed about the health benefits of supplements for their animals. This heightened awareness is leading to increased adoption of pet supplements aimed at improving joint health, coat condition, digestive health, and overall vitality.

3. **Innovations in Formulations:** Continuous research and development efforts have resulted in more effective and specialized pet supplements. Innovations in formulations are making supplements more palatable and easier to administer, further driving market growth.

4. **Availability of Supplements:** The availability of pet supplements through various

channels, including online platforms, veterinary clinics, and retail stores, has made these products more accessible to a wider audience.

The pet supplement market in the US is poised for sustained growth, reflecting broader trends in the pet care industry. As consumers prioritize the health and longevity of their pets, the demand for high-quality, effective supplements is expected to rise. Key market players are likely to invest further in research and development, marketing, and expanding their product portfolios to capture a larger share of this burgeoning market.

For more information on the pet supplement market, visit our website: <https://www.astuteanalytica.com/industry-report/us-pet-supplement-market>

Novotech Nutraceuticals, Inc.

VetriScience Laboratories

Virbac Corporation

Zoetis Inc.

Ark Naturals

Kemin Industries, Inc.

Nestlé Purina Pet Care Company

NOW Health Group, Inc.

TruRx LLC

Hill's Pet Nutrition Inc.

WellPet LLC

Blue Buffalo Pet Products Inc.

iVet Professional Formulas

Food Science Corporation

PetAg, Inc.

Garmon Corp

GNC Holdings, LLC

DSM

Nutramax Laboratories, Inc.

PetHonesty

Zesty paws

Bayer AG

WoofWell

Rogue Pet Science

Other Prominent Players

Market Segmentation Overview:

By Type

Chews & Bites  
Powder  
Liquid  
Spray  
Others  
By Product Type

Glucosamine  
Probiotics  
Multivitamins  
Omega-3 Fatty Acids  
Others  
By Specialty Type

Joint Health  
Digestive Health  
Weight Management  
Skin and Coat Health  
Dental Care  
Others  
By Application

Dogs  
Cats  
Horses  
Others  
By Sales Channel

Convenience Stores  
Multi-Brand Stores  
Pet Specialty Stores  
Online Retailing

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