

Japan Animal Supplement Industry Insights | Market Size, Growth Rate, and Top Trends To 2027

Japan's Animal Supplement Market is growing rapidly, driven by rising pet health awareness and demand for quality livestock care.

TOKYO, YOKOHAMA, JAPAN, July 29, 2025 /EINPresswire.com/ -- Livestock Supplements:

The Japan animal supplement market is witnessing steady expansion, driven by a surge in pet ownership, growing awareness of animal health, and increasing demand for nutritional products in livestock farming. Driven by the rising emphasis on boosting immunity, improving joint function, and supporting digestive health in animals, both pet and livestock categories are significantly contributing to market expansion nationwide.



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Rising demand for pet wellness and livestock productivity is driving Japan's animal supplement market to reach over \$329.17 million by 2027, with immunity and digestion support leading the surge.”

*DataM Intelligence 4Market
Research LLP*

Pet Supplements:

Market Size and Growth

The [Animal Supplement Market in Japan](#) was estimated at nearly US\$ 231.49 million in 2023 and is anticipated to grow to about US\$ 329.17 million by 2027, registering a compound annual growth rate (CAGR) of 9.48% 2024 and 2027.

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Key Drivers

Aging Pet Population: As dogs and cats in Japan live longer, supplements for joint support, heart health, and cognitive function are in high demand.

Rising Pet Ownership: A post-pandemic surge in pet adoption, especially among single households and elderly individuals, is creating a growing consumer base.

Livestock Sector Innovation: Japanese farms are adopting supplements to enhance immunity, reduce antibiotic dependency, and improve feed efficiency.

Product Innovation: Manufacturers are developing palatable, multifunctional supplements in chew, powder, and liquid forms tailored to specific animal needs.

Premiumization: Growing consumer demand for high-quality animal nutrition is driving the shift toward premium pet and livestock supplements with enhanced health benefits.

Livestock Supplements: Increasing focus on animal productivity and disease prevention is boosting the adoption of targeted supplements in cattle, poultry, and swine farming.

Overall Market Trends:

Rising Demand for Natural Ingredients: Consumers and producers are increasingly favoring animal supplements made from organic and plant-based ingredients for safety and sustainability.

Growth in E-commerce Channels: Online retail platforms are expanding market reach, offering convenience and variety for purchasing animal health and nutrition products.

Geographical Share

Japan leads the East Asian region in per-capita spending on pet care, including supplements, with urban centers like Tokyo, Osaka, and Nagoya contributing significantly to sales.

The Asia-Pacific region complements Japan's market through ingredient sourcing and manufacturing partnerships, while the U.S. and European imports influence premium product trends in Japan.

Key Players

Leading players in the Japan animal supplement market include:

Vivaldis Animal Health

Nutramax Laboratories

DSM Animal Nutrition

Zesty Paws

Nestlé Purina PetCare

Royal Canin (Mars Inc.)

Market Segments:

By Animal Type: Livestock Animals, Cattle, Poultry, Swine, Horses, Others, Companion Animals , Dogs, Cats, Birds, Other Small Mammals

By Ingredient: Vitamins & Minerals, Amino Acids, Omega Fatty Acids, Probiotics & Prebiotics, Botanicals, Others

By Form: Powder, Liquid, Tablets/Capsules, Injections

By Distribution Channel: Online Retailers, Specialty Pet Stores, Veterinary Clinics, Convenience Stores, Supermarkets/Hypermarkets, Pharmacies and Drug Stores, Other Distribution Channels

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Key Developments

United States

2025: A U.S.-based pet wellness brand launched a Japanese-specific product line using matcha and green tea extracts as natural antioxidants for pets.

2024: U.S. veterinary clinics began exporting probiotic animal supplements to Japan, targeting digestive health in cats and dogs through joint ventures with Japanese retailers.

Japan

2025: A Tokyo startup introduced AI-powered pet health trackers that recommend supplement plans based on real-time activity and dietary patterns.

2024: A major Japanese livestock cooperative launched a nationwide campaign promoting mineral and vitamin supplements to support sustainable animal farming and reduce antibiotic use.

Conclusion

The Japan animal supplement market continues to grow as animal health takes priority in both households and farms. With strong domestic demand, international collaboration, and product innovation, the industry is well-positioned to address the unique challenges of an aging pet population and the sustainable productivity goals of modern livestock farming.

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